

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh promosi penjualan dan faktor situasional terhadap pembelian impulsif dengan respon emosional sebagai variabel mediasi pada generasi z di Kabupaten Banyumas pengguna aplikasi layanan *online food delivery*. Sampel pada penelitian ini berjumlah 147 responden dengan teknik pengambilan sampel *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan menggunakan *Structural Equation Modeling* (SEM) diolah dengan *software* PLS, menunjukkan bahwa: (1) Promosi penjualan berpengaruh positif terhadap pembelian impulsif (2) Faktor situasional tidak berpengaruh terhadap pembelian impulsif (3) Respon emosional tidak berpengaruh terhadap pembelian impulsif (4) Promosi penjualan berpengaruh positif terhadap respon emosional (5) Faktor situasional berpengaruh positif terhadap respon emosional (6) Respon emosional dapat memediasi promosi penjualan terhadap pembelian impulsif (7) Respon emosional dapat memediasi faktor situasional terhadap pembelian impulsif. Implikasi secara keseluruhan bagi pemilik usaha maupun pihak aplikasi layanan *online food delivery* perlu memperhatikan promosi penjualan agar dapat meningkatkan pembelian impulsif.

Kata Kunci : *Promosi Penjualan, Faktor Situasional, Pembelian Impulsif, Respon Emosional*

SUMMARY

This research aims to determine the influence of sales promotions and situational factors on impulse buying with emotional responses as a mediating variable in generation z in Banyumas Regency who use online food delivery service applications. The sample in this study amounted to 147 respondents using a purposive sampling technique. Based on the results of research conducted using Structural Equation Modeling (SEM) processed with PLS software, it shows that: (1) Sales promotions have a positive effect on impulsive buying (2) Situational factors have no effect on impulsive buying (3) Emotional responses have no effect on impulsive buying (4) Sales promotions have a positive effect on emotional responses (5) Situational factors have a positive effect on emotional responses (6) Emotional responses can mediate sales promotions on impulsive buying (7) Emotional responses can mediate situational factors on impulse buying. The overall implication for business owners and online food delivery service applications is that they need to pay attention to sales promotions in order to increase impulse buying.

Keywords: Sales Promotions, Situational Factors, Impulse Buying, Emotional Response