

The Influence of Flash Sale and Live Streaming on Impulsive Purchases Mediated by Positive Emotions

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ABSTRACT

The 4.0 digitalization era increases the number of online transactions, one of the e-commerce platforms used is Shopee. Until the end of 2023, this platform recorded the highest number of visitors and continued to innovate through flash sales and live streaming to encourage impulsive purchases. However, several issues have arisen, such as delays in refunds due to stock update errors during flash sales and lag during live streaming. This study aims to analyze the influence of flash sales and live streaming on impulsive buying mediated by positive emotions. The method used is quantitative with data collection through questionnaires filled out by 100 respondents. Data collection was analyzed using the Smart PLS application. The research results show that flash sales have a positive and significant effect on impulsive buying, live streaming has a positive but not significant effect on impulsive buying, flash sales have a positive and significant effect on positive emotions, live streaming has a positive but not significant effect on positive emotions, positive emotions have a negative and not significant effect on impulsive buying, and neither flash sales nor live streaming successfully mediates the effect on impulsive buying. Based on these findings, Shopee is advised to implement flash sale programs more frequently to elicit positive emotions and impulsive purchases from consumers. Then, the host in live streaming should be more transparent in explaining the offered products so that consumers feel more comfortable and spontaneous in making purchases.

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1. INTRODUCTION

The era of digitalization is increasingly developing in the 4.0 era, making most sales conducted online (Martaleni et al., 2022). The platform frequently used to sell products is Shopee. Shopee is one of the largest e-commerce platforms in Indonesia that has been established since 2015. This company attracts a lot of public attention because it is classified as an All-in application. The term All-in refers to the multitude of features offered by Shopee (Fitriana & Istiyanto, 2024).

Table 1. Number of Visitors E-commerce Platform

E-commerce Platform	Number of Visitors (Monthly)	
	January-March	April-June
Shopee	158 milion	167 milion
Tokopedia	117 milion	107,2 milion
Lazada	83,2 milion	74,5 milion

Based on Table 1, it is obtained that Shopee is the platform with the most users for two quarters in 2023. Not only that, the attached data also proves that among the three e-commerce platforms, only Shopee managed to increase the number of visitors. With the increase in users, Shopee continuously enhances its product innovations, offering many features that can be enjoyed on this application, which ultimately triggers Impulsive purchase. Impulsive purchase can be referred to as a spontaneous purchase (Octaviana et al., 2022) because consumers think irrationally when this happens. The emergence of the urge to buy at that moment makes consumers tend not to think about the consequences that will occur next (Harahap et al., 2022). Impulsive purchase is often carried out because of the satisfaction felt by customers due to attractive offers provided by the seller (Martaleni et al., 2022). These attractive offers can take the form of flash sale and live streaming.

Flash sale can be defined as a promotion in the form of massive discounts conducted over a short period of time (Agrawal & Sareen, 2016). Flash sale held to boost sales in a short period and clear out items that previously did not sell well (Lianovanda, 2024). By offering competitive prices, Flash sale can create a sense of urgency among buyers to make a purchase before the offer ends. Attached are the data related to the Shopee promotion that occurred on November 11 (11.11).

Table 2. Big Sale Shopee Promotion

Category	Discount Percentage (%)
Branded Bag	44% - 61%
Smartphone	33% - 64%
UBS Gold	52% - 77%

Based on Table 2, it is found that Flash sales tends to offer crazy promotions when implemented. The much lower prices have led to a significant increase in audience participation in this activity. A survey conducted by Populix, (2023) stated that the trend of Impulsive Purchase has occurred in Indonesia, with 77% of 1,086 respondents stating that they checked out during flash sale, especially on the Shopee app, because they wanted to get the lowest price compared to usual. This research proves that when flash sale is conducted, demand tends to increase due to the significant price reductions that occur at that time. Many consumers feel they are "saving a lot" when shopping during flash sale without considering the negative effects felt after purchasing the product.

A negative experience was encountered by Takashe, (2018) who stated that they had made a purchase on Shopee during flash sale and felt disappointed. He had already checked out the product but then received a message saying that the desired product was out of stock. The refund was still processed but took more than a week. Errors in stock updating and withheld funds caused deep disappointment and a decline in credibility towards the flash sale program (Kompasiana, 2023). Besides flash sale, live streaming also emerged as a factor influencing Impulsive purchase.

