

## **ABSTRACT**

When the Harbolnas occurred, Shopee E-commerce users were very enthusiastic because when Shopee gave free shipping promos, certain product discounts and cashback without a minimum spend. However, from this phenomenon, people also think that it can create consumptive behavior, because they are tempted by free shipping and discount discounts so they check out items they don't need to buy. Differences in E-commerce transactions during Harbolnas and weekdays affect the nature of impulse buying.

This study aims to show the relationship between Sales Promotion, Hedonic Shopping Motive and Shopping Lifestyle on Impulsive Buying at Harbolnas event in Shopee application. This study uses a quantitative method with descriptive analysis research. The sampling technique used is a non-probability sampling technique with a purposive sampling technique with a sample of 97 who have used the Shopee application at the Harbolnas event.

Based on the results of descriptive analysis, overall Sales Promotion is in the very good category with a score of 85%, hedonic shopping motives are included in the good category with a score of 84%, the overall Shopping Lifestyle is good. category with a score of 85%. The test results used a partial T-test, simultaneous F-test and the coefficient of determination. Sales Promotion variables have no significant effect on direct Impulse Buying, Hedonic Shopping Motives have a significant effect on Impulse Buying, Shopping Lifestyle has a significant effect on Impulsive Buying.

Shopee should use marketing strategies that are in accordance with existing trends, increase promotions to customers, and use the right media, create more attractive offer patterns so that consumers feel happy when visiting Shopee during Harbolnas events and Shoppe companies can also improve strategic patterns to create consumer interest in creating a new lifestyle that can be an opportunity for Shoppe companies to increase the market.

**Keywords:** Sales Promotion, Hedonic Shopping Motive, Shopping Lifestyle, Impulsive Buying, Harbolnas Shopee