

## ABSTRACT

The development of e-commerce and online stores on social media continues to increase every year. In recent years, online shopping is more in demand by various groups because it is considered more convenient, saves time, and has a wider choice of products. Plus, since the COVID-19 pandemic has caused economic crises in various worlds, companies are demanding companies to digitize their businesses. If companies want to continue to thrive and run their business, they must be prepared to keep up with the changing times. Because of this, new consumption patterns and consumer behavior are formed along with regulations to implement social distancing, quarantine, and lockdown. The condition of people who have a lot of time at home, and choose to shop for daily needs, electricity, internet, credit, and other needs online at e-commerce and or online stores. The reason is that offline stores limit the number of visitors in order to implement social distancing rules to reduce the spread of the COVID-19 virus. This condition increases people's consumptive behavior and triggers the emergence of the phenomenon of impulse buying. Because there are not many entertainment options and people turn to online shops in their spare time. This study aims to determine the effect of social influence, online trust, variety seeking, and promotion on online impulse buying, as well as the influence of online impulse buying on customer satisfaction in Indonesia. In analyzing the data, the technique used is SEM (Structural Equation Modeling)-PLS (Partial Least Square) with a sample of 100 questionnaire respondents. The data that has been obtained is processed using the SmartPLS version 3.0 software. The results of the study show a positive and significant influence between social influence and online trust on impulse buying by 29.2%, variety seeking and promotion to impulse buying by 52.3%, and a positive and significant influence between impulse buying on customer satisfaction by 32.2%. Based on the test results in research, variety seeking has a not significant effect on impulse buying and promotion has a positive and significant effect on impulse buying.

**Keywords:** social influence, online trust, variety seeking, promotion, impulse buying, customer satisfaction.