

## ABSTRACT

*In the era of rapid technology and the development of the internet, shopping does not require meeting the seller in person. advances make shopping activities do not require meeting directly with the seller, only by opening an online buying and selling application, one of which is an e-commerce application, namely Shopee, which is popular among the public. E-commerce application, namely Shopee, which is popular among the public, Shopee comes with a new and attractive marketing strategy innovation. Marketing strategies that are new and attract attention, this can influence impulse purchases. Impulse buying. This study aims to determine the effect of shopee Affiliate marketing and Online Reviews on impulsive purchases. Marketing and Online Reviews on Impulsive Buying of beauty product consumers on generation z consumers who use social media X. This research is quantitative research that uses primary data in the form of a questionnaire. Sample*

*This study consisted of 130 respondents using purposive sampling method. Instrument test in this study are descriptive analysis tests, validity and reliability tests.*

*reliability. Then multiple linear regression analysis, coefficient of determination test, and hypothesis testing using the f test and t test. Classical assumption tests such as normality and multicollinearity tests. The results showed that the variable Affiliate marketing of beauty products had a significant and partial effect on Impulsive Buying generation z consumers who use social media X. Furthermore, the variable Online Review of beauty products has a significant and partial effect on Impulsive Buying generation z consumers who use social media X. Affiliate marketing variables and Online Reviews of beauty products simultaneously affect Impulsive Buying of generation z consumers who use social media X.*

**Keywords:** *Affiliate marketing, Online Review, and Impulsive Buying.*