

ABSTRAK

PENGARUH INFLUENCER MARKETING, FLASH SALE, DAN TAGLINE "GRATIS ONGKIR" TERHADAP IMPULSE BUYING PADA E-COMMERCE SHOPEE DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI
Studi pada Pengguna Shopee di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara langsung *influencer marketing* terhadap *impulse buying*, 2) pengaruh secara langsung *flash sale* terhadap *impulse buying*, 3) pengaruh secara langsung *tagline* “gratis ongkir” terhadap *impulse buying*, 4) pengaruh *influencer marketing* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 5) pengaruh *flash sale* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 6) pengaruh *tagline* “gratis ongkir” terhadap *impulse buying* dengan dimediasi oleh *positive emotion*. Populasi dari penelitian ini adalah pengguna Shopee di Yogyakarta yang pernah melakukan *impulse buying* minimal satukali. Data diperoleh dengan membagikan kuesioner tentang *influencer marketing*, *flash sale*, *tagline* “gratis ongkir”, *impulse buying*, dan *positive emotion* kepada 96 responden pengguna Shopee di Yogyakarta. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 4. Hasil penelitian menunjukkan bahwa : 1) *influencer marketing* secara langsung berpengaruh terhadap *impulse buying*, 2) *flash sale* secara langsung tidak berpengaruh terhadap *impulse buying*, 3) *tagline* “gratis ongkir” secara langsung tidak berpengaruh terhadap *impulse buying*, 4) *influencer marketing* berpengaruh terhadap *impulse buying* dengan dimediasi sebagian (*complementary-partial mediation*) oleh *positive emotion*, 5) *flash sale* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 6) *tagline* “gratis ongkir” berpengaruh terhadap *impulse buying* dengan dimediasi penuh (*indirect only-full mediation*) oleh *positive emotion*.

Kata Kunci : *Influencer Marketing*, *Flash Sale*, *Tagline* “Gratis Ongkir”, *Impulse Buying*, dan *Positive Emotion*.

ABSTRACT

**THE INFLUENCE OF INFLUENCER MARKETING, FLASH SALE,
AND THE TAGLINE "FREE SHIPPING" ON IMPULSE BUYING IN-
COMMERCE SHOPEE WITH POSITIVE EMOTION
AS A MEDIATION VARIABLE
Study on Shopee Users in Yogyakarta**

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This study aims to determine: 1) the direct influence of influencer marketing on impulse buying, 2) the direct influence of flash sales on impulse buying, 3) the direct influence of the tagline "free shipping" on impulse buying, 4) the influence of influencer marketing on impulse buying mediated by positive emotion, 5) the influence of flash sales on impulse buying mediated by positive emotion, 6) the influence of the tagline "free shipping" on impulse buying mediated by positive emotion. The population of this study are Shopee users in Yogyakarta who have made impulse buying at least once. Data was obtained by distributing questionnaires about influencer marketing, flash sale, "free shipping" tagline, impulse buying, and positive emotion to 96 Shopee user respondents in Yogyakarta. The data analysis technique uses Partial Least Square, namely SmartPLS 4. The results showed that: 1) influencer marketing directly influenced impulse buying, 2) flash sale directly had no influence on impulse buying, 3) tagline "free shipping" directly had no influence on impulse buying, 4) influencer marketing influenced on impulse buying partially mediated (complementary-partial mediation) by positive emotion, 5) flash sale had no influence on impulse buying mediated by positive emotion, 6) the tagline "free shipping" has an influence on impulse buying with full mediation (indirect only-full mediation) by positive emotion.

Keywords : Influencer Marketing, Flash Sale, Tagline "Free Shipping", Impulse Buying, and Positive Emotion.