

ABSTRACT

With the rapid advancement of technology, online shopping activities have increased significantly. Marketplace platforms have become the most dominant online shopping channel and record the highest number of transactions globally. This has influenced the way businesses in Indonesia market their products online. This study focuses on marketing through flash sales on marketplaces using the Stimulus-Organism-Response theory model and the Competitive Arousal Model theory. There are several variables in this study, such as limited quantity scarcity, limited time scarcity, information, and entertainment. This study aims to analyze the relationship between these factors and arousal as a mediating variable that influences impulse buying.

This study is a replication of a previous study conducted in Indonesia with a focus on a different demographic context, namely only consumers in Semarang City, Indonesia. Data collection was conducted quantitatively by distributing questionnaires online through Google Forms. This study applied a non-probability sampling method of purposive sampling with a sample size of 205. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS 29. In this study, arousal as a mediating variable required indirect effect analysis. AMOS enables direct and indirect mediation testing with bootstrapping, which provides more accurate results.

The results show that limited quantity scarcity, limited time scarcity, information, and entertainment have a positive and significant effect on excitement during flash sales. In addition, excitement has been proven to play a mediating role in strengthening the relationship between these four factors and impulsive buying. This indicates that the higher the level of limited quantity scarcity, limited time scarcity, information, and entertainment in flash sale programs, the greater the influence in shaping positive attitudes that ultimately encourage impulsive buying behavior. Of the four factors tested, information has the strongest impact on excitement attitudes, which in turn have an impact on impulsive buying.

Keyword: *flash sale, arousal, impulse buying, limited quantity scarcity, limited time scarcity, information, entertainment.*