Live streaming is considered an attractive offer for consumers because they can directly ask for information related to the product from the live host through the comment section (Ratnawati, 2023). On the other hand, the product display is also shown directly so that consumers can reconfirm that the product they are interested in indeed matches the photo. Live streaming can help address the issue of product sales not matching the photos (Lee & Chen, 2021).

Table 3. Live Streaming E-commerce Platform on Demand

E-commerce platform	Discount Percentage (%)
Shopee Live	69%
Tiktok Live	25%
Tokopedia Play	4%
Lazlive	2%

Another information from Table 3 indicates that 69% of respondents chose the live streaming held by Shopee as the most frequently used feature. Actually, there are other e-commerce platforms that offer live streaming, but so far Shopee has consistently won the highest percentage. The

percentage indicates the public's enthusiasm in becoming viewers in Shopee's live streaming. In addition to the positive points mentioned, the researchers also found obstacles experienced by consumers while being viewers on live streaming Shopee. The constraint was in the form of low-quality videos being displayed, so consumers could not see the product details being offered optimally. On the other hand, the host's explanation also experienced lag, causing the product explanation to be unclear. These obstacles can result in a lack of information received by consumers, ultimately leading to a failure to be interested in the promoted product (Yuzahrani et al., 2024).

Lee & Chen's (2021) research proves that live streaming can reduce stress and increase Positive Emotion. Positive emotion, such as feelings of happiness, comfort, or satisfaction, can significantly influence impulsive purchase behavior (Ikanubun et al., 2019). When experiencing positive emotions, individuals are more likely to make unplanned purchases Hermawan & Rofiq, (2024) as they tend to be more open to risk and spontaneous decisions. Research shows that positive emotion can trigger the desire to prolong those feelings through the purchase of attractive or unique products, as a way to maintain a good mood (Soodan & Chandra Pandey, 2016).

The research gap in this study lies in the differing opinions expressed by previous researchers. Octaviana et al., (2022) and Fajri et al., (2023) show that flash sale has a positive and significant effect on PI. This study contradicts the findings of Fitriana & Istiyanto, (2024), which proved that the presence of flash sale does not have an effect on impulsive purchase. The research conducted by Suhyar & Pratminingsih, (2023) states that live streaming has an impact on impulsive purchase. Meanwhile, , Kurniawan & Nugroho, (2024) show that live streaming has a negative and insignificant effect on PI. Another study by Wulansari & Wilujeng, (2024) stated that positive emotion has a positive and significant effect on PI. Unlike the research by Pasaribu et al., (2023) which shows that positive emotion has no influence on PI at all. The researcher intends to utilize the gaps in the results of those studies by using different variables. In addition to filling the research gap, the researcher also conducts a renewal of the research.

Another study by Hariono et al., (2024) implemented the PI variable as a mediating variable, whereas this study implements the impulsive purchase variable as a dependent variable. The research by Dewi et al., (2024) uses the same independent and dependent variables but does not use a mediating variable. The research by used the same mediation and dependent variables but different independent variables, namely fashion involvement. The research conducted by Hermawan & Rofiq, (2024) used the same variables but only one independent variable, namely flash sale, whereas in this study, the live streaming variable will also participate.

Based on the phenomenon and research gap that have been attached, the title set for this research is "The Influence of Flash Sale (FS) and Live Streaming (LS) on Impulsive Purchase (IP) Mediated by Positive Emotion (PE)" with the object of Shopee conducted in the city of Mataram. Research with the attached variables may have been studied extensively before, but none have yet combined all these variables together. Therefore, this research initiative aims to contribute to the literature review with a different perspective.

2. RESEARCH METHOD

This study is classified as quantitative research using a causal method. With a sample size of 100 individuals and an unlimited population type, this study was carried out in Mataram City, Lombok. Sample selection using the following standards : 18 to 34-year-olds who use the Shopee app and have bought products during flash discounts and live streaming occasions. Method of gathering data by utilizing Google Forms to create a questionnaire. Smart PLS 3.0 is the data processing program.

