

ABSTRACT

Live streaming shopping is one of the shopping activities currently popular among many people and can lead to the phenomenon of impulse buying. This research examines the factors influencing consumers' impulsive purchasing decisions in the context of live streaming shopping.

The study employs quantitative methods and Smart PLS software for data analysis. The sampling method used in this research is non-probability sampling with purposive sampling technique. The sample size for this study is 385 users of Shopee Live who have made impulsive purchases.

The research findings indicate that the variables of price promotion, time pressure, and interpersonal interaction influence customers' impulse buying decisions. The variable of visual appeal is found to have no effect on customers' impulse buying decisions.

For future research, it is recommended to investigate factors causing consumer dissent in this study. Thus, improving services in live streaming shopping can be done more effectively.

Keywords: *Interpersonal interaction, impulse buying decision, live streaming shopping, price promotion, time pressure, visual appeal.*