

## ABSTRACT

*This research was conducted to find out whether there is an Effect of Discounts on Shopee Paylater on Student's Impulsive Buying Behavior. The focus of this research is to find out the Effect of Discounts on Shopee Paylater on Student's Impulsive Buying Behavior. This research uses quantitative methods, with a Likert scale. Sampling in this study used the Probability Sampling method. The sample in this study was 100 Jakarta students. Based on the results of the study, there is a correlation between Price Discounts and Impulsive Buying with a result of 0.608 which is in the strong category. Furthermore, there is an influence between discounts on Shopee Paylater on Impulsive Buying Behavior in Students. This is evidenced by the results of the Hypothesis Test with a calculation of  $t_{count} > t_{table}$ . The calculation in this study was 7,574 while the  $t_{table}$  was 1,984. Through the coefficient of determination test, we can conclude that there is an influence between discounts on Shopee Paylater on Student Impulsive Buying Behavior as much as 36.9%, while the remaining 63.1% was studied by other variables that were not studied in this study.*

**Keywords:** *Discount, Shopee Pay Later, Impulsive Buying*