The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating

FINAL PROJECT

To Fulfil the Requirements for
Obtaining a Bachelor's Degree

Daffa Fernanda Aqsa
NIM. B1024211010

MANAGEMENT STUDY PROGRAM INTRENATIONAL CLASS
FACULTU OF ECONOMICS & BUSINESS
UNIVERSITAS TANGUNGPURA
PONTIANAK

The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating

FINAL PROJECT

To Fulfil the Requirements for
Obtaining a Bachelor's Degree

Daffa Fernanda Aqsa
NIM. B1024211010

MANAGEMENT STUDY PROGRAM INTRENATIONAL CLASS
FACULTU OF ECONOMICS & BUSINESS
UNIVERSITAS TANGUNGPURA

PONTIANAK

STATEMENT OF ORIGINALITY

Name	: Daffa Fernanda Aqsa
NIM	: B1024211010
Department	: Management
Study Program	: Management International Class
Concentration	: Marketing
Final Work Title	: *The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating*

Truly declare that the Final Work with the above title; as a whole is purely the author's own work and not plagiarized from other people's work, except for the parts referred to as library sources by the applicable writing guidelines (plagiarism check result sheet attached).
If it is proven that the author has plagiarized, it will be the author's full responsibility which could result in the weighting of the Final Work with the above title.
This is the statement the author makes truly.

Pontianak, January 10th, 2025



Daffa Fernanda Aqsa
NIM. B1024211010

ACCOUNTABILITY STATEMENT

I, undersigned below :

Name	: Daffa Fernanda Aqsa
NIM	: B1024211010
Department	: Management
Study Program	: Management Internasional Class
Concentration	: Marketing
Date Test	: January 10th, 2025

Final Work Title :
The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating.
I declare that the Final Work is my own work, and I have stated all sources both quoted and referred to correctly.

Pontianak, January 10th, 2024

Daffa Fernanda Aqsa
NIM. B1024211010

JURIDICAL SHEET

The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating.

JURIDICAL RESPONSIBLE

Daffa Fernanda Aqsa
B1024211010

Departement	: Management
Study Program	: Management International Class
Concentration	: Marketing
Date Test	: January 10th, 2025

Board of Examiners

Board of Examiner	Name/NIP	Date	Signature
Advisor 1	Dr. Titik Rosnani, SE, M.Si. / 196810211994032003		
Advisor 2	Dr. Wenny Pebrianti, S.E., M.Se. / 198502072006042001		
Examiner 1	Prof.Dr. Ramadania, S.E., M.Si. / 197750921200032005		
Examiner 2	Heriyadi, S.E., ME., Ph.D. / 196908171995121004		

Declared to have met the reqruitments and passed by the Panel of Examiners in the Final Work Examination of the Research and Comprehensive MBKm Program to obtain a bachelor's degree.

Pontianak, 14 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

ACKNOWLEDGEMENT

Alhamdulillah Praise and gratitude the author prays to Allah SWT because of His blessings and grace so that the author can complete the final work entitled "The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating." well. This final work is submitted as one of the requirements to complete the undergraduate program (S1) in the Management Study Program, Faculty of Economics and Business, Tanjungpura University, Pontianak. This final work is a special gift to the author's beloved father and mother. The author also received a lot of guidance, direction and support from various parties, therefore on this occasion the author would like to express his deepest gratitude to:

1. Prof. Dr. H. Garuda Wiko, S.H., M.Si., FCBArb. as the Chancellor of Tanjungpura University.
2. Dr. Barkah, S.E., M.Si. as Dean of the Faculty of Economics and Business, Tanjungpura University.
3. Heriyadi, S.E., M.E., Ph.D. as Head of the Management Department, Faculty of Economics and Business, Tanjungpura University.
4. Dr. Wenny Pebrianti, S.E., M.Se. as Secretary of the Management Department, Faculty of Economics and Business, Tanjungpura University and MBKM research supervisor who has provided guidance and direction to the author in completing this final report.
5. Dr. Titik Rosnani, S.E., M.Si. as the author's academic supervisor who has provided direction to the author during his studies at Tanjungpura University.
6. Bintoro Bagus Purmono, S.E., M.E. as Coordinator of the Management Study Program, Faculty of Economics and Business, Tanjungpura University.
7. MBKM management research lecturer who has provided material and direction in the process of completing the final report.
8. Fellow research fighters namely Flavian Skolastika, Kamaaluddin, Fadhila Jihan Faezah and Belinda Putri and friends who cannot be written one by one who have given their encouragement to the author and also fought together from the beginning to the end in the process of writing this final assignment.
9. All parties who always give their attention and support that cannot be written one by one.

Pontianak,January
10th 2025

Daffa Fernanda Aqsa
B1024211010

Pengaruh Live Streaming, Flash Sales, dan Program Pengiriman Gratis terhadap Pembelian Impulsif Generasi Z dengan Emosi Positif sebagai Peran Mediasi.

DAFFA FERNANDA AQSA
PROGRAM STRATA SATU MANAJEMEN

ABSTRAK

Pertumbuhan pesat e-commerce telah merevolusi perilaku konsumen, terutama di kalangan Generasi Z, yang sangat terlibat dengan platform digital dan pengalaman belanja interaktif. Penelitian ini mengkaji pengaruh live streaming, flash sale, dan program pengiriman gratis terhadap perilaku pembelian impulsif, dengan emosi positif sebagai faktor mediasi. Menggunakan data yang diperoleh dari 326 konsumen Generasi Z melalui kuesioner online, penelitian ini menggunakan Structural Equation Modeling (SEM) untuk menyelidiki hubungan antara variabel-variabel ini. Temuan menunjukkan bahwa ketiga strategi pemasaran—live streaming, flash sale, dan pengiriman gratis—secara signifikan mempengaruhi pembelian impulsif. Emosi positif memainkan peran mediasi yang krusial, meningkatkan efek strategi-strategi ini terhadap pembelian spontan. Live streaming adalah yang paling berpengaruh, menghasilkan respons emosional yang kuat yang mendorong pembelian impulsif, diikuti oleh flash sale dan pengiriman gratis. Hasil ini memberikan wawasan berharga bagi pengecer e-commerce yang ingin menarik perhatian Generasi Z melalui strategi pemasaran yang didorong oleh emosi. Penelitian ini menekankan pentingnya memanfaatkan pemicu emosi positif untuk meningkatkan keterlibatan konsumen dan perilaku pembelian impulsif di pasar digital.

Kata Kunci: Live Streaming, Perdagangan, Flash Sale, Perilaku Pembelian Impulsif, Generasi Z.

The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating.

DAFFA FERNANDA AQSA
BACHELOR DEGREE OF MANAGEMENT PROGRAM

ABSTRACT

The rapid growth of e-commerce has revolutionized consumer behavior, especially among Generation Z., which is highly engaged with digital platforms and interactive shopping experiences. This study examines the influence of live streaming, flash sales, and free shipping programs on impulsive buying behavior, with positive emotion as a mediating factor. Using data acquired from 326 Generation Z consumers through an online questionnaire, the research used Structural Equation Modeling (SEM) to investigate the correlations between these variables. The findings reveal that all three marketing strategies—live streaming, flash sales, and free shipping—significantly influence impulsive buying. Positive emotion plays a critical mediating role, enhancing the effect of these strategies on spontaneous purchases. Live streaming was the most influential, generating strong emotional responses that drove impulsive buying, followed by flash sales and free shipping. These results offer valuable insights for e-commerce retailers aiming to engage Generation Z through emotionally driven marketing strategies. The study underscores the importance of leveraging positive emotional triggers to increase consumer engagement and impulsive buying behavior in the digital marketplace.

Keywords: Live Streaming, Commerce, Flash Sale, Impulsive Buying Behavior, Generation Z.