3. RESULTS AND DISCUSSIONS

Demographic characteristics of respondents

Table 4. Distribution of Characteristics of Respondents Based

Characteristics	Respondents	Percentage (%)
Gender		
Man	64	64%
Woman	36	36%
Total	100	100%

Characteristics	Respondents	Percentage (%)
Age		
18 – 23	59	59%
24 – 29	22	22%
30 – 34	19	19%
Total	100	100%
Profession		
Students	48	48%
Academic Staff	7	7%
Private Employee	24	24%
Government Employee	8	8%
Entrepreneurs	11	11%
Others	2	2%
Total	100	100%
Income (IDR)		
500.000 – 1.999.000	54	54%
2.000.000 – 2.859.000	29	29%
> 2. 859.000	17	17%
Total	100	100%

Based on Table 4, here's some obtained information; respondents in the city of Mataram have a greater tendency and experience in purchasing products on the Shopee app. This statement is supported by a survey by Widiyarti (2021) which proves that women tend to make spontaneous purchases on e-commerce platforms for fun, and then, about the age category, respondents in the city of Mataram aged 18 – 23 have a greater tendency to purchase products on the Shopee app. This statement is supported by a Snapchart (2020) which proves that in their teenage years, consumers tend to be more consumptive because they do not yet have heavy responsibilities in meeting their living needs. Based on profession, in the city of Mataram, students have a greater tendency and experience in purchasing products on the Shopee application. This statement is also supported by the Snapchart survey (2020), which proves that the impulsive behavior exhibited by students on the Shopee e-commerce platform is the highest compared to other age groups. About the income, respondents in the city of Mataram with an income of Rp 500,000 – Rp 1,999,000 have a greater tendency and experience in purchasing products on the Shopee application. This statement is also supported by the Goodstats survey (2024), which found that Indonesians with low incomes struggle to save because they often make spontaneous purchases without thinking it through.

Coefficient of Determination (R^2)

Table 5. R Square Test Result

Variable	R^2
Positive Emotion (PE)	0,484
Impulsive Purchase (IP)	0,722

Based on the test results from Smart PLS program at Table 2, here's the following result may be seen: flash sale (X1) and live streaming (X2) successfully affected positive emotion (Z) by 48.4%, and the rest is explained by other variables. At the other side, flash sale (X1) and live streaming (X2) successfully affected Impulsive purchase (Y) by 72.2%, and the rest is explained by other variables.

Measurement Model

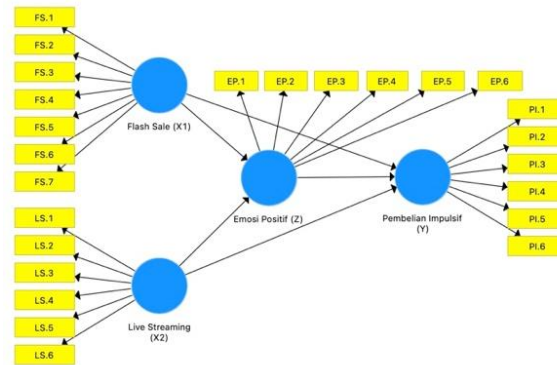


Figure 1. Research Measurement Model

Hypothesis Test

Table 6. Hypothesis Summary

Path	Original sample	T – Statistic	P – Value	Hipotesis
FS → IP	0,751	6,154	0,000	Accepted
LS → IP	0,263	1,524	0,128	Rejected
FS → PE	0,474	2,601	0,010	Accepted
LS → PE	0,276	1,305	0,193	Rejected
PE → IP	-0,165	1,287	0,199	Rejected
FS → PE → IP	-0,078	1,212	0,226	Rejected
FS → PE → IP	-0,046	0,666	0,506	Rejected

The Effect of Flash Sale (FS) on Impulsive Purchases (IP)

The output of this research successfully shows that flash sale influences the impulsive purchase of Shopee consumers. From the statistical figures, the direct effect output from Smart PLS proves that the flash sale variable (X1) contributes to influencing impulsive purchase (Y) by 75.1% or with an original sample value of 0.751 significantly. This significance is obtained from the P value which is distributed < 0.05 , specifically 0.00. On the other hand, the T statistic value, which is distributed > 1.661 , is 6.154. This means that when the flash sale variable increases, the impulsive purchase also increases, and conversely, when the flash sale decreases, the Impulsive purchase also decreases.

The firsthand experience of Takashe, (2018) also supports the findings of this research. He experienced a situation where a Shopee seller incorrectly inputted stock related to product availability, causing flash sale to decline, and then consumers felt regret after making the purchase. Post-purchase regret can be interpreted as a decrease in impulsive purchase. This experience can be linked to the results of this study, which indicate that when flash sale decreases, impulsive purchase also experiences a significant decline.

