

## ABSTRACT

*E-commerce services are used by Indonesians to look for goods or services, Indonesia itself is the number one country with e-commerce adoption, this shows that there is a lot of e-commerce growth in Indonesia. Various industries take advantage of this opportunity, including the beauty industry. People today prefer to shop for cosmetics and personal care online rather than having to come to an offline store. Business in the beauty industry also has good prospects during the pandemic, because this does not affect a person in caring for their skin and themselves.*

*Sociolla, Beauty Haul Indo and Sephora Indonesia are beauty e-commerce services that are widely used by Indonesians. These three beauty e-commerce sites often hold discounted discounts, and other promos that can encourage buyers to buy because there are many discount offers. This study aims to determine what factors can shape impulsive purchases in beauty e-commerce in Indonesia with WebQual 4.0 variables, Shopping Lifestyle, Reference Group, Brand Trust, Hedonic Shopping Motivation, Time Pressure, Promotion and Situation Influence.*

*This study uses quantitative methods, the population in this study are consumers who have made purchases at beauty e-commerce in Indonesia. The sampling technique used was non probability sampling and purposive sampling. The number of respondents was 385 people, with domiciles in Big Cities, Small Cities and Metropolitan Cities. The multivariate technique used is exploratory factor analysis with the help of the IBM SPSS 24 application.*

*The results of this study indicate that there are 10 new factors that are formed in impulsive buying in beauty e-commerce, namely convenience and organized factors, product trend factors, customer service factors, promotion factors, fun factors, attraction factors, limited time factors, brand factors, motivational shopping factors, recommendation factor. The most dominant factor in shaping impulsive purchases in beauty e-commerce is the Ease and Organized factor with a percentage value of 26.922% of the total 67.692%.*

*Keywords: Beauty e-commerce, Impulsive Purchasing, Factor Analysis*