

ABSTRACT

Digital Technology advecement has significantly transformed consumer behaviour, particularly in the context of e-commerce. Shopee, as an prominent e-commerce platform that offers attractive promotions, including Flash Sales, with the objective of attracting consumer interest. The present study aims to analyse the effect of lifestyle on purchasing decisions through impulsive buying in the Shopee application during flash sales (a case study of Shopee application users in Purwokerto). The present study employs a quantitative methodology, utilising a survey approach and a purposive sampling technique, with the survey disseminated to 162 respondents. The research instrument utilised a Likert scale-based questionnaire, with the subsequent data analysis being conducted using SmartPLS 4.0 through a Structural Equation Modelling (SEM) approach. The results of the descriptive analysis demonstrate that the total score on the Lifestyle variable is 88.3%, Impulsive Buying is 80.5%, and Purchasing Decisions is 87.9%. The results concluded that Lifestyle on Purchasing Decisions through Impulsive Buying fell into a good and very good category. The results of the hypothesis test demonstrate that there is a statistically significant relationship between lifestyle and impulsive buying. The phenomenon of impulsive buying has been demonstrated to exert an influence on the processes underlying purchasing decisions. The impact of lifestyle on purchasing decisions has been demonstrated. The impact of lifestyle on purchasing decisions is evidenced by the phenomenon of impulsive buying.

Keywords: lifestyle, Impulsive Buying, purchasing decisions, Flash Sale.