

ABSTRACT

Advances in technology and information have led to the emergence of e-commerce as a major platform for online transactions, facilitating interaction between producers and consumers. Shopee, as one of the leading e-commerce platforms in Indonesia, recorded a very high number of visits in the first quarter of 2023, outperforming competitors such as Tokopedia and Lazada. This study was conducted to analyze the Effect of Hedonic Shopping Motivation and Sales Promotion on Impulse Buying with Positive Emotion as a Mediating Variable.

The research data were obtained from 113 respondents who are Shopee consumer users in Semarang City through a questionnaire consisting of open and closed questions with a Likert scale of 1-5 distributed online. The research analysis was carried out using the Structural Equation Model (SEM) method using AMOS 24 software.

The results of this study indicate that hedonic shopping motivation and sales promotion have a positive and significant effect on impulse buying. Hedonic shopping motivation increases positive emotions, which strengthen impulse buying tendencies, while attractive sales promotions also trigger positive emotions, encouraging increased impulse buying. Positive emotions serve as a mediator that strengthens the influence of hedonic shopping motivation and sales promotion on impulse purchases.

Keywords: *hedonic shopping motivation, sales promotion, positive emotions, impulse buying, e-commerce*