

## **ABSTRACT**

*Technology and digitalization have rapidly developed in Indonesia, and people across almost all regions have begun to experience the impacts and benefits of these advancements. Such developments have transformed consumption behavior patterns, particularly among Generation Z, who are the most active users of social e-commerce platforms such as TikTok Shop. Impulsive buying has become one of the highlighted phenomena because it often leads to wasteful spending and contradicts the principles of Islamic consumption, which emphasize moderation and avoiding excess.*

*This study aims to analyze the influence of flash sales, influencers, and Islamic consumption understanding through individual perception on impulsive buying, with positive emotion as a mediating variable among Muslim Generation Z in Semarang City. The researcher employed the S-O-R theory and a quantitative approach, collecting data from 110 respondents through a questionnaire. The data were analyzed using multiple linear regression and the Sobel test.*

*The results show that flash sales, influencers, and Islamic consumption understanding through individual perception have a positive and significant effect on positive emotion. Furthermore, flash sales and influencers have a direct positive effect on impulsive buying, while Islamic consumption understanding and positive emotion exhibit a negative effect. The study also confirmed the mediating role of positive emotion in the relationship between the independent variables and impulsive buying, characterized by inconsistent mediation for flash sales and influencers, and complementary mediation for Islamic consumption understanding. This research contributes to a deeper understanding of the dynamics of Muslim consumer behavior in the digital era, particularly how digital marketing strategies and religious values interact to shape purchasing decisions. It also highlights the role of positive emotions as a psychological mechanism that can strengthen or trigger impulsive buying tendencies.*

*Keywords: Flash Sale, Influencer, Islamic Consumption Understanding, Impulsive buying, Positive emotion, TikTok Shop, Muslim Generation Z.*

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