

ABSTRACT

Abstract: *This study was conducted to analyze the effect of panic buying, risk perception, and sales promotions on impulse buying through hedonistic motivation as a mediator in Jakarta during the Covid-19 Pandemic. A total of 122 respondents participated in this study and all data were collected from respondents using a questionnaire distributed using google form. After ascertaining the validity and reliability of the data, the authors then analyzed all the data using the PLS-SEM method using SmartPLS software. Based on the results of data analysis, the authors conclude that panic buying, risk perception and sales promotions affect impulse buying, panic buying and sales promotions affect impulse buying through hedonistic motivation as a mediator, but not with risk perception variables. Therefore, the results obtained in this study underscore that during the Covid-19 pandemic, especially for people in Jakarta, it is true that there is an impulsive attitude in shopping.*

Keywords: *panic buying, risk perception, sales promotions, impulse buying, hedonistic motivation*