RINGKASAN

1. Latar Belakang:

Studi ini mengeksplorasi kemajuan pesat teknologi internet dan dampaknya terhadap perilaku belanja konsumen, dengan fokus pada Generasi Z. Seiring dengan evolusi e-commerce, penjualan global diperkirakan mencapai 5,4 triliun USD pada tahun 2022, menekankan pentingnya belanja online. Penelitian menunjukkan bahwa lebih dari 50% pembelian online adalah impulsif, yang menunjukkan perlunya pemahaman tentang perilaku ini. Generasi Z ditandai dengan kenyamanan mereka dengan teknologi dan media sosial, di mana 41% terlibat dalam pembelian impulsif. Tingginya keterlibatan demografis ini dengan platform digital dan preferensi mereka terhadap pengalaman belanja interaktif membedakan mereka dari generasi sebelumnya.

Dalam konteks ini, SissyHairClip di TikTok Shop menjadi contoh kunci bagaimana media sosial memengaruhi keputusan pembelian di kalangan Generasi Z. Promosi seperti demonstrasi produk melalui live streaming dan penawaran terbatas memberikan wawasan tentang perilaku pembelian impulsif. Sifat interaktif TikTok mendorong keterlibatan waktu nyata, menciptakan hubungan emosional yang dapat mendorong pembelian spontan. Strategi promosi seperti live streaming, flash sales, dan pengiriman gratis terbukti efektif dalam mendorong pembelian impulsif. Emosi positif memainkan peran penting dalam memediasi efek promosi ini terhadap perilaku pembelian, memperbesar kemungkinan pembelian spontan.

Studi ini bertujuan untuk memberikan wawasan berharga bagi pengecer e-commerce tentang cara melibatkan Generasi Z melalui strategi pemasaran yang didorong oleh emosi, khususnya dalam konteks SissyHairClip di TikTok Shop. Memahami dinamika ini dapat mengarah pada peningkatan keterlibatan konsumen dan peningkatan penjualan, membantu pengecer merancang kampanye pemasaran yang efektif dan sesuai dengan generasi yang paham teknologi ini.

2. Tujuan Penelitian:

Penelitian ini fokus pada perilaku pembelian impulsif Generasi Z di TikTok Shop. Meskipun e-commerce tumbuh dengan pesat, pemahaman tentang faktor-faktor yang memengaruhi pembelian impulsif tetap terbatas. Generasi Z, yang familiar dengan teknologi dan media sosial, menunjukkan keterlibatan tinggi dalam pembelian impulsif. Promosi seperti live streaming, flash sales, dan pengiriman gratis memainkan peran signifikan. Emosi positif dari konten TikTok juga memengaruhi keputusan pembelian. Studi ini bertujuan untuk menyelidiki hubungan antara strategi promosi dan perilaku pembelian impulsif, serta peran emosi positif sebagai mediator. Temuan diharapkan memberikan wawasan bagi pengecer dalam merancang strategi pemasaran yang efektif.

Dengan demikian, pernyataan masalah dapat dirumuskan sebagai berikut:

1. Apakah ada hubungan antara pengaruh Live Streaming dan Emosi Positif?
2. Apakah ada hubungan antara pengaruh Flash Sale dan Emosi Positif?
3. Apakah ada hubungan antara pengaruh Pengiriman Gratis dan Emosi Positif?
4. Apakah ada hubungan antara pengaruh Live Streaming dan Pembelian Impulsif?
5. Apakah ada hubungan antara pengaruh Flash Sale dan Pembelian Impulsif?
6. Apakah ada hubungan antara pengaruh Pengiriman Gratis dan Pembelian Impulsif?
7. Apakah ada hubungan antara pengaruh Emosi Positif dan Pembelian Impulsif?
8. Apakah ada hubungan antara Live Streaming dan Pembelian Impulsif yang dimediasi oleh Emosi Positif?
9. Apakah ada hubungan antara Flash Sale dan Pembelian Impulsif yang dimediasi oleh Emosi Positif?
10. Apakah ada hubungan antara Pengiriman Gratis dan Pembelian Impulsif yang dimediasi oleh Emosi Positif?

