

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh program *Flash sale* dan diskon terhadap *Impulsive buying* dengan emosi positif sebagai variabel mediasi pada marketplace Shopee di Jambi. Studi ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarkan kepada pengguna Shopee di Jambi, sebanyak 96 responden. Data di analisis menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa program *Flash sale* tidak berpengaruh signifikan terhadap *impulsive buying* , dan juga terhadap emosi positif. Sementara itu, diskon terbukti berpengaruh terhadap *impulsive buying* , dan juga berpengaruh terhadap emosi positif. Dan variabel emosi positif berpengaruh terhadap *impulsive buying* . *Flash sale* tidak berpengaruh terhadap *Impulsive buying* melalui emosi positif, sedangkan *Discount*, berpengaruh terhadap *Impulsive buying* melalui emosi positif. Dengan demikian, strategi promosi seperti diskon lebih efektif dalam mendorong pembelian impulsif dibandingkan *Flash sale*. Temuan ini memberikan wawasan bagi pelaku bisnis e-commerce dalam merancang strategi promosi yang lebih efektif.

Kata kunci: *Flash sale*, *Discount*, *impulsive buying*, emosi positif, marketplace Shopee.

ABSTRACT

This study aims to examine the influence of flash sales and Discount, programs on impulsive buying, with positive emotions as a mediating variable, in the Shopee marketplace in Jambi. A quantitative approach was employed, with data collected through questionnaires distributed to 96 Shopee users in Jambi. The data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicate that the flash sale program does not have a significant effect on Impulsive buying or positive emotions. In contrast, Discount, programs significantly influence both Impulsive buying and positive emotions. Additionally, positive emotions have a significant impact on impulsive buying While flash sales do not indirectly affect Impulsive buying through positive emotions, Discount, programs do. These findings suggest that Discount-based promotional strategies are more effective in driving impulsive purchases than flash sales. This study provides valuable insights for e-commerce businesses in designing more effective marketing strategies to enhance consumer engagement and sales performance.

Keywords: *Flash sale, Discount, impulsive buying, positive emotions, marketplace Shopee.*