

ABSTRACT

Shopee is an e-commerce that is most often used by consumers in Indonesia to shop, either for products or services. Various attractive offers from e-commerce are the biggest reasons for impulse buying. Shopee is known as an e-commerce company that is diligent in providing flash sales at low prices. With this strategy, Shopee can increase the buyer's sense of urgency to make products appear rare and desired by many people. Buyers can be psychologically stimulated to buy a product and encourage impulse buying because flash sales provide limited offers.

The purpose of this study was to measure the effect of flash sale on impulse buying, flash sale on the urge to buy, flash sale on value shopping, flash sale on positive emotions, value shopping on the urge to buy, positive emotions on the urge to buy, and the urge to buy. against impulse buying. This study also aims to measure the role of impulsive buying tendencies and deal-proneness as a moderator in impulse buying.

This study uses quantitative methods with data collection through questionnaires to 385 respondents. The sampling technique used in this study is non-probability sampling with the type of snowball sampling. Data analysis used descriptive analysis and the research method used Structural Equation Modeling (SEM) with SmartPLS 3 software.

The results of this study indicate that flash sales have an indirect effect on impulse buying through the urge to buy, flash sale has an effect on the urge to buy, flash sale has an effect on value shopping, flash sale has an effect on positive emotions, value shopping has an effect on the urge to buy, positive emotions have an effect on impulse to buy. The role of impulsive buying tendencies and deal-proneness as moderators is supported.

It is expected that the company can increase the urge to buy with a shorter time and increase impulse buying by optimizing things that can trigger impulse buying, marketing and promotional strategies within the company's control.

Keywords: *e-commerce, flash sale, impulsive purchase, Shopee, Structural Equation Modelling (SEM)*