

## **ABSTRACT**

This study was conducted to determine the effect of self-monitoring on impulsive purchases of hand sanitizers during the covid-19 pandemic among Indonesian students. The purpose of this study is to find out and analyze how self-monitoring affects impulse buying of hand sanitizers during the covid-19 pandemic, as well as knowing what self-monitoring factors affect impulse buying of hand sanitizers during the covid-19 pandemic. This study uses a descriptive causal research method with a quantitative approach. The sampling technique used in this study is a non-probability sampling technique with purposive sampling type, with a total of 100 respondents. The data analysis technique used descriptive analysis and multiple linear regression analysis. Based on the results of the descriptive analysis, all the variables used by the researcher as a whole are in the fairly good category. Trust in the eyes of respondents is in the fairly good category. Buying interest in the eyes of respondents is in the fairly good category. There is an indirect effect between the relationship between consumer trust, self-monitoring and impulse buying decisions and the effect is significant.

**Keywords:** Self-Monitoring, Impulsive Buying, Consumer Trust