

ABSTRACT

The rapid growth of e-commerce has driven changes in consumer behavior, particularly with marketing strategies such as flash sales. Flash sales are widely implemented by e-commerce platforms to boost transactions within a short period, including in ShopeeFood services in Semarang. This phenomenon impacts impulse buying behavior, characterized by spontaneous purchasing decisions that are often unplanned, as well as the potential for post-purchase regret. Additionally, factors such as public self-consciousness, social influence, and pleasure also play a role in influencing consumers' tendency toward impulse buying. However, previous research has shown inconsistent results regarding the relationships between these variables. Therefore, this study aims to address the research gap between impulse buying and post-purchase regret among ShopeeFood users in Semarang through pleasure and impulse buying.

The conceptual research framework developed in this study includes flash sales, public self-consciousness, social influence, pleasure, impulse buying, and post-purchase regret, based on previous theories and studies. Data collection was conducted through online questionnaires consisting of both open-ended and closed-ended questions, successfully gathering 216 respondents. The research criteria focused on ShopeeFood users who had made purchases during flash sales at least once. The collected questionnaire data were analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method with the AMOS (Analysis of Moment Structures) 29 program.

The findings indicate that flash sales have a significant positive effect on impulse buying. Additionally, social influence and pleasure strengthen this relationship, while public self-consciousness also contributes to increasing the tendency for impulse buying. However, impulse buying directly increases post-purchase regret, reinforcing the notion that impulsive purchasing decisions often lead to dissatisfaction. The implications of this study provide insights for e-commerce platforms to balance promotional strategies with customer satisfaction and for consumers to make more informed purchasing decisions during flash sales.

Keywords: *Flash Sale, Public Self-Consciousness, Social Influence, Pleasure, Impulse Buying, Post-Purchase Regret.*