

## **ABSTRACT**

*Along with the rapid development of technology, the emergence of the internet network greatly facilitates transactions, facilitates business development without space and time limits and can reach a wider range. One of the factors for the increasing use of the internet is the rise of online shopping activities. This online shopping activity is included in the e-commerce business, and now the presence of e-commerce in Indonesia makes it very easy for them to satisfy their desire to shop. Shopee managed to become the first-ranked e-commerce as the site or application most frequently accessed or visited by Indonesians. Shopee often offers several plus points or more value to its consumers such as free shipping vouchers, store promo vouchers, and flash sales that they hold every month. It is believed that this can trigger a person's hedonic shopping behavior and play a role in making impulse purchases. This study was conducted to determine the effect of sales promotions and hedonic shopping motivation on impulse purchases on special event day marketplace shopee (case study on generation Z). This research uses a quantitative approach with descriptive and causal analysis. The method used in this research is non probability sampling method with purposive sampling technique with a total of 100 respondents, and the data is processed using the IBM SPSS version 29 application. The results of this study indicate that Sales promotions on Special Event Day and Hedonic Shopping Motivation affect Impulse Purchases at Marketplace Shopee, Sales Promotion on Special Event Day has no effect on Impulse Purchases at Marketplace Shopee, Hedonic Shopping Motivation affects Impulse Purchases at Marketplace Shopee.*

**Keywords:** *Sales Promotion, Hedonic Shopping Motivation, Impulse Buying.*