

## ***ABSTRACT***

*The widespread development of the internet network today has created new trends and lifestyles in society, which indirectly triggers impulse buying behavior. Some of the factors that influence this behavior involve sales promotion, financial literacy, hedonic browsing, and utilitarian browsing. Shopee, as one of the leading e-commerce platforms in Indonesia, attracted the attention of Generation Z by achieving a market share of 69.9%. West Java leads in the number of e-commerce users and transactions nationwide. The purpose of this study was to assess the effect of sales promotion, financial literacy, hedonic browsing and utilitarian browsing on impulse buying tendencies among Generation Z Shopee users in West Java.*

*The method used in this study was quantitative methods and data collection through Likert scale questionnaires, a sample of 100 Gen Z respondents of e-commerce users in West Java was taken. Analysis using SmartPLS software showed that sales promotion and hedonic browsing had a significant impact on impulse buying, while financial literacy and utilitarian browsing had no significant effect on impulse buying behavior.*

***Keywords:*** *Sales Promotion, Financial Literacy, Hedonic Browsing, Utilitarian Browsing, Impulse Buying.*