

## **ABSTRACT**

*The year-end shopping campaign succeeded in encouraging many consumers to access m-commerce. As in the previous campaign, namely 9.9 in September, 10.10 in October and 11.11 in November. Shoppe reports that the campaign managed to increase orders for local products by up to six times than before. Looking at the consumer behavior formed during the online shopping festival, it was found that two online shopper personalities reflected in this research were planned shoppers and impulsive shoppers. From the survey, it is known that 42 percent of planned shoppers admitted to shopping more during the online shopping festival.*

*This study aims to determine the Situation Factors (Interpersonal Influence, Visual Appeal, Portability) and Reaction Factors (Hedonic Browsing and Utilitarian Browsing) to Impulsive Buying on Shopee Users. This study measures the Situation Factors (Interpersonal Influence, Portability, Visual Appeal) and Reaction Factors (Utilitarian Browsing, Hedonic Browsing) to Urge to Buy Impulsively. It is hoped that this research can help companies to overcome problems and be the answer to problems in the future.*

*This study uses quantitative methods and uses statistical calculations. The research data uses a questionnaire with 406 respondents and performs data processing using Smart PLS 3. The results of this study indicate that: (1) Hedonic Browsing has a positive and significant effect on Urge to Buy Impulsively, (2) Hedonic Browsing has a mediating effect on Utilitarian Browsing and Urge to buy Impulsively, (3) Utilitarian Browsing has a positive and significant effect on Hedonic Browsing, (4) Interpersonal Influence has a positive and significant effect on Hedonic Browsing, (5) Interpersonal Influence has a positive and significant effect on Utilitarian Browsing (6) Visual Appeal positive and significant effect on Hedonic Browsing (7) Visual Appeal has no positive and significant effect on Utilitarian Browsing (8) Portability has no positive and significant effect on Hedonic Browsing, (9) Portability has a positive and significant effect on Utilitarian Browsing*

*Keywords: Interpersonal Influence, Portability, Visual Appeal, Utilitarian Browsing, Hedonic Browsing, Urge to buy Impulsively.*