

The Influence of Shopping Motivation and Shopping Lifestyle on E-Impulsive Buying on the Shopee Marketplace (Case Study of Graha Prima Computer Students)

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Abstract

The Objectives - This study aims to determine 1) The influence of shopping motivation on e-impulsive buying on the Shopee marketplace, 2) The influence of shopping lifestyle on e-impulsive buying on the Shopee marketplace, 3) The influence of shopping motivation & shopping lifestyle simultaneously on e-impulsive buying on the Shopee marketplace.

The Methods/approaches - This study uses a quantitative approach with a comparative causal research type. Data were collected through the distribution of offline questionnaires distributed directly. Each variable was measured with a Likert scale and then processed through SPSS 25 where the appropriate data analysis was multiple linear regression analysis, partial t-test, and F-test. The sampling technique used a purposive sampling method with a final sample of 104 respondents using the Slovin formula.

The Results - The research results show that shopping motivation and shopping lifestyle, both partially and simultaneously, influence e-impulsive buying. The emergence of positive emotions, the practicality of the Shopee marketplace, the presence of circulating trends, a high level of lifestyle, and the influence of external factors such as advertising, discounts, and prices confirm that these are triggers for e-impulsive buying.

The Research Implications - This research contributes to the understanding of e-impulsive buying behavior on the Shopee marketplace. Shopee needs to develop more effective business strategies to address the factors influencing e-impulsive buying, such as considering the influence of shopping motivation and shopping lifestyle.

Keywords: *Shopping Motivation, Shopping Lifestyle, E-Impulsive Buying*

1. Introduction

Technological developments in Indonesia are currently showing significant progress. Some businesses that are growing rapidly during this period include e-commerce and online shopping. Online shopping is one of the services offered by the internet that provides various conveniences. With the presence of e-commerce and online stores, consumer goals in shopping are becoming more diverse, ranging from

fulfilling needs, seeking entertainment, to collecting various products for personal satisfaction. Along with the rapid development of online shopping transactions, online shopping is now a popular trend among students because it is considered more practical and efficient, especially students / students of Graha Prima Computer which is the center of research. Based on observations found among students / students of Graha Prima Computer Campus, the majority of students engage in e-impulsive buying. This can be seen from the purchases made, where students tend to make purchases without careful consideration.

In this study, researchers chose the Shopee application (an online shopping platform) as the main focus, with Shopee student users as research subjects, because Shopee is an e-commerce platform with the largest number of users and the highest transaction volume in Indonesia. With the Shopee platform, shopping has become easier with a wide selection of very diverse goods. This convenience includes time efficiency, where customers can purchase desired items without the need for face-to-face meetings. This platform also changes consumer lifestyles, such as encouraging impulsive shopping, improving consumers' ability to compare prices, and helping increase brand awareness for many sellers. Based on observations made, the phenomenon that triggers e-impulse buying is influenced by a person's shopping motivation and shopping lifestyle.

E-Impulsive buying is the habit of purchasing goods without considering their needs or benefits online. E-Impulsive buying is the act of suddenly and unplanned purchasing of goods or services through online platforms driven by emotional urges and external stimuli (T.S. Anoop & Z. Rahman, 2024). The emergence of impulse buying in consumers is usually influenced by various factors. Factors that influence impulse buying include emotions, individualistic or collectivist traits, gender, shopping motivation, self-esteem, self-control, and personality. Aditya and Kiswari (2022) explain that impulsive buying is an unplanned purchase that occurs due to certain stimuli and is decided spontaneously. After making a purchase, consumers usually respond emotionally or cognitively.