The Grand theory SOR framework also helps strengthen the results of this research, with flash sale as the form of stimulus and Impulsive purchase as the response. Stimulus (S) is a stimulus or external factor that influences consumers. In this model, the stimulus used is flash sale, which is a significant discount for a short period that can create urgency for consumers. The presence of flash sale causes the final reaction in the form of Impulsive purchase. Based on that theory, it can be concluded that the presence of stimuli or flash sale is very important because it determines the final reaction or impulsive purchase of the consumer. When flash sale is high, the impulsive purchase is also high. This research aligns with the study conducted by Octaviana et al., (2022) which states that flash sale has a strong influence on Impulsive purchase and is also in line with the research by Fajri et al., (2023), which states that flash sale has a positive and significant impact on impulsive purchase.

The Effect of Live Streaming (LS) on Impulsive Purchases (IP)

The output of this research shows that live streaming has a small influence on Shopee consumers' Impulsive purchase. Statistically, the direct effect output from Smart PLS proves that the live streaming variable (X2) contributes to influencing impulsive purchase (Y) by 26.3% or with an original sample value of 0.263 (not significant). The insignificant output was obtained from a P value that is distributed > 0.05 , which is 0.128. On the other hand, the T statistics value is distributed < 1.661 , which is 1.524. This means that live streaming has a positive but not significant effect on Impulsive purchase.

This is supported by the experience of Yuzahrani et al., (2024) which agrees with research findings regarding the influence of live streaming on impulsive purchase by 26.3%. When participating in live streaming activities, Yuzahrani et al., (2024) observed the poor internet quality from the seller, which could be indicated as a decline in live streaming. Then, due to the lack of explanation received because of the lagging audio and video, she spontaneously canceled the purchase. The statement is in line with the results of this study, which show that when live streaming decreases, impulsive purchase also decreases. Although they are in the same direction, the influence is not significant.

The remaining 73.7% of consumers who are against and rarely make purchases during live streaming can be attributed to several factors. According to Zami, (2023), these factors include attractive offers, the excitement of the host, the host's ability to explain the product, and the visuals of the product displayed. The results of the open-ended questions prove that the factors proposed by Zami, (2023) have an 82% influence on consumer purchases. It can be concluded that in the city of Mataram, sellers do not implement these important factors in the live streaming they conduct, resulting in consumers feeling indifferent and perceiving no difference in making purchases during live streaming or not live streaming.

Study result are also in line with the grand theory SOR framework with live streaming as a form of stimulus. Stimulus (S) is a stimulus or external factor that influences consumers. In this model, the stimulus consists of live streaming, which is an interactive marketing method that allows consumers to see the product directly and then communicate with the seller, thereby increasing interest and engagement. On the other hand, if the stimulus (LS) is still perceived as unclear, its impact on impulsive purchase will also be low. Based on that theory, it can be concluded that the presence of stimuli or live streaming determines the final reaction of consumers.

Research by Ratnawati, (2023) states that live streaming has an influence on impulsive purchase but only slightly. This statement is in line with the research by Kurniawan & Nugroho, (2024) which indicates that live streaming has an insignificant effect on impulsive purchase.

Effects of Flash Sales on Positive Emotions

This study's output indicates that flash sale has an impact on positive emotions. According to statistics, the output direct effect of Smart PLS indicates that the variable flash sale (X1) contributes to a significant decrease in impulsive purchase (Y) of 47.4%, or with a path coefficient of 0.474. This significance is derived from a P value that is less than 0.05, or roughly 0.10. In addition, the T statistic that has a distribution greater than 1,661 is around 2,601. In other words, when the variable flash sale increases, positive emotion also increases. In the opposite way, when flash sale decreases, positive emotion also decreases.

According to Pasaribu et al., (2023) happy, satisfied, comfortable, and excited are the positive emotions are produced when flash sale is severe. The results of this study are also consistent with the grand theory SOR framework using flash sale as a stimulus type. One external factor that affects consumers is called a stimulus (S). In this paradigm, the stimulus is flash sale, where customers consistently compare the flash sale that Shopee regularly offers. Subsequently, the organism or response is positive emotion. According to this theory, it may be concluded that flash sale, or stimuli, are very important since they elicit consumer responses. According to research by Liu et al. (2019), the emotional state of consumers may increase as a result of the urges that arise from this heightened awareness of time. This is also supported by research Wulandari & Prihatini, (2022) that indicates flash sale has a positive and significant impact on positive emotion.

