

Abstract

This research was conducted to determine the Effect of Consumptive Lifestyle and Online Customer Reviews on Impulse Purchases of Azarine Products on TikTok Shop Indonesia. This researcher uses descriptive and causal methods, with a quantitative approach. The sampling technique in this study was purposive sampling with a total of 100 respondents, namely Azarine consumers. The data analysis techniques used are descriptive analysis and multiple linear regression. Data processing using IBM SPSS software application version 27

Based on the results of the f test (simultaneous testing) of the influence of consumptive lifestyle and online customer review on impulsive purchases obtained a calculated f value (254,837) $>$ f table (3,00), the consumptive lifestyle and online customer review simultaneously affect the impulse purchase of Azarine products on TikTok Shop Indonesia.