3. Metode Penelitian

Penelitian ini memiliki beberapa tujuan, antara lain:

1. Menguji dan menganalisis pengaruh Live Streaming terhadap Emosi Positif.
2. Menguji dan menganalisis pengaruh Flash Sale terhadap Emosi Positif.
3. Menguji dan menganalisis pengaruh Pengiriman Gratis terhadap Emosi Positif.
4. Menguji dan menganalisis pengaruh Live Streaming terhadap Pembelian Impulsif.
5. Menguji dan menganalisis pengaruh Flash Sale terhadap Pembelian Impulsif.
6. Menguji dan menganalisis pengaruh Pengiriman Gratis terhadap Pembelian Impulsif.
7. Menguji dan menganalisis pengaruh Emosi Positif terhadap Pembelian Impulsif.
8. Menguji dan menganalisis pengaruh Live Streaming terhadap Pembelian Impulsif yang dimediasi oleh Emosi Positif.
9. Menguji dan menganalisis pengaruh Flash Sale terhadap Pembelian Impulsif yang dimediasi oleh Emosi Positif.
10. Menguji dan menganalisis pengaruh Pengiriman Gratis terhadap Pembelian Impulsif yang dimediasi oleh Emosi Positif.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain survei. Data dikumpulkan melalui kuesioner yang didistribusikan kepada responden dari Generasi Z yang aktif menggunakan TikTok Shop, khususnya mengenai produk SissyHairClip. Responden terdiri dari individu yang sebelumnya telah berbelanja di TikTok Shop SissyHairClip. Sampel acak diambil, dan data dianalisis menggunakan teknik statistik deskriptif dan inferensial. Alat analisis yang digunakan adalah SMARTPLS untuk memeriksa hubungan antara variabel promosi, emosi positif, dan perilaku pembelian impulsif. Metode ini memungkinkan analisis model struktural dan pengukuran yang lebih mendalam terhadap hubungan antara variabel. Melalui metode ini, studi bertujuan untuk mendapatkan wawasan yang valid tentang faktor-faktor yang mempengaruhi pembelian impulsif di kalangan Generasi Z, dengan fokus pada produk SissyHairClip di TikTok.

4. Hasil dan Diskusi

1. Nilai t yang diperoleh untuk pengaruh live streaming terhadap pembelian impulsif adalah 7.123, dan nilai p kurang dari 0.001, yang lebih kecil dari 0.05. Hasil ini menunjukkan bahwa live streaming memiliki pengaruh positif dan signifikan terhadap pembelian impulsif.
2. Nilai t yang diperoleh untuk pengaruh flash sale terhadap pembelian impulsif adalah 5.456, dan nilai p kurang dari 0.01. Ini menunjukkan bahwa flash sale memiliki pengaruh positif dan signifikan terhadap pembelian impulsif.
3. Nilai t yang diperoleh untuk pengaruh pengiriman gratis terhadap pembelian impulsif adalah 4.892, dan nilai p kurang dari 0.05. Hasil ini menunjukkan bahwa pengiriman gratis memiliki pengaruh positif dan signifikan terhadap pembelian impulsif.
4. Nilai t yang diperoleh untuk pengaruh live streaming terhadap emosi positif adalah 8.321, dan nilai p kurang dari 0.001. Hasil ini menunjukkan bahwa live streaming memiliki pengaruh positif dan signifikan terhadap emosi positif.
5. Nilai t yang diperoleh untuk pengaruh flash sale terhadap emosi positif adalah 6.789, dan nilai p kurang dari 0.01. Ini menunjukkan bahwa flash sale memiliki pengaruh positif dan signifikan terhadap emosi positif.
6. Nilai t yang diperoleh untuk pengaruh pengiriman gratis terhadap emosi positif adalah 5.234, dan nilai p kurang dari 0.01. Hasil ini menunjukkan bahwa pengiriman gratis memiliki pengaruh positif dan signifikan terhadap emosi positif.
7. Nilai t yang diperoleh untuk pengaruh emosi positif terhadap pembelian impulsif adalah 6.144, dan nilai p kurang dari 0.01. Ini menunjukkan bahwa emosi positif memiliki pengaruh positif dan signifikan terhadap pembelian impulsif.
8. Nilai t yang diperoleh untuk efek mediasi emosi positif dalam hubungan antara live streaming dan pembelian impulsif adalah 7.654, dengan nilai p

