

ABSTRACT

Shopee Live has become a highly popular feature as it enables direct interaction between sellers and buyers, often triggering Impulsive Buying. This study aims to examine the impact of Sales Promotion, Product Quality, and Hedonic Shopping Motivation on Impulsive Buying on Shopee Live, particularly in Bandung City.

This research employs a purposive sampling method with specific criteria, resulting in a total of 385 respondents who are Shopee Live users in Bandung City. The study uses quantitative data, sourced from both primary and secondary data. Data collection was conducted through questionnaires, while data analysis includes descriptive analysis, classical assumption tests, multiple linear regression, and hypothesis testing.

The research findings indicate that Sales Promotion has a positive influence on Impulsive Buying. Additionally, Product Quality also positively affects Impulsive Buying, as does Hedonic Shopping Motivation. Simultaneously, the three variables Sales Promotion, Product Quality, and Hedonic Shopping Motivation collectively have a positive impact on increasing Impulsive Buying.

Keywords: *Sales Promotion, Product Quality, Hedonic Shopping Motivation, Impulsive Buying.*