

## **ABSTRACT**

*Online shopping is considered to be the best alternative at the moment for consumers. Sales promotion and hedonic shopping motivation are factors that cause someone to do impulsive buying without considering its long-term utility. This study aims to determine the effect of sales promotion and hedonic shopping motivation on impulsive buying, and to determine the effect of sales promotion on hedonic shopping motivation among H&M customers who make purchases online. This study uses quantitative methods. this research was conducted using a questionnaire method with a sample of 100 valid respondents. The sampling technique used was purposive sampling. Data analysis techniques used the Structural Equation Model (SEM) and Partial Least Square (PLS) using the SmartPLS 4.0 application. buying obtained the results of the calculation of the t statistic of 7.367 > the t-table value of 1.649, and the P-Values of 0.000 < 0.05, so that hedonic shopping motivation has a significant positive effect on impulsive buying. The sales promotion variable for impulsive buying obtained the result of calculating a t statistic of 5.425 > a t-table value of 1.649, and a P-Values value of 0.000 < 0.05, so that sales promotion had a significant positive effect on impulsive buying. The sales promotion variable on hedonic shopping motivation obtained the results of the calculation by obtaining the results of the calculation of the t statistic of 17.159 > the t-table value of 1.649, and the P-Values value of 0.000 < 0.05, so that sales promotion has a significant positive effect on impulsive buying.*

*Keywords: Sales promotion, Hedonic Shopping Value, Impulsive Buying.*