kurang dari 0.001. Ini menunjukkan bahwa emosi positif bertindak sebagai mediator yang signifikan.

9. Nilai t yang diperoleh untuk efek mediasi emosi positif dalam hubungan antara flash sale dan pembelian impulsif adalah 6.321, dengan nilai p kurang dari 0.01. Hasil ini menunjukkan bahwa emosi positif bertindak sebagai mediator yang signifikan.
10. Nilai t yang diperoleh untuk efek mediasi emosi positif dalam hubungan antara pengiriman gratis dan pembelian impulsif adalah 5.789, dengan nilai p kurang dari 0.01. Ini menunjukkan bahwa emosi positif bertindak sebagai mediator yang signifikan.

5. Kesimpulan dan Rekomendasi

Kesimpulan:

Berdasarkan hasil penelitian, dapat disimpulkan bahwa live streaming, flash sale, dan pengiriman gratis secara signifikan mempengaruhi perilaku pembelian impulsif di kalangan Generasi Z. Ketiga strategi pemasaran ini terbukti efektif dalam mendorong pembelian yang tidak direncanakan. Selain itu, emosi positif berperan sebagai mediator yang signifikan dalam hubungan antara strategi ini dan perilaku pembelian impulsif. Ini menunjukkan bahwa emosi positif yang dihasilkan oleh live streaming, flash sale, dan pengiriman gratis dapat meningkatkan kecenderungan Generasi Z untuk melakukan pembelian impulsif. Penelitian ini menekankan pentingnya menggunakan strategi pemasaran yang dapat membangkitkan emosi positif untuk meningkatkan keterlibatan konsumen di era digital.

Rekomendasi:

Oleh karena itu, disarankan agar praktisi e-commerce memanfaatkan live streaming dan flash sale sebagai bagian dari strategi pemasaran mereka. Membangun interaksi yang kuat dengan konsumen melalui konten yang menarik dan emosi positif dapat meningkatkan efektivitas kampanye pemasaran. Penjual juga harus fokus pada memberikan pengalaman pelanggan yang menyenangkan, seperti menawarkan promosi menarik, konten interaktif, dan layanan pelanggan yang responsif, untuk membangkitkan emosi positif. Penelitian lebih lanjut diperlukan untuk mengeksplorasi faktor lain yang dapat mempengaruhi perilaku pembelian impulsif, termasuk dampak media sosial dan rekomendasi influencer, serta efek jangka panjang dari strategi pemasaran ini terhadap loyalitas pelanggan. Selain itu, mungkin bermanfaat untuk memberikan edukasi kepada konsumen mengenai manajemen keuangan dan implikasi dari pembelian impulsif, agar mereka lebih bijaksana dalam berbelanja online.

SUMMARY

1. **Background:**

This study explores the rapid advancement of internet technology and its impact on consumer shopping behaviors, focusing on Generation Z. As e-commerce evolves, global sales are projected to reach 5.4 trillion USD by 2022, emphasizing the importance of online shopping. Research shows that over 50% of online purchases are impulsive, highlighting the need to understand this behavior. Generation Z is characterized by their comfort with technology and social media, with 41% engaging in impulsive buying. This demographic's high engagement with digital platforms and preference for interactive shopping experiences set them apart from previous generations.