Effects of Live Streaming on Positive Emotions

The study's findings indicate that live streaming has a minor impact on Shopee customers. According to statistics, the output direct effect of Smart PLS indicates that the variable live streaming (X2) contributes 27.6% to the decrease in positive emotion (Z), or to the original sample's nilai of 0.276 (not significant). The output is not significant because the P value is more than 0.05, or around 0,193. In addition, the T statistic is distributed as low as 1,661, or roughly 1,305. In other words, when LS is carried out, positive emotion also increases, but only little. The results of this study indicate that live streaming is not the primary factor influencing positive emotion, indicating that there are other variables with a larger contribution.

The research output is also compared to the grand theory SOR framework using live streaming as a stimulus type. One external factor that affects consumers is called a stimulus (S). In this paradigm, the stimulus consists of live streaming, an interactive marketing method that allows consumers to view products quietly and interact with sellers, increasing their receptiveness and attentiveness. Afterwards, it causes an organism or reaction to positive emotion stimulation. Conversely, if the stimulus (LS) is very weak, the effect on positive emotions will also be weak. As live streaming becomes more clear, The impulsive purchase will become more increase.

The contribution of live streaming as an independent variable in this study can be described as small. This can be explained by the slight difference that occurs when people buy on live streaming compared to when they buy on a bias, therefore it's important to note that customers don't seem to be interested in spending time on non-special activities after live streaming has ended. According to research by Suwandi, (2024), live streaming can increase consumers' emotional sensitivity and happiness, but it is not significant. It means that the impact is small, and the cause is the lack of implementation of factors that encourage consumers to make purchases, such as the presence of special offer, host's excitement, host's ability to explain the product, and the visual of product that's displayed (Zami, 2023).

The Effect of Positive Emotions on Impulsive Purchases

The results of this study show that positive emotion has little influence over Shopee customers. According to statistics, the output direct effect of Smart PLS indicates that the variable positive emotion (Z) does not contribute to the reduction of impulsive purchase (Y) because it has a negative original sample value of -0,165 and is not significant. The non-significant result is based on a P value that is more than 0.05, or around 0,199. Conversely, the T statistic's distribution is less than 1,661, or roughly 1,287. In other words, when consumer sentiment improves, Impulsive purchase will experience hardship and negative effects from positive emotion on impulsive purchase. The study's findings indicate that positive emotion is not the primary factor influencing Impulsive purchase, indicating the existence of additional factors that have a greater impact.

According to the study's findings, the variable positive emotion has a negative impact on impulsive purchase but does not significantly affect it. This means that when positive emotion rises, impulsive purchase may fall or even reverse. When a Shopee customer wants to make a purchase, they usually have a mindset that is rational. The positive emotion that is being used because of a discount or even host's excitement make live streaming consumers less likely to make impulsive purchases, which leads to a more thorough analysis of whether the products being purchased are necessary or not. It can be inferred that when positive emotion increases, impulsive purchase decreases and its impact is little. Based on this comment, it can be inferred that the majority of Mataram's consumers have excellent self-control, making them more capable of resisting the need to make impulsive purchases. In other words, how to make positive emotion appealing to consumers is not by performing impulsive purchase through other means.

The results of this study also align with the SOR framework grand theory with positive emotion as an organism type. Organism (O) is an internal process that occurs in the consumer as a reaction to a stimuli. The variable organism in this model is positive emotion, which appears when flash sale or live streaming consumers respond. This positive emotion may be a happiness, antusiast, or emotional reaction that arises as a result of the aforementioned shopping (Ikanubun et al., 2019). Positive emotion has no contribution to making impulsive purchase higher. This is because when consumers have positive emotion, they have more sophisticated perceptions of the products they are purchasing, which prevents spontaneous purchases. Based on this theory, it may be concluded

that an organism determines a consumer's ultimate response. According to research conducted by Pasaribu et al., (2023), positive emotion has a negative impact and is not statistically significant in relation to impulsive purchase (Y).

