

RINGKASAN

Penelitian ini merupakan survei kepada pengguna *e-commerce* Shopee, Tokopedia, dan Lazada di Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh *price discount framing* terhadap *impulsive buying* dengan *positive emotion* dan *perceived value* sebagai variabel mediasi pada konsumen *e-commerce* di Indonesia.

Populasi dan sampel pada penelitian ini adalah pengguna *e-commerce* Shopee, Tokopedia, dan Lazada Indonesia yang berusia minimal 18 tahun dan pernah melakukan pembelian pada *e-commerce* minimal 1 kali dalam 2 bulan terakhir. Sampel yang digunakan dalam penelitian ini sebanyak 122 responden dengan metode *purposive sampling*.

Berdasarkan penelitian yang telah dilakukan dengan menggunakan metode *path analysis* (analisis jalur) menggunakan *software* SPSS versi 27 menunjukkan bahwa: 1) *percentage saving* berpengaruh positif dan signifikan terhadap *positive emotion* 2) *absolute saving* berpengaruh positif dan signifikan terhadap *positive emotion* 3) *discount coupons* berpengaruh positif dan signifikan terhadap *positive emotion* 4) *percentage saving* berpengaruh positif dan signifikan terhadap *perceived value* 5) *absolute saving* berpengaruh positif dan signifikan terhadap *perceived value* 6) *discount coupon* berpengaruh positif dan signifikan terhadap *perceived value* 7) *percentage saving* berpengaruh positif dan signifikan terhadap *impulsive buying* 8) *absolute saving* berpengaruh positif dan signifikan terhadap *impulsive buying* 9) *discount coupon* tidak memiliki pengaruh terhadap *impulsive buying* 10) *positive emotion* tidak memediasi pengaruh *percentage saving*, *absolute saving* dan *discount coupon* terhadap *impulsive buying* 11) *perceived value* tidak memediasi pengaruh *percentage saving*, *absolute saving* dan *discount coupon* terhadap *impulsive buying*.

Adanya penelitian ini diharapkan mampu memberikan tambahan informasi kepada pelaku bisnis terutama pedagang pada *e-commerce* mengenai jenis promosi harga yang dapat membantu meningkatkan penjualan. Bagi para pelaku bisnis di *e-commerce* sebaiknya dapat menerapkan strategi potongan harga baik dalam bentuk persentase, nominal, maupun *voucher* yang semakin baik kedepannya sehingga pembelian tidak terencana konsumen pada *e-commerce* dapat meningkat. Penting bagi para pelaku bisnis di *e-commerce* untuk menerapkan strategi *framing* harga yang tepat agar tercipta emosi positif dan persepsi nilai yang baik dari konsumen.

Kata Kunci: *Percentage Saving, Absolute Saving, Discount Coupon, Positive Emotion, Perceived Value, Impulsive Buying*

SUMMARY

This research is a survey of Shopee, Tokopedia and Lazada e-commerce users in Indonesia. This research aims to determine the effect of price discount framing on impulsive buying with positive emotion and perceived value as mediating variables for e-commerce consumers in Indonesia.

The population and sample in this research are Shopee, Tokopedia and Lazada Indonesia e-commerce users who are at least 18 years old and have made a purchase on e-commerce at least once in the last 2 months. The sample used in this research was 122 respondents using a purposive sampling method.

Based on research conducted using the path analysis method using SPSS version 27 software, it shows that: 1) percentage savings have a positive and significant effect on positive emotions 2) absolute savings have a positive and significant effect on positive emotions 3) discount coupons have a positive effect and significant to positive emotion 4) percentage saving has a positive and significant effect on perceived value 5) absolute saving has a positive and significant effect on perceived value 6) discount coupon has a positive and significant effect on perceived value 7) percentage saving has a positive and significant effect on impulsive buying 8) absolute saving has a positive and significant effect on impulsive buying 9) discount coupons have no effect on impulsive buying 10) positive emotion does not mediate the effect of percentage saving, absolute saving and discount coupons on impulsive buying 11) perceived value does not mediate the effect of percentage saving, absolute saving and discount coupons against impulsive buying.

It is hoped that this research will be able to provide additional information to business people, especially e-commerce traders, regarding the types of price promotions that can help increase sales. Business people in e-commerce should be able to implement discount strategies in the form of percentages, nominal amounts, or vouchers that will get better in the future so that consumers' unplanned purchases in e-commerce can increase. It is important for e-commerce business people to implement the right price framing strategy to create positive emotions and good value perceptions from consumers.

Keywords: *Percentage Saving, Absolute Saving, Discount Coupon, Positive Emotion, Perceived Value, Impulsive Buying.*