

ABSTRACT

This research was conducted to determine the Influence of Consumptive Lifestyle and Online Customer Reviews on Impulse Purchases of Skintific Products on TikTok Shop Indonesia. This researcher uses descriptive and causal methods, with a quantitative approach. The sampling technique in this study is purposive sampling with a total of 180 respondents, namely Skintific consumers. The data analysis techniques used are descriptive analysis and multiple linear regression. Data processing using IBM SPSS software application version 27.

Based on the results of this study is that consumptive lifestyle and online customer reviews have a positive effect on impulse purchases both partially and simultaneously. This is proven by the f test method by having a calculated f value > table f value ($237.939 > 3.00$) and a significance of $0.000 < 0.05$. Based on the coefficient of determination, it was found that consumptive lifestyle and online customer reviews had an effect of 72.8%.

Keywords: *Consumptive Lifestyle, Online Customer Reviews, Impulse Buying*