

ABSTRACT

Shopee, as an e-commerce company that was founded in 2015 and is part of the Sea Group in Southeast Asia, has succeeded in creating an online shopping platform that is safe, user-friendly and fast. With strong operations in seven markets in Southeast Asia, Shopee not only provides a platform for buyers to discover products, but also provides training and support to its sellers. The rapid growth of e-commerce in Indonesia is also influenced by factors such as population growth, increasing smartphone and internet users, as well as the development of financial technology companies. With a competitive pricing strategy, various promotions, fast delivery service, good return policy, and good customer support, Shopee is the main choice for consumers with increasing use of e-commerce. This research aims to analyze the influence of Shopping Lifestyle, Electronic Word of Mouth (E-WoM), and Discounts on Impulsive Buying partially and simultaneously, with the hope of providing theoretical benefits as a source of information and insight, as well as practical benefits for the parties involved and encouraging further research in this field. Therefore, this research will explore further about shopping lifestyle, E-WoM, and discounts on Shopee.

This research uses quantitative methods with the type of causality research. Sampling was carried out using a non-probability sampling method, purpose sampling type. The sample used in this research was 97 respondents. The population used in this research is the people of Bandung who have purchased goods at Shopee. The data analysis technique used is multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing (f test), the variables shopping lifestyle, electronic word of mouth, and discounts have a significant effect on impulsive buying among Shopee e-commerce users who live in the city of Bandung. Based on the results of partial hypothesis testing (t test), the variables shopping lifestyle, electronic word of mouth, and discounts have a significant effect on impulsive buying among Shopee e-commerce users who live in the city of Bandung. Based on the coefficient of determination, it was found that lifestyle shopping, electronic word of mouth, and discounts had an influence of 57.3%. The suggestions that can be given are that Shopee can use shopping behavior data to offer product recommendations that are more in line with each user's preferences, improve marketing campaigns involving Shopee users, and conduct research on buyer preferences regarding the most effective types of discounts.

Keywords: *Shopping Lifestyle, Electronic Word of Mouth, Discount, Impulsive Buying*