

## **ABSTRACT**

*The development of technology today continues to experience rapid growth which makes human life easier and more practical. Everything can be done through social media by utilizing the internet. One aspect that has increased in internet utilization is online shopping activities. The platform that is currently in great demand by the public for shopping is the TikTok Shop service. Shopping activities at TikTok Shop are mostly from generation z and millennials who live in Jakarta. The higher the shopping activity, the greater the opportunity for people to behave impulsively when shopping. A person's shopping lifestyle and discounts on products are one of the factors that influence impulse buying behavior. This impulsive behavior can be detrimental to society if it is uncontrolled or out of control. This study was conducted to determine how much influence shopping lifestyle and discount prices partially and simultaneously have on impulsive buying on TikTok Shop services for generation z and millennials in Jakarta.*

*This research uses quantitative methods with descriptive research types. To collect data, a non-probability sampling method was used, namely by purpose sampling, and collected it from the responses of 100 people using questionnaires sent through social media platforms including Instagram, Whatsapp, and Twitter. With the help of SPSS 25, the research was analyzed by descriptive analysis and multiple linear regression analysis on the processed data.*

*The results of the descriptive analysis reveal that the variables studied, namely shopping lifestyle, discount prices, and impulsive buying, fall into the good category with their respective percentages, namely shopping lifestyle 79%, discount prices 79.23%, and impulsive buying 75.44%. The results of hypothesis testing show that partially and jointly the shopping lifestyle and also the price of goods that are being discounted have a significant influence on impulse buying behavior on TikTok Shop services in Jakarta. Proven by  $F\text{-count} (49.691) > F\text{-table} (3.09)$  and a significance value of less than 0.05, namely 0.000. 50.6% of impulsive buying is influenced by shopping lifestyle and discount prices, the rest is influenced by other variables fashion involvement, promotion, hedonic shopping motivation by 49.4%.*

**Keywords:** *Shopping Lifestyle, Discount Prices, Impulsive Buying.*