


**THE IMPACT OF EMOTIONS, PERCEIVED RISK, AND FLASH SALE
ON IMPULSE BUYING: STUDY OF GEN Z TOKOPEDIA CUSTOMERS**

*Proposal is submitted to fulfill the requirements for a bachelor's degree in
Management Department - Faculty of Economics and Business*



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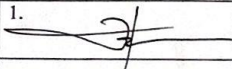
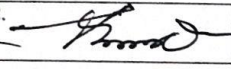

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ABSTRAK

Due to the conveniences and many incentives provided by e-commerce, consumer behavior has shown a notable shift to the direction of impulse buying. Impulse buying which behavior stimulated by internal and external factors, reflected in how perceived external factors such as risks and discount or flash sale and emotional reaction caused by such factors would lead to impulse buying. This study aims to examine the impact of emotion, perceived risk, and flash sale on impulse buying of Gen Z Tokopedia customers. As Gen Z is known to be the most digitally active demographic with promising potential as consumer base. This study is quantitative research with sample size of 170, determined using non-probability method and obtained from Gen Z Tokopedia customers who have participated in flash sale. Data was processed and analyzed using SmartPLS4.0. This study found that emotion has a positive and significant impact on impulse buying, perceived risk has a negative and not significant impact on impulse buying, and flash sale has a positive non-significant impact on impulse buying.

Keywords : *Emotion, Perceived Risk, Flash Sale, Impulse Buying, Gen Z, Tokopedia*

This thesis is already examined and passed on February 16th 2023. This abstract has been approved by supervisor and examiners:

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