

ABSTRACT

The purpose of this study is to investigate the factors that influence impulsive purchasing behaviour among Shopee e-commerce users in Semarang City by investigating the characteristics of Shopee's flash sales and live streaming with the role of positive emotions as an intervening variable.

The sample used in this study consists of 170 consumers in Semarang City who have used or purchased products on Shopee through flash sales and live streaming at least twice in the past six months. The data was collected via an online questionnaire and the analysis was performed using SPSS (Statistical Product and Service Solutions) and AMOS (Analysis of Moment Structure) version 29.

This study found that flash sales and live streaming have a positive and significant effect on positive emotions. Furthermore, positive emotions have a positive and significant effect on impulse buying. However, flash sale and live streaming don't have a significant effect on impulse buying. Besides, the indirect effect of flash sale and live streaming is greater than the direct effect, this indicates that positive emotions mediate the relationship between flash sale and live streaming with impulse buying.

Keywords: Flash sale, Live streaming, Positive emotions, Impulse buying