

## **ABSTRACT**

*Today's society cannot be separated from technology, which causes e-commerce business to develop rapidly, especially in Indonesia. The rapid development of e-commerce in Indonesia makes people tend to be more consumptive, and can encourage spontaneous purchases from consumers who have impulse buying behavior. Impulse buying by consumers can come from several factors including website quality, and shopping value dimensions which consist of hedonic values and utilitarian values. One e-commerce website that is in great demand in Indonesia is Shopee.*

*This study examines the effect of website quality on impulse buying on Shopee e-commerce consumers in Indonesia with the shopping value dimension as a mediating variable consisting of hedonic values and utilitarian values. This type of research is causal using a quantitative approach. This study uses a survey method using a questionnaire. The study population consisted of consumers who had used and made transactions at least once on the Shopee e-commerce website, while the number of samples used was 385 people. The data analysis technique used is Path Analysis using SPSS version 20 and Sobel Test calculations to see the effect of mediation.*

*The results showed the influence of website quality on impulse buying partially significant effect with a value of  $t$  arithmetic  $5.129 > 1.966$ , the influence of website quality on the shopping value dimensions partially significant effect with  $t$  arithmetic  $17.812 > 1.966$ , the influence of shopping value dimensions on impulse buying partially significant effect with a  $t$  value of  $8.964 > 1.966$ . The shopping value dimension has a mediating effect on website quality on impulse buying.*

*Keywords: Consumer Behavior, E-commerce, Impulsive Buying, Shopping Value, Website Quality*