

ABSTRACT

The development of e-commerce platforms in Indonesia has been growing rapidly, particularly through the implementation of flash sale promotional strategies that effectively attract consumer interest. As one of the leading marketplaces in the country, Shopee employs concepts of product scarcity, economic benefits, and entertainment to encourage impulsive buying. However, several previous studies still yield mixed findings regarding the effectiveness of these three factors in triggering impulsive purchases.

This research aims to examine and analyze the influence of product scarcity, economic benefits, and entertainment on impulsive buying during Shopee flash sales, with arousal as a mediating variable. Data were collected using a purposive sampling method, involving 120 respondents in Semarang who had made purchases on Shopee during a flash sale. The data were gathered online via questionnaires (Google Forms) and subsequently analyzed using Structural Equation Modeling (SEM) with the AMOS version 29 software.

The findings indicate that product scarcity, economic benefits, and entertainment each have a positive and significant effect on arousal. Furthermore, arousal has a positive effect on impulsive buying and mediates the relationships among product scarcity, economic benefits, and entertainment with impulsive buying. Thus, the emotional element (arousal) plays a crucial role in bridging the impact of various promotional factors on consumers' impulsive behaviors.

Keywords: Product Scarcity, Economic Benefits, Entertainment, Arousal, Impulsive Buying, Flash Sale, Shopee.