

## ABSTRACT

*Currently the internet has become a necessity for everyone because it can make it easier for someone to carry out activities. One of the current technological developments is e-commerce that sells products online, including fashion products that are popular in every e-commerce. The increasing number of internet users in Indonesia is very profitable for business people, so e-commerce competition in Indonesia is currently very tight.*

*This research was conducted to find out how fashion involvement, shopping lifestyle, and sales promotion influence impulse buying, especially among Tokopedia users who shop for fashion products impulsively.*

*This study uses a quantitative method with conclusive objectives and a type of causal investigation. In taking the sample, this study used a nonprobability sampling method with a judgmental sampling technique. To collect data, this study distributed questionnaires online to 385 respondents as a sample. The analysis technique used was multiple linear regression analysis then the data were analyzed using IBM SPSS Statistics 29.*

*The results of this study say that fashion involvement, shopping lifestyle, and sales promotion have a positive and significant effect on the impulse buying of fashion products among Tokopedia users.*

*Suggestions for this study are that this research is expected to be used as a reference or reference for further research if there are variable similarities with further research even with different objects. Apart from that, Tokopedia is also advised to display fashion products with the latest models on the front page, then continue to increase unpopular products and provide even greater discounts for products that have just been marketed.*

**Keywords:** *Fashion Involvement, Shopping Lifestyle, Sales promotion, Impulsive Buying, Marketplace*