

ABSTRACT

This research is motivated by an increase in online shopping activities in the middle Covid-19 pandemic and confident Shopee to be the Best E-Commerce since the quarter 4 in 2019 as well as a statement that the fashion category is a favorite category for users. This research was conducted with the aim of analyzing and analyzing how about fashion engagement, how about sales promotion, how about hedonic shopping, how e-impulse buying, very influential fashion involvement, sales promotion, and hedonic shopping motivation towards E-impulse buying fashion product either partially or simultaneously. This research uses type descriptive research with a quantitative approach.

The sample used on this study may be 100 respondents. This research also uses methods nonprobability sampling with purposive sampling technique. Data processing performed using descriptive analysis and multiple linear regression analysis Based on the results of research from descriptive analysis, it shows that the variable Fashion Involvement (X1) is in the good category, the Sales Promotion variable (X2) is in the good enough category, the Hedonic Shopping Motivation (X3) variable is located in the very good category, and E-Impulse Buying (Y) is in the very good category.

The results of multiple linear regression analysis can reject that Fashion Involvement (X1), Sales Promotion (X2), and Hedonic Shopping Motivation (X3) have a positive effect and significant to E-Impulse Buying (Y) fashion products in the marketplace Shopee in Indonesia both partially and simultaneously. Based on the test results analysis of the coefficient of determination obtained a value of 39.8%. This shows that the influence of the independent variables, namely the involvement of fashion, sales promotion and Hedonic shopping motivation on the dependent variable, namely e-impulse buying is 39.8% while the remaining 60.2% is evidence by other factors not examined in this research.

Keywords: *Fashion Involvement, Sales Promotion, E-Impulse Buying, Fashion Products, Shopee*