In this context, SissyHairClip on TikTok Shop serves as a key example of how social media influences purchasing decisions among Generation Z. Promotions such as live streaming product demonstrations and limited-time offers provide insights into impulsive buying behavior. The interactive nature of TikTok fosters real-time engagement, creating emotional connections that can drive spontaneous purchases.Promotional strategies like live streaming, flash sales, and free shipping have proven effective in encouraging impulsive buying. Positive emotions play a critical role in mediating the effects of these promotions on buying behavior, amplifying the likelihood of spontaneous purchases.

This study aims to provide valuable insights for e-commerce retailers on engaging Generation Z through emotionally driven marketing strategies, particularly in the context of SissyHairClip on TikTok Shop. Understanding these dynamics can lead to improved consumer engagement and increased sales, assisting retailers in crafting effective marketing campaigns that resonate with this tech-savvy generation.

2. **Research Objectives:**

This research focuses on the impulsive buying behavior of Generation Z on TikTok Shop. Although e-commerce is rapidly growing, understanding the factors influencing impulsive buying remains limited. Generation Z, who are familiar with technology and social media, exhibit high engagement in impulsive buying. Promotions such as live streaming, flash sales, and free shipping play a significant role. Positive emotions from TikTok content also influence purchasing decisions. This study aims to investigate the relationship between promotional strategies and impulsive buying behavior, as well as the role of positive emotions as a mediator. The findings are expected to provide insights for retailers in designing effective marketing strategies.

Thus, a problem statement can be formulated as follows:

1. Is there a relationship between the influence of Live Streaming and Positive Emotion?

2. Is there a relationship between the influence of Flash Sale and Positive Emotion?
3. Is there a relationship between the influence of Free Shipping and Positive Emotion?
4. Is there a relationship between the influence of Live Streaming and Impulsive Buying?
5. Is there a relationship between the influence of Flash Sale and Impulsive Buying?
6. Is there a relationship between the influence of Free Shipping and Impulsive Buying?
7. Is there a relationship between the influence of Positive Emotion and Impulsive Buying?
8. Is there a relationship between Live Streaming and Impulsive Buying mediated by Positive Emotion?
9. Is there a relationship between Flash Sale and Impulsive Buying mediated by Positive Emotion?
10. Is there a relationship between Free Shipping and Impulsive Buying mediated by Positive Emotion?

3. Research Method:

This research has several objectives, including:

1. To test and analyze the influence of Live Streaming on Positive Emotion.
2. To test and analyze the influence of Flash Sale on Positive Emotion.
3. To test and analyze the influence of Free Shipping on Positive Emotion.
4. To test and analyze the influence of Live Streaming on Impulsive Buying.
5. To test and analyze the influence of Flash Sale on Impulsive Buying.
6. To test and analyze the influence of Free Shipping on Impulsive Buying.
7. To test and analyze the influence of Positive Emotion on Impulsive Buying.
8. To test and analyze the influence of Live Streaming on Impulsive Buying mediated by Positive Emotion.
9. To test and analyze the influence of Live Streaming on Impulsive Buying mediated by Positive Emotion.
10. To test and analyze the influence of Live Streaming on Impulsive Buying mediated by Positive Emotion.

This study employs a quantitative approach with a survey design. Data were collected through a questionnaire distributed to respondents from Generation Z who actively use TikTok Shop, specifically regarding SissyHairClip products. The respondents consisted of individuals who have previously shopped at TikTok Shop SissyHairClip. A random sample was taken, and the data were analyzed using descriptive and inferential statistical techniques. The analysis tool used is SMARTPLS to examine the relationships between promotional variables, positive emotions, and impulsive buying behavior. This method allows for structural model analysis and more in-depth measurement of the relationships between variables. Through this method, the study aims to gain valid insights into

the factors influencing impulsive buying among Generation Z, focusing on SissyHairClip products on TikTok

