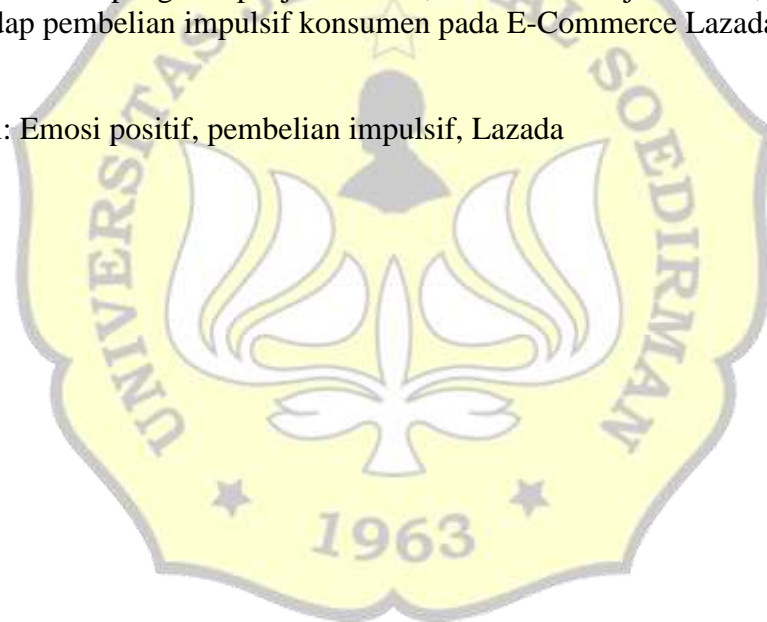


ABSTRAK

Permasalahan utama yang dialami Lazada di dalam market e-commerce di Indonesia masih tertinggal dari sisi jumlah pengunjung di banding e-commerce lainnya. Tujuan penelitian ini adalah untuk menjelaskan peran emosi positif dalam memediasi pengaruh penjualan kilat, motivasi belanja hedonis dan kualitas web terhadap pembelian impulsif pada e-commerce Lazada. Metode penelitian yang digunakan adalah kuantitatif pendekatan survey. Subjek penelitian ini adalah konsumen yang berbelanja menggunakan e-commerce Lazada. sebanyak 96 responden. Metode pengumpulan data yang dipakai yakni dengan kuesioner. Data dalam penelitian ini dianalisis memakai pendekatan Structural Equation Modeling-Partial Least Square. Berdasarkan hasil penelitian menunjukkan bahwa penjualan kilat, motivasi belanja hedonis dan kualitas web berpengaruh positif terhadap emosi positif konsumen pada E-Commerce Lazada. Berikutnya, variabel emosi positif mampu memediasi pengaruh penjualan kilat, motivasi belanja hedonis, dan kualitas web terhadap pembelian impulsif konsumen pada E-Commerce Lazada

Kata kunci: Emosi positif, pembelian impulsif, Lazada



ABSTRACT

The main problem experienced by Lazada in the e-commerce market in Indonesia is still lagging behind in terms of the number of visitors compared to other e-commerce. The purpose of this study is to explain the role of positive emotions in mediating the influence of flash sales, hedonic shopping motivation and web quality on impulsive purchases on Lazada e-commerce. The research method used is a quantitative survey approach. The subjects of this study were consumers who shop using Lazada e-commerce. as many as 96 respondents. The data collection method used was a questionnaire. The data in this study were analyzed using the Structural Equation Modeling-Partial Least Square approach. Based on the results of the study, it shows that flash sales, hedonic shopping motivation and web quality have a positive effect on positive consumer emotions on Lazada E-Commerce. Furthermore, the positive emotion variable is able to mediate the influence of flash sales, hedonic shopping motivation, and web quality on consumer impulsive purchases on Lazada E-Commerce

Keywords: Positive emotions, impulsive purchases, Lazada

