

ABSTRACT

The rapid growth of technology has had a significant impact, one of which is the ease of shopping through e-commerce platforms, which has become a part of the lifestyle and has evolved into a popular culture in Indonesia, especially among generation Z. This study aims to examine the influence of shopping lifestyle and hedonic shopping motivation on impulse buying among Shopee consumers of generation Z in Jakarta.

The type of research used in this study is descriptive with a quantitative method. The measurement scale applied in the study is the Likert scale. The sampling technique employed is non-probability sampling, specifically purposive sampling, with a total sample size of 180 respondents. The data analysis technique used in this study is multiple linear regression analysis. Based on the hypothesis testing results, it is found that shopping lifestyle and hedonic shopping motivation have a positive and significant influence on impulse buying, both simultaneously and partially.

Keywords: *Shopping Lifestyle; Hedonic Shopping Motivation; Impulse Buying; Generasi Z; E-Commerce*