

## **ABSTRACT**

*The development of technology and informatics in this era globalization gives a positive impact in all fields. The Internet becomes a major factor in the daily life of people who can be connected to the world so that the exchange of information from the delivery process until the acceptance of information can occur globally. Internet usage in Indonesia is growing very rapidly and this is a good potential for the advancement of Indonesia's digital economy. The growth of Internet users is also an impact on the increase of e-commerce business and other online business. Companies engaged in e-commerce based mobile marketplace that first present in Indonesia is PT.Shopee International Indonesia. Consumers tend to make purchases because they are based on hedonistic spending motivations and consumer lifestyles that reflect differences in social status. Hedonic shopping motivation is one of the shopping motivations that support impulse buying. This study aims to see hedonic shopping motivation and shopping lifestyle that affect impulse buying in online purchases at Shopee\_id.*

*The research method used is quantitative method with descriptive and causal research. Population in this research is consumer who ever buy product at Shopee with amount of sample equal to 100 and sampling technique used is non probability sampling method with accidental sampling technique. Analysis data techniques used are descriptive analysis and multiple linear regression analysis.*

*Hedonic Shopping Motivation has a percentage value of 81.13%, it shows that hedonic shopping motivation is included in very good category. Shopping Lifestyle has a percentage value of 76.44%, it shows that shopping lifestyle included in both category and Impulse buying have percentage value of 73.63%, it shows that impulse buying at Shopee\_id included in good category.*

*The result of this research is hedonic shopping motivation and shopping lifestyle have positive and significant effect to impulse buying at shopee\_id simultaneously equal to 35,9%, while the rest equal to 64,1% influenced by other variable not examined in this research. Variables of hedonic shopping motivation and shopping lifestyle have a positive and significant effect on impulse buying at Shopee\_id partially.*

**Keywords : Hedonic Shopping Motivation, Impulse Buying, Shopping Lifestyle, Shopee\_id.**