

## **ABSTRACT**

*As the times progressed, businessmen used the internet and social media as a means of selling and promoting. Online shopping is popular with Indonesian people. The new trend in the online shopping world that is increasingly prevalent is live shopping or selling directly through a buying platform. In live shopping, sellers will conduct product presentations directly that can be accessed by buyers from anywhere. Seeing this, Tiktok took advantage of the opportunity by launching the Tiktok Shop feature. Not only that, Tiktok also added a live shopping feature that allows seller to broadcast live and sell their products. Tiktok Shop also offers attractive offers for consumers such as discounts. With the large discount given, the greater the chance of a person's impulsive behavior. Discounts and shopping lifestyles are among the factors affecting impulsively purchasing behavior. The purpose of this study is to find out the effect of Discount and Shopping Lifestyle on Impulse Buying on Tiktok Shop live shopping, both simultaneously and partially.*

*This study uses quantitative methods. The sampling was done using a purposive sampling method, with a sample count of 100 people. The population in this study is Tiktok users who have shopped through Tiktok Shop live shopping. Data analysis techniques used include descriptive analysis and multiple linear regression analysis.*

*Based on the results of the simultaneous hypothesis testing (test) shows that discounting and shopping lifestyle simultaneously have a significant effect on impulse buying. Based on the results of partial hypothesis testing (test), it shows that discounting and shopping lifestyle have a significant effect on impulse buying. Based on the coefficient of determination ( $R^2$ ), it was found that discounts and shopping lifestyles had an influence of 71.1%.*

*As for the advice that can be given, Tiktok Shop can add member features, add For Your Page or FYP features specifically for sellers who are doing live shopping, and also add paylater features, thus encouraging consumers to make purchases at Tiktok Shop.*

*Keywords: Discount, Shopping Lifestyle, Impulse Buying, Tiktok Shop, Live Shopping.*