In the context of shopping motivation, motivation is understood as the reason that drives behavior to fulfill internal needs. Shopping motivation refers to the drive or reason that drives someone to purchase a product or service. There are various factors that can influence e-impulsive buying behavior. In this situation, impulsive purchases driven by someone's shopping motivation (Shopping motivation) usually occur because consumers make impulsive purchases without realizing it. Westbrook and Black in Mardikaningsih, et al (2023) suggest that shopping motivation can be divided into three main dimensions, namely from positive emotions and feeling entertained when shopping (hedonic motivation), purchases made because of the ease of access provided by the Shopee marketplace (utilitarian motivation), or can also be due to a person's desire to follow trends (social motivation), so that an initial assumption arises that Shopping motivation will influence e-impulsive buying. **H1: Shopping motivation has a significant effect on E-impulsive buying.**

On the other hand, shopping lifestyle describes how a person spends money, allocates their time, and spends their free time. Shopping lifestyle refers to a lifestyle that involves shopping as an important element of consumer identity and behavior

in everyday life. Impulsive purchases influenced by shopping lifestyle, according to Japariato and Sugiharto, quoted in Yulinda, et. al. (2022), can be triggered by the type of product purchased, where the product is purchased, and can also be triggered by external factors such as advertising and the price of an item. Consumers with a high lifestyle often buy goods spontaneously without prior planning. Shopping lifestyle, which is usually characterized by routine use of e-commerce, shows that consumers usually follow momentary impulses rather than decisions with careful consideration. **H2: Shopping lifestyle has a significant effect on e-impulsive buying.**

Meanwhile, the simultaneous relationship refers to the combination of shopping motivation and shopping lifestyle on e-impulsive buying. E-impulsive buying is the act of purchasing goods or services spontaneously and unplanned through online platforms. Consumers who have a positive mood, emotions, and enthusiasm tend to have high shopping motivation. Consumers who have a high shopping lifestyle can also make impulsive purchases. The high tendency of shopping lifestyle and shopping motivation supports consumers to make impulsive purchases that can drain the budget if not properly controlled. When an impulsive purchase occurs, it can provide an emotional experience rather than rational so that it is not seen as a suggestion. On this basis, impulsive buying is seen as a rational decision rather than irrational. **H3: Shopping motivation and shopping lifestyle have a simultaneous effect on e-impulsive buying.**

Based on the theoretical review presented, it can be understood that the variables Shopping motivation and Shopping lifestyle are closely related to e-impulsive buying. These relationships are then illustrated in the following conceptual framework, thus forming the basis for formulating the research hypotheses.

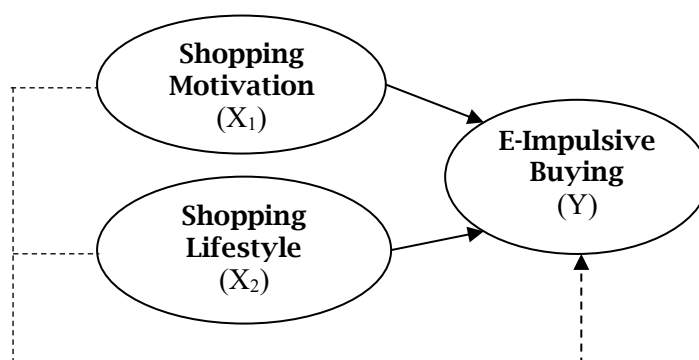


Figure 1. Conceptual Framework

2. Methodology

This research uses a quantitative approach, which is a positive method used to examine a specific population or object. Data are then collected through research instruments and analyzed quantitatively and measurably, with the main objective being to test previously formulated hypotheses (Sugiyono, 2021). The type of research conducted in this study is causal comparative (ex post facto). This research was conducted to determine the possibility of a causal relationship, whether or not there is an influence between two or more variables. The appropriate data analysis to test the influence in this study is multiple linear regression analysis, where the partial

t-test is used to examine the individual influence of each independent variable, while the F-test is used to determine the significance of the simultaneous influence of the independent variables on the dependent variable together. The research was conducted at the Graha Prima Computer Campus, located in Belopa District, Luwu Regency. The implementation of this research took place from April to June 2025.

The population in this study was all students at the Graha Prima Computer Campus in the current semester of the 2021-2024 academic year, with a total accumulation of 140 students. The sampling technique used was purposive sampling, a method of selecting samples deliberately chosen by researchers based on certain characteristics. Determination of the number of samples refers to the Slovin formula, this formula is a mathematical system used to achieve the desired sample error rate ($e = 5\%$). The Slovin formula as the basis for determination, where the number of samples (n), the number of populations (N), the following formula.

$$n = \frac{N}{1 + Ne^2}$$

The resulting sample size resulted in a final sample of 104 respondents. Data collection included an offline questionnaire distributed to female Shopee users, specifically to university students. The questionnaire was structured based on theoretical indicators for each variable and used a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions of Shopping Motivation, Shopping Lifestyle, and E-Impulsive Buying.

