

ABSTRACT

***Abstract:** The proliferation of e-commerce businesses in Indonesia has made most people, especially the millennial generation, spend their money to shopping online. Various sales promotions offered make consumers become consumptive by shopping excessively not in accordance with what they needs. To understand this phenomenon, this study aims to investigate the effect of hedonic shopping motivation and fashion involvement on impulse buying with positive emotion as a mediating variable in the twin date event at Shopee. Convenience sampling technique was used in this study to collect data by distributing questionnaires, where the results of the questionnaire obtained 120 respondents who met the criteria. The partial least square method of structural equation modeling was used to analyze the collected data and test hypotheses. The results of this study indicate that hedonic shopping motivation can significantly affect impulse buying, fashion involvement can significantly affect impulse buying, positive emotion can significantly affect impulse buying, positive emotion can significantly mediate the relationship between hedonic shopping motivation on impulse buying, positive emotion can significantly mediate the relationship between of fashion involvement on impulse buying.*

***Keywords:** Hedonic Shopping Motivation, Fashion Involvement, Positive Emotion and Impulse Buying*