

**PENGARUH *FLASH SALE* DAN *HEDONIC SHOPPING MOTIVATION*
TERHADAP *IMPULSIVE BUYING* DI *LIVE STREAMING* TIKTOK SHOP
DENGAN *POSITIVE EMOTION* SEBAGAI VARIABEL MEDIASI
(Survei Pada Generasi Z Kota Bandung)**

TESIS



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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis



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ABSTRAK

Perkembangan teknologi digital dan meningkatnya tren *live streaming* dalam *e-commerce* telah mendorong perubahan perilaku konsumen, khususnya Generasi Z yang memiliki karakteristik impulsif dan responsif terhadap promosi. Dalam konteks ini, TikTok Shop menjadi salah satu platform yang diminati dengan fitur interaktif seperti *Flash Sale* dan *Hedonic Shopping Motivation* yang mampu membangkitkan emosi positif (*Positive Emotion*) dan dorongan untuk membeli secara spontan (*Impulsive Buying*). Penelitian ini bertujuan untuk menganalisis pengaruh *Flash Sale* dan *Hedonic Shopping Motivation* terhadap *Impulsive Buying* dengan *Positive Emotion* sebagai variabel mediasi pada Generasi Z di Kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research* dan teknik *purposive sampling* terhadap 160 responden yang pernah melakukan pembelian impulsif melalui *live streaming* TikTok Shop. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Flash Sale* dan *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *Positive Emotion* dan *Impulsive Buying*. Selain itu, *Positive Emotion* juga terbukti mampu memediasi pengaruh *Flash Sale* dan *Hedonic Shopping Motivation* terhadap *Impulsive Buying*. Temuan ini memberikan kontribusi bagi pengembangan strategi pemasaran digital serta memperkuat pemahaman teoretis terkait perilaku belanja impulsif di era digital.

Kata Kunci : *Flash Sale, Hedonic Shopping Motivation, Impulsive Buying, Positive Emotion, Generasi Z, Live streaming*

The Influence Of Flash Sale And Hedonic Shopping Motivation On Impulsive Buying In Tiktok Shop Live Streaming With Positive Emotion As A Mediating Variable (Survey On Generation Z In Bandung City)

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ABSTRACT

The advancement of digital technology and the growing trend of live streaming in e-commerce have driven shifts in consumer behavior, particularly among Generation Z, who are characterized by impulsiveness and responsiveness to promotional stimuli. In this context, TikTok Shop has emerged as a popular platform offering interactive features such as Flash Sales and Hedonic Shopping Motivation, both of which can evoke positive emotions and stimulate spontaneous purchasing behavior (Impulsive Buying). This study aims to analyze the influence of Flash Sale and Hedonic Shopping Motivation on Impulsive Buying, with Positive Emotion as a mediating variable, among Generation Z consumers in the city of Bandung. A quantitative approach was employed using explanatory research methods, with purposive sampling applied to 160 respondents who had previously engaged in impulsive purchases via TikTok Shop live streaming. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 4.0 application. The results indicate that Flash Sale and Hedonic Shopping Motivation have a positive and significant effect on both Positive Emotion and Impulsive Buying. Furthermore, Positive Emotion was also found to significantly mediate the relationship between Flash Sale and Hedonic Shopping Motivation toward Impulsive Buying. These findings contribute to the development of digital marketing strategies and strengthen theoretical understanding of impulsive buying behavior in the digital era.

Keywords: Flash Sale, Hedonic Shopping Motivation, Impulsive Buying, Positive Emotion, Generation Z, Live Streaming