

## **ABSTRACT**

*The development of technology and information, make the internet plays a very important role in everyday life. The number of internet users supports the development of retail companies in Indonesia. The lifestyle of the people has also turned into a consumptive lifestyle. There are many electronic commerce (e-commerce) emerging which is the application of information and communication technology in the field of retail business and to meet the needs of consumers. One of the e-commerce in Indonesia is Lazada.co.id. This study aims to determine the effect of shopping lifestyle and online store beliefs on impulse buying at Lazada.co.id.*

*Shopping Lifestyle according to Mowen and Minor (2002) in Priansa (2017: 185) is to show how people live, how to spend money, and how to allocate time. Online Store Beliefs according to Kimery and Mc Card in Suryani (2013: 255) are consumers' willingness to accept vulnerabilities in conducting online transactions based on their positive expectations regarding their behavior in shopping online in the future. Impulse Buying According to Sunyoto (2015: 114) is a purchase that occurs when consumers experience a sudden urge, which is usually strong and settled to buy something immediately.*

*This research was conducted on consumers who had shopped at Lazada.co.id. The number of samples is 100 respondents. Sampling is done by non-probability sampling technique with purposive sampling method. The analysis technique used is descriptive analysis and multiple linear regression analysis.*

*The results of the study found that shopping lifestyle and online store beliefs proved to have a simultaneous effect on impulse buying at Lazada.co.id. And partially, shopping lifestyle and online store beliefs have a significant effect on impulse buying at Lazada.co.id. Based on the coefficient of determination it can be concluded that the magnitude of the influence of shopping lifestyle and online store beliefs is 84.5% and the remaining 15.15% is a contribution from other variables besides shopping lifestyle and online store beliefs that were not examined in this study.*

*Suggestions from this research for Lazada.co.id should be to improve product quality and the presentation of advertisements to attract buying interest from Lazada.co.id consumers, improve application quality and product information so consumers are no longer confused if they want to shop at Lazada.co .id, improve security and certainty in the delivery of goods to consumers so that consumers do not complain much for the future and add more attractive promotional and marketing programs to influence consumer impulse buying.*

**Keywords:** *Online Store Beliefs, Impulse Buying, Shopping Lifestyle*