

## ***ABSTRACT***

*The development of digital technology era greatly affects daily life to be easier. E-Commerce is one of the technologies that is in great demand in this digital technology era. In addition, Covid-19 pandemic has caused people to use online media electronic every day. This phenomenon can lead to the emergence of impulsive consumer behavior, especially when E-Commerce offers promotions that can give benefits for consumers. This study aims to determine how much promotion influence has on impulse buying behavior of Generation Z Shopee users through lifestyle as an intervening variable.*

*The method used in this research was quantitative method with descriptive analysis and Structural Equation Modelling (SEM) analysis technique using SmartPLS 3.2.9 software. The sample used was determined through probability sampling with a simple random sampling approach with a total of 385 respondents.*

*Based on the results of descriptive analysis, the promotion variable is in the good category with a score of 78.3%, the lifestyle variable is in the good category with a score of 78.5% and the impulse buying variable is in the rather good category with a score of 67%.*

*This study concludes that the results of hypothesis testing indicated promotion has a positive and significant effect on lifestyle, lifestyle has a positive and significant effect on impulse buying, promotion has a positive and significant effect on impulse buying and promotion has a positive and significant effect on impulse buying through lifestyle, which means lifestyle partially mediates.*

***Keywords: Promotion, Impulse Buying, Lifestyle, Generation Z, Shopee.***