ABSTRACT

This research is motivated by the character of hedonic shopping motivation and also shopping lifestyle for someone in making purchases that tend to be spontaneous and without being based on long-term thinking regarding the benefits and uses. This study uses a quantitative method with a descriptive relationship approach. Determination of the sample in this study was carried out by calculating using the Slovin formula, with a total of 213 respondents. The data analysis technique used is the Structural Equation Model - Partial Least Square (SEM-PLS). The results showed that hedonic shopping motivation (X1) and shopping lifestyle (X2) had a significant effect on impulse buying (Y) where the p-values of the two variables were <0.05. The conclusion in this study, hedonic shopping motivation, and shopping lifestyle have a significant influence on impulse buying on Schn Syndicate Instagram followers. With an understanding of hedonic shopping motivation which is in the good category, then an understanding of shopping lifestyle which is included in the very good category, and an understanding of impulse buying which is in the good category. Thus, it is hoped that this research can answer the theoretical uses related to consumer behavior, as well as practical uses, especially for business owners who run their business using social media facilities, to make the right strategy in marketing their products.

***Keywords* :** *hedonic shopping motivation, shopping lifestyle, impulse buying, consumer behaviour*