

## **ABSTRACT**

*This study aims to analyze the effect of Perceived Ease of Use, Perceived Usefulness, and Promotional Activities on Consumer Positive Emotion and their impact on Impulsive Buying Behavior on ShopeePAY digital wallet users in Central Java. Today, the use of digital wallets is a common thing in society. The convenience and security provided exceeds the use of conventional wallets, attracting potential users, especially the millennial generation. The shift in the use of technology also changes consumer considerations in making purchasing decisions.*

*This research was conducted on people in Central Java who have made transactions through the ShopeePAY digital wallet. The number of samples is 120 respondents. Collecting data in this study by distributing digital questionnaires and the sampling method in this study is non-probability sampling with purposive sampling technique. This study uses Structural Equation Model (SEM) analysis using AMOS 22 analysis tool.*

*The results showed that Perceived Ease of Use, Perceived Usefulness, Promotional Activities had a positive and significant effect on Consumer Positive Emotions. It is also known that Consumers Positive Emotions have a positive and significant effect on Impulsive Buying Behavior.*

*Keywords: Perceived Ease of Use, Perceived Usefulness, Promotional Activities, Consumer Positive Emotions, Impulsive Buying Behavior*