The Influence of Flash Sales on Impulsive Purchases through Positive Emotions as a Mediating Variable

The output of this research shows that positive emotion has not yet succeeded in mediating flash sale to impulsive purchase. Statistically, the indirect effect output from Smart PLS proves that the positive emotion (Z) variable did not succeed in mediating flash sale (X1) towards impulsive purchase (Y) because it has a negative original sample value of -0.078 and is not significant. This insignificant result is obtained from a P value that is distributed > 0.05 , which is 0.234. On the other hand, the T statistic value is distributed < 1.661 , which is 1.192. This means that positive emotion is still unable to mediate flash sale to impulsive purchase.

The output of this research shows that positive emotion significantly affects the relationship between flash sale and impulsive purchase. This is because positive emotion causes a directional change where, when flash sale and impulsive purchase are tested without mediation, the result is positive and significant, but after positive emotion participates as a mediator between flash sale and impulsive purchase, the result changes to negative and insignificant. This statement proves that for consumers in the city of Mataram, spontaneous purchases can occur regardless of the emotions being felt. Feelings of happiness, satisfaction, comfort, or enthusiasm during flash sale are not sufficient reasons for impulsive purchase to occur. The lack of influence indicates that when consumers are experiencing a decrease in positive emotion, it is still possible for them to make spontaneous purchases.

There are several factors that make consumers not feel satisfied, such as not having money when they want to shop, even within the flash sale time frame. This result is supported by respondent data showing that Shopee consumers' income falls between Rp 500,000 – Rp 1,999,000. That income makes Shopee consumers reconsider making purchases on Shopee. In the end, consumers still do not have positive or happy emotions because the income they received is still insufficient for making purchases.

The results of this study are also in line with the grand theory SOR framework, with flash sale as the form of stimulus, then positive emotion as the organism or consumer's reaction to the stimulus, and finally impulsive purchase as the final response of the stimulus and organism. Based on that theory, it can be concluded that the presence of the organism (positive emotion) has not yet been able to mediate the influence of the stimulus (flash sale) on the organism (impulsive purchase). Positive emotion does not contribute as a mediating variable in this study. This is contrary to the research conducted by Hermawan & Rofiq, (2024) which can significantly trigger positive emotion. The results of this study also contradict Martaleni et al., (2022) which states that flash sale affects impulsive purchase mediated by positive emotion.

The Influence of Live Streaming on Impulsive Buying through Positive Emotions as a Mediating Variable

The output of this research shows that positive emotion has not yet succeeded in mediating live streaming towards impulsive purchase. Statistically, the output of the indirect effect from Smart PLS proves that the positive emotion variable (Z) does not contribute to mediating the relationship between live streaming (X2) and impulsive purchase (Y) because the path coefficient value is negative, namely -0.046, and not significant. This insignificant result is obtained from a P value that is distributed > 0.05 , which is 0.234. On the other hand, the T statistic value is distributed < 1.661 , which is 0.686. This means that positive emotion has not yet succeeded in mediating the relationship between live streaming and impulsive purchase.

The output of this research is also in line with the grand theory SOR framework, with live streaming as the form of stimulus, then positive emotion as the organism or consumer's reaction to the stimulus, and finally impulsive purchase as the end response of the stimulus and organism. Based on that theory, it can be concluded that the presence of the organism (PE) has not yet been able to mediate the influence of the stimulus (LS) on the organism (IP). Positive emotion does not

have a contribution as a mediating variable in this study. This is contrary to the research conducted by Yudhistira, (2024) which can significantly trigger positive emotion. The results of this study also contradict the research conducted by Martaleni et al., (2022) which states that live streaming affects impulsive purchase mediated by positive emotion. The interactions that occur during the live streaming sessions not only provide detailed product information but also create an environment that elicits emotional responses, such as excitement, interest, or even a sense of urgency to immediately acquire the product.

4. CONCLUSION

The research results prove that flash sale has a positive and significant effect on impulsive purchase, live streaming has a positive but not significant effect on Impulsive purchase, flash sale has a positive and significant effect on positive emotion, live streaming has a positive but not significant effect on positive emotion, positive emotion has a negative and not significant effect on impulsive purchase, and it does not successfully mediate flash sale or live streaming on Impulsive purchase. Based on these findings, Shopee is advised to implement the flash sale program more frequently to obtain positive emotion and impulsive purchase from consumers. Then, the host in live streaming should be more transparent in explaining the offered products so that consumers feel more comfortable and can be more spontaneous in making purchases. In this study, there are several limitations, namely: it only focuses on flash sale and live streaming towards positive emotion and Impulsive purchase. Another limitation is related to the number of respondents used, which is only 100 people in the city of Mataram.

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