

ABSTRACT

Based on data on sales levels during Live streaming, Shopee Live in Indonesia experienced an increase of almost six times compared to when Live streaming was not conducted. This shows a positive correlation between organizing Shopee Live and the increase in order volume. This phenomenon creates irrational consumer behavior, known as impulse buying, which refers to purchases made spontaneously without prior planning. This study aims to examine how the Scarcity message and hedonic shopping motivation influence impulse buying through perceived enjoyment, as well as their impact on post-purchase dissonance at Shopee Live. This research uses quantitative methods with Structural Equation Modeling (SEM) analysis using SmartPLS 4, involving 300 valid respondents. The results showed that (1) Scarcity message has a positive and significant effect on perceived enjoyment, (2) hedonic shopping motivation has a positive and significant effect on perceived enjoyment, (3) Scarcity message has a positive and significant effect on impulse buying, (4) hedonic shopping motivation has a positive and significant effect on impulse buying, (5) perceived enjoyment has a positive and significant effect on impulse buying, (6) Scarcity message has a positive and significant effect on impulse buying through perceived enjoyment, (7) hedonic shopping motivation has a positive and significant effect on impulse buying through perceived enjoyment, and (8) impulse buying has a positive and significant effect on post-purchase dissonance. This research is expected to provide insights for e-commerce businesses to design marketing strategies that not only increase sales and reduce the negative impact of impulse buying but also encourage repeat purchases and create long-term customer loyalty.

Keywords: *Scarcity message, Hedonic shopping motivation, Impulse buying, Perceived enjoyment, Post-purchase dissonance.*