

**Pengaruh *Loss Aversion* dan *Anchoring* pada Promo Shopee *Flash Sale* terhadap Perilaku *Impulse Buying* Pasca Pandemi Covid-19**

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**ABSTRACT**

*This research aims to evaluate the influence of marketing psychology, specifically loss aversion and anchoring, on consumer impulse buying behavior post the COVID-19 pandemic, with a focus on Shopee flash sale promotions at Universitas Pembangunan Nasional "Veteran" Jakarta. Involving 100 respondents, students of UPNVJ were selected through purposive sampling, and data collection was conducted using the Likert scale in Google Form. Data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the Smart PLS 4 application. The research findings indicate that the loss aversion construct meets validity and reliability criteria, with a significant impact on impulse buying at 0.552. The loss aversion variable also has a positive and significant influence. Meanwhile, the anchoring construct also fulfills validity and reliability criteria, with a positive and significant impact on impulse buying at 0.353. The combined contribution of loss aversion and anchoring, or the R-square value, is 73.80%, while the remaining 26.20% is influenced by other factors outside the scope of this research model, such as scarcity, pleasure arousal dominance, and normative evaluation.*

**Keyword:** *Loss Aversion; Anchoring; Impulse Buying; Marketing Psychology; Consumer Behavior.*

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**ABSTRAK**

Penelitian ini bertujuan untuk mengevaluasi pengaruh psikologi pemasaran *loss aversion* dan *anchoring* terhadap perilaku *impulse buying* konsumen pasca pandemi COVID-19, dengan fokus pada promo Shopee flash sale di Universitas Pembangunan Nasional "Veteran" Jakarta. Melibatkan 100 responden mahasiswa UPNVJ dengan metode *purposive sampling*, penelitian ini menggunakan skala Likert dalam Google Form untuk pengumpulan data. Analisis data dilakukan menggunakan *Structural Equation Modeling-Partial Least Squares (SEM-PLS)* dengan aplikasi Smart PLS 4. Hasil penelitian menunjukkan bahwa konstruk *loss aversion* memenuhi syarat validitas dan reliabilitas, dengan pengaruh signifikan terhadap *impulse buying* sebesar 0,552. Variabel *loss aversion* juga memiliki pengaruh positif dan signifikan. Sementara itu, konstruk *anchoring* juga memenuhi syarat validitas dan reliabilitas, dengan pengaruh positif dan signifikan terhadap *impulse buying* sebesar 0,353. Sedangkan kontribusi *loss aversion* dan *anchoring* secara bersama-sama atau nilai R-square sebesar 73.80% sedangkan sisanya sebesar 26.20% dipengaruhi oleh faktor lain di luar model penelitian ini seperti *scarcity*, *pleasure arousal dominance*, dan *normative evaluation*.

**Kata Kunci:** *Loss Aversion*; *Anchoring*; Pembelian Impulsif; Pemasaran Psikologi; Perilaku Konsumen