

**PENGARUH *FLASH SALE CHARACTERISTIC* DAN *SCARCITY FLASH SALE* TERHADAP *IMPULSE BUYING* MELALUI *ATTITUDE TOWARDS FLASH SALE* PADA *E-COMMERCE SHOPEE***

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**ABSTRAK**

Penelitian ini bertujuan menganalisis pengaruh *flash sale characteristic* dan *scarcity flash sale* terhadap *impulse buying* yang dimediasi oleh *attitude towards flash sale* pada *e-commerce* Shopee di Indonesia. Populasi dalam penelitian ini adalah konsumen yang menggunakan *e-commerce* Shopee. Dalam penelitian ini, *purposive sampling* digunakan untuk menarik sampel dengan jumlah 122 responden. Model analisis data yang digunakan dalam penelitian ini adalah *Structural Equation Model Partial Least Square* (SEM-PLS).

Penelitian ini menunjukkan bahwa *flash sale characteristic* berpengaruh signifikan terhadap *attitude towards flash sale*, sedangkan *scarcity flash sale* tidak berpengaruh signifikan terhadap *attitude towards flash sale*. Hasil penelitian ini juga menunjukkan bahwa *flash sale characteristic* dan *scarcity flash sale* berpengaruh signifikan terhadap *impulse buying*. Selain itu, *attitude towards flash sale* mampu memediasi hubungan antara *flash sale characteristic* dan *scarcity flash sale* terhadap *impulse buying*.

Kata kunci: *flash sale characteristic*, *scarcity flash sale*, *attitude towards flash sale*, *impulse buying*, dan *e-commerce*.

***IMPACT OF FLASH SALE CHARACTERISTIC AND SCARCITY FLASH SALE ON IMPULSE BUYING THROUGH ATTITUDE TOWARDS FLASH SALE IN E-COMMERCE SHOPEE***

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***ABSTRACT***

*This study aims to analyse the impact of flash sale characteristic and scarcity flash sale on impulse buying through attitude towards flash sale in e-commerce Shopee. Population in this study was consumers of e-commerce Shopee in Indonesia. This study employed purposive sampling technique to collect 122 participants and the data was analysed by using Structural Equation Model Partial Least Square 3 (SEM-PLS 3).*

*This study found that flash sale characteristic has significant effect on attitude towards flash sale, however, scarcity flash sale has no significant effect on attitude towards flash sale. Moreover, this study showed that flash sale characteristic and scarcity flash sale have significant impact on impulse buying. Besides, attitude towards flash sale has mediating effect on link between flash sale characteristic and scarcity flash sale on impulse buying in this study.*

*Keywords: flash sale characteristic, scarcity flash sale, attitude towards flash sale, impulse buying, and e-commerce.*