

ABSTRACT

The development of the digital era today has influenced the marketing strategies of businesses, including in the e-commerce sector, with one significant marketing innovation through live streaming on social media platforms like TikTok. This study aims to analyze the impact of impulse buying tendency on purchase decision through anticipated regret and rejoice as mediating variables in e-commerce consumers, with a focus on TikTok users in Semarang City. In this study, the S-O-R (Stimulus-Organism-Response) theory is used to explain how stimuli, in the form of promotional messages during live streaming broadcasts, can trigger emotional reactions in the organism (consumer), which then affect cognitive responses in the form of impulsive buying decisions.

Data collection was conducted quantitatively by distributing online questionnaires via Google Forms. This research applied a non-probability sampling method using purposive sampling with a sample size of 202. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS 26.

The results of the study show that impulse buying tendency, anticipated regret, and rejoice have a positive and significant effect on purchase decision attitudes. Additionally, the anticipated emotions (regret & rejoice) fully mediate the relationship between impulse buying tendency and purchase decision. The findings of this study can be used as input for business practitioners in promoting products through live streaming as an effort to increase sales.

Keywords: *Impulse buying, e-commerce, promotion, live streaming, anticipated emotion, purchase decision.*

