

ABSTRAK

PENGARUH INFLUENCER MARKETING, LIVE STREAMING SHOPPING, DAN FLASH SALE TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI

(Studi pada Pengguna *Skincare The Originote* di Indonesia)

Wilda Dorianna Ompusunggu
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *influencer marketing* terhadap *impulse buying*, (2) Pengaruh *live streaming shopping* terhadap *impulse buying*, (3) Pengaruh *flash sale* terhadap *impulse buying*, (4) Pengaruh *influencer marketing* terhadap *impulse buying* melalui *positive emotion* sebagai variabel mediasi, (5) Pengaruh *live streaming shopping* terhadap *impulse buying* melalui *positive emotion* sebagai variabel mediasi, (6) Pengaruh *flash sale* terhadap *impulse buying* melalui *positive emotion* sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dan teknik penentuan sampel menggunakan *purposive sampling*. Selain itu, data diperoleh dengan membagikan kuesioner melalui *google form* kepada 410 responden yang tersebar di seluruh Indonesia. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan aplikasi SmartPLS 4 v. 4.0.9.9. Berdasarkan analisis yang telah dilakukan, hasil dari penelitian ini adalah: (1) *Influencer marketing* tidak berpengaruh terhadap *impulse buying*, (2) *Live streaming shopping* tidak berpengaruh terhadap *impulse buying*, (3) *Flash sale* berpengaruh terhadap *impulse buying*, (4) *Positive emotion* memediasi penuh *influencer* terhadap *impulse buying*, (5) *Positive emotion* tidak memediasi *live streaming shopping* terhadap *impulse buying*, (6) *Positive emotion* memediasi sebagian *flash sale* terhadap *impulse buying*.

Kata kunci: *influencer marketing, live streaming shopping, flash sale, impulse buying, positive emotion*

ABSTRACT

THE INFLUENCE OF INFLUENCER MARKETING, LIVE STREAMING SHOPPING, AND FLASH SALE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE

(Study on The Originote Skincare Users in Indonesia)

Wilda Dorianna Ompusunggu
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) The effect of influencer marketing on impulse buying, (2) The effect of live streaming shopping on impulse buying, (3) The effect of flash sales on impulse buying, (4) The effect of influencer marketing on impulse buying through positive emotion as a mediating variable, (5) The effect of live streaming shopping on impulse buying through positive emotion as a mediating variable, (6) The effect of flash sales on impulse buying through positive emotion as a mediating variable. The sampling technique in this study uses non probability sampling and the sample determination technique uses purposive sampling. In addition, data was obtained by distributing questionnaires through google forms to 410 respondents spread throughout Indonesia. The data analysis technique used in this study is Partial Least Square (PLS) with the SmartPLS 4 v. 4.0.9.9 application. Based on the analysis that has been done, the results of this study are: (1) Influencer marketing has no effect on impulse buying, (2) Live streaming shopping has no effect on impulse buying, (3) Flash sale has an effect on impulse buying, (4) Positive emotion fully mediates influencers on impulse buying, (5) Positive emotion does not mediate live streaming shopping on impulse buying, (6) Positive emotion partially mediates flash sales on impulse buying.

Keywords: influencer marketing, live streaming shopping, flash sale, impulse buying, positive emotion