

ABSTRACT

There are 88.1% of internet users in Indonesia who use e-commerce services to make purchase transactions. The presence of Shopee Live is a new method created by PT Shopee International, where sellers can sell and interact with buyers via live streaming video on the Shopee application. People currently prefer to spend time shopping in marketplaces rather than coming directly to shopping centers, markets or shops to buy what they want.

The method used in this research uses quantitative methods with a descriptive approach. The data collection technique is through distributing questionnaires using google form on social media Instagram, Whatsapp, Line and Twitter. The sampling technique used non-probability sampling, the number of samples was drawn using a purposive sampling technique with the Slovin formula and obtained 100 respondents.

This research uses a Likert Scale by describing the indicators for each variable. In processing the data, this research used SPSS version 25 software. The significance results were $0.000 < 0.05$ and the $F_{value_{count}} 48,545 > F_{table} 2,698$. So it can be concluded that H_4 is accepted. The results of this research are that the influence of Discount, Cashback and Free Shipping Taglines simultaneously has a significant effect on Impulsive Buying on Shopee Live among Gen Z.

Keywords : *Discount; Cashback; Tagline Free Shipping; Impulsive Buying; Gen Z*