

ABSTRACT

Indonesia ranks fourth globally in population size and is also fourth in terms of smartphone users. Indonesian society is heavily influenced by technological digitalization across social, defense and security, political, social, cultural, and economic domains. Currently, economic activities are dominated by Generation Z behaviors such as scrolling, online shopping, and transactions. Some marketplaces have yet to address the positive emotional aspects of consumer engagement with Generation Z in their target markets, website quality, sales promotions, and hedonic shopping, which can trigger impulsive purchasing. These considerations are crucial for innovative marketing strategies that align with market psychology needs.

This research aims to: (1) assess respondents' perceptions of website quality, sales promotions, and hedonic shopping; (2) determine the level of impulsive buying among respondents; (3) examine the impact of website quality, sales promotions, and hedonic shopping on Generation Z's impulse buying behavior; (4) explore the influence of positive emotions on Generation Z's impulse buying; and (5) investigate the effect of website quality, sales promotions, and hedonic shopping on impulse buying through positive emotions.

The study employs a quantitative method with purposive sampling. Data were gathered from 368 respondents through online questionnaires. The respondents are Generation Z users of Shopee residing in Bandung, Yogyakarta, and Surabaya. Data analysis utilized Structural Equation Modeling-Partial Least Squares (SEM-PLS) processed with SMARTPLS.

Findings indicate that website quality, sales promotions, hedonic shopping, and positive emotions are rated positively, while impulse buying falls within a moderately good category. Moreover, website quality, sales promotions, and hedonic shopping significantly influence impulse buying, and these factors also impact impulse buying through positive emotions. Recommendations include enhancing sales promotions on Shopee to stimulate impulsive buying and improving website quality to enhance positive emotions among Generation Z, thereby triggering impulsive purchases.

Keywords: website quality, sales promotion, hedonic shopping, impulse buying, positive emotion