4. Results and Discussion

1. The t-value obtained for the effect of **live streaming** on **impulsive buying** is 7.123, and the p-value is less than 0.001, which is smaller than 0.05. This result indicates that live streaming has a positive and significant effect on impulsive buying.
2. The t-value obtained for the effect of **flash sales** on **impulsive buying** is 5.456, and the p-value is less than 0.01. This indicates that flash sales have a positive and significant effect on impulsive buying.
3. The t-value obtained for the effect of **free shipping** on **impulsive buying** is 4.892, and the p-value is less than 0.05. This result shows that free shipping has a positive and significant effect on impulsive buying.
4. The t-value obtained for the effect of **live streaming** on **positive emotion** is 8.321, and the p-value is less than 0.001. This result indicates that live streaming has a positive and significant effect on positive emotion.
5. The t-value obtained for the effect of **flash sales** on **positive emotion** is 6.789, and the p-value is less than 0.01. This indicates that flash sales have a positive and significant effect on positive emotion.
6. The t-value obtained for the effect of **free shipping** on **positive emotion** is 5.234, and the p-value is less than 0.01. This result indicates that free shipping has a positive and significant effect on positive emotion.
7. The t-value obtained for the effect of **positive emotion** on **impulsive buying** is 6.144, and the p-value is less than 0.01. This indicates that positive emotion has a positive and significant effect on impulsive buying.
8. The t-value obtained for the mediating effect of **positive emotion** in the relationship between **live streaming** and **impulsive buying** is 7.654, with a p-value less than 0.001. This indicates that positive emotion acts as a significant mediator.
9. The t-value obtained for the mediating effect of **positive emotion** in the relationship between **flash sales** and **impulsive buying** is 6.321, with a p-value less than 0.01. This result indicates that positive emotion acts as a significant mediator.
10. The t-value obtained for the mediating effect of **positive emotion** in the relationship between **free shipping** and **impulsive buying** is 5.789, with a p-value less than 0.01. This indicates that positive emotion acts as a significant mediator.

5. Conclusion and Recommendation

Conclusion

Based on the research results, it can be concluded that live streaming, flash sales, and free shipping significantly influence impulsive buying behavior among Generation Z. These three marketing strategies have proven effective in encouraging unplanned purchases. Additionally, positive emotion serves as a significant mediator in the relationship between these strategies and impulsive buying behavior. This indicates that the positive emotions generated by live streaming, flash sales, and free shipping can increase Generation Z's tendency to make impulsive purchases. This research emphasizes the importance of employing marketing strategies that can evoke positive emotions to enhance consumer engagement in the digital age.

Reccomendation

Therefore, it is recommended that e-commerce practitioners leverage live streaming and flash sales as part of their marketing strategies. Building strong interactions with consumers through engaging content and positive emotions can enhance the effectiveness of marketing campaigns. Retailers should also focus on providing a pleasant customer experience, such as offering attractive promotions, interactive content, and responsive customer service, to foster positive emotions. Further research is needed to explore other factors that may influence impulsive buying behavior, including the impact of social media and influencer recommendations, as well as the long-term effects of these marketing strategies on customer loyalty. Additionally, it may be beneficial to provide education to consumers regarding financial management and the implications of impulsive buying, enabling them to be more prudent in their online shopping.

TABLE OF CONTENT

STATEMENT OF ORIGINALITY ..... Error! Bookmark not defined.
ACCOUNTABILITY STATEMENT..... iii
JURIDICAL SHEET v
ACKNOWLEDGEMENT..... vi
ABSTRAK vii
ABSTRACT..... viii
RINGKASAN ix
SUMMARY xiii
TABLE OF CONTENT..... xvii
LIST OF TABLES xviii
LIST OF FIGURE..... xix
LIST OF APPENDIX xx
INTRODUCTION..... 571
METHOD..... 574
RESULT AND DISCUSSION..... 575
CONCLUSION..... 582
REFERENCES..... 583

LIST OF TABLES

Table 1 Impulse Buying Behavior 573
Table 2 Respondent's Profile..... 575
Table 3 Factox Loading 577
Table 4 Discriminant Validity..... 578
Table 5 Reliability Test..... 579
Table 6 R Square Value 579
Table 7 Hypothesis Testing..... 580