

ABSTRACT

The rapid advancement of information technology has a significant impact on all existing aspects, including business and marketing. Nowadays, many transactions for buying and selling are accessed digitally. Shopee is the most used brand and e-commerce that has become top of mind with consumers, indicated by the highest consumer penetration and transaction value in Indonesia compared to other e-commerce. When using a shopee marketplace application, it triggers someone to make a purchase in order to satisfy their hedonistic desires, which will stimulate positive emotions even though they had no intention of purchasing the product. In addition, the market's sales promotion triggers customers to make impulse buying because customers believe that they have benefited from the sales promotion. Therefore, it is necessary to examine the influence of hedonic shopping motivation and sales promotion on impulse buying with positive emotions as an intervening variable in the Shopee marketplace and investigate the factors that influence the variable the most.

This study is descriptive research. A causal study approach is used to formulate the problems and research questions. In addition, this study employs a quantitative research design. Non-probability sampling with purposive sampling was used by considering customers who make purchases at the Shopee marketplace during a sales promotion and customers who make purchases at the Shopee marketplace during the COVID-19 pandemic resulting in a total of 269 respondents. The data were analyzed using Structural Equation Modeling (SEM), and processed using SmartPLS.

The results showed that hedonic shopping motivation had a significant positive influence on impulse buying, sales promotion had a significant positive influence on impulse buying, positive emotions had a significant positive influence on impulse buying, hedonic shopping motivation had a significant positive influence on positive emotion, sales promotion had a significant positive influence on positive emotions, hedonic shopping motivation have an indirect influence on impulse buying, and sales promotion have an indirect influence on impulse buying.

Based on the results of this study, the researchers suggest that Shopee create a feature where consumers can interact with each other, then increase bundling, and maintain consumer privacy.

Keywords: hedonic shopping motivation, sales promotion, impulse buying, positive emotion, shopee