The validity of the questionnaire instrument was tested using Pearson Product Moment correlation. Meanwhile, to test the reliability of the questionnaire, the Cronbach's Alpha test was used; After the validation and reliability processes were completed, the collected data were analyzed using multiple linear regression to see the effect of Shopping Motivation and Shopping Lifestyle on E-Impulsive Buying. The t-test was conducted to assess the influence of each independent variable partially on the dependent variable, while the F-test was used to assess the influence of both independent variables simultaneously.

Classical assumption tests were also performed to ensure the validity of the regression model. Normality tests were used to check whether the residual data were normally distributed, using the Kolmogorov-Smirnov method. Linearity tests were used to determine the linear relationship between the independent and dependent variables. Furthermore, multicollinearity tests were performed by examining the Variance Inflation Factor (VIF) and Tolerance values to ensure there were no strong relationships between the independent variables that could influence the regression results.

To obtain measurable research results that can be analyzed quantitatively, each variable in this study needs to be described operationally. Operational definitions aim to provide clear boundaries for abstract concepts so they can be measured using research instruments. In this study, there are three main variables: Shopping Motivation (X_1), Shopping Lifestyle (X_2), and E-Impulsive Buying (Y). Each variable is explained through a number of indicators compiled based on theory and previous research, and measured using a 5-point Likert scale. The operational definitions and indicators for each variable can be seen in the following table.

Variable	Operational Definition	Indicator
Shopping Motivation (X1)	Shopping motivation is the drive or reason someone wants to buy a product or service.	Westbrook and Black in Mardikaningsih, et al. (2023) state that shopping motivation indicators are: <ol style="list-style-type: none"> 1. Functional motivation (Utilitarian motivation) 2. Hedonic motivation (Hedonic motivation) 3. Social motivation
Shopping Lifestyle (X2)	Shopping lifestyle in Indonesian is defined as a lifestyle that is heavily influenced or dominated by shopping activities.	According to Japariato and Sugiharto, as quoted in Yulinda et al. (2022), shopping lifestyle indicators include: <ol style="list-style-type: none"> 1. Shopping location 2. The influence of external factors (advertising, discounts, prices) 3. Types of products purchased.
E-Impulsive Buying (Y)	E-impulsive buying is the act of purchasing goods or services spontaneously and unplanned through an online platform.	According to Aulia Rahma (2021), impulse buying often occurs without our awareness. Indicators of e-impulse buying include: <ol style="list-style-type: none"> 1. Sudden 2. Unplanned 3. Emotionally triggered 4. Influence of the digital environment

3. Result and Discussion

This research was conducted at the Graha Prima Computer campus in Belopa, Luwu Regency, with students from the campus as the subjects. The data collected revealed that 58 people (55.8%) resided in Belopa, while the remaining 46 (44.2%) came from outside the Belopa area. This relatively even distribution indicates that Shopee marketplace users are not limited to the Belopa area but also extend to various regions outside the Belopa area. Within the scope of this research, the even distribution of domiciles demonstrates that consumer behavior involving impulsive buying can spread across various regional layers.

Of the total 104 participants successfully collected in line with the research focus which emphasizes women who use the Shopee marketplace, based on the distribution of participant data from semester 2 to semester 8, where the majority of participants were final semester students totaling 36 people indicated that e-impulsive buying behavior is very relevant. This is due to the promising ease of access and various attractive features offered by the Shopee marketplace, such as discounts, promotions, and various things that encourage students from various semester levels to make purchases without prior planning.

From the results of distributing questionnaires to the surveyed respondents, the majority of participants were single (96.2%), while the remaining 3.8%) were

married. Referring to the available data, several potential reasons that cause single respondents to be more susceptible to impulsive buying behavior. This is due to having more free time to explore the Shopee marketplace, having no household responsibilities, and a free lifestyle in financial management. These factors are what encourage single respondents to tend to engage in e-impulsive buying more easily.

Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3.1 Validity Test Results

		Correlations			
		X1	X2	Y	total
X1	Pearson Correlation	1	.390**	.342**	.697**
	Sig. (2-tailed)		.000	.000	.000
	N	104	104	104	104
X2	Pearson Correlation	.390**	1	.386**	.745**
	Sig. (2-tailed)	.000		.000	.000
	N	104	104	104	104
Y	Pearson Correlation	.342**	.386**	1	.829**
	Sig. (2-tailed)	.000	.000		.000
	N	104	104	104	104
total	Pearson Correlation	.697**	.745**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	104	104	104	104

Source: Processed Primary Data, 2025

From the data in the table above, it can be concluded that all variables are valid, as the calculated r value is greater than the table r value, which is 0.192, and the significance value listed in the table is less than the significance value used, which is 0.05.

The results of the reliability test for the research variables can be seen in the table below:

Table 3.2 Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.668	10

Source: Processed Primary Data, 2025

From the data above, it can be concluded that the data from the results of this study are reliable because the Cronbach alpha value obtained is $0.668 >$ the standard alpha value, namely 0.60.

Classical Assumption Test

a. Normality Test

The normality test is used to test whether the residual variables in the regression analysis are normally distributed (Ghozali, 2018). This study uses a statistical test, namely the Kolmogorov-Smirnov (K-S). It is stated that if the Sig. number is > 0.05 , the data is normally distributed.

Table 3.3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		104
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.13475815
Most Extreme Differences	Absolute	.097
	Positive	.057
	Negative	-.097
Kolmogorov-Smirnov Z		.987
Asymp. Sig. (2-tailed)		.284

Source: Processed Primary Data, 2025

From the statistical data above, it can be concluded that the data obtained is normal because the significance value obtained is $0.284 > 0.05$.

b. Linearity Test

It is said to be linear if the model significance value in Deviation from linearity $>$ the significance value used (0.05), then this model shows a linear relationship between the independent variable and the dependent variable. However, if the variable significance value < 0.05 then the data is considered non-linear, Imam Ghozali (2018).

Table 3.4. Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between	(Combined)	85.075	7	12.154	2.351	.029
X1	Groups	Linearity	68.154	1	68.154	13.184	.000
		Deviation from Linearity	16.922	6	2.820	.546	.772
	Within Groups		496.271	96	5.169		
	Total		581.346	103			

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * Between (Combined)	124.049	7	17.721	3.720	.001
X2 Groups Linearity	86.724	1	86.724	18.206	.000
Deviation from Linearity	37.325	6	6.221	1.306	.262
Within Groups	457.297	96	4.764		
Total	581.346	103			

Source: Processed Primary Data, 2025

From the statistical data above, it can be concluded that there is a linear relationship between the existing variables because the significance value obtained is greater than the standard significance value of 0.05. For the variables E-Impulsive Buying and Shopping Motivation, the significance value is $0.772 > 0.05$. And for the variables E-Impulsive Buying and Shopping Lifestyle, the significance value is $0.262 > 0.05$.

c. Multicollinearity Test

The test standards are the tolerance value and the VIF value. If the tolerance value is > 0.100 and the VIF value is < 10.00 , the data is considered to have no symptoms of multicollinearity. However, if the tolerance value is < 0.100 and the VIF value is > 10.00 , the data is considered to have symptoms of multicollinearity.

Table 3.5. Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.466	2.026		3.685	.000		
X1	.355	.152	.226	2.330	.022	.848	1.179
X2	.422	.137	.298	3.070	.003	.848	1.179

Source: Processed Primary Data, 2025

From the statistical data above, it can be concluded that this research data does not show symptoms of multicollinearity because the tolerance value for the independent variable = $0.843 > 0.100$ with the VIF value for the independent variable being $1.186 < 10.00$.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to examine whether there is a significant influence between variables x and y. The multiple linear regression equation model in this study is as follows:

Table 3.6. Multiple Linear Regression Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.466	2.026		3.685	.000
	X1	.355	.152	.226	2.330	.022
	X2	.422	.137	.298	3.070	.003

Source: Processed Primary Data, 2025

Based on the table above, the multiple linear regression equation used can be made as follows:

$$Y = 7,466 + 0,355 X1 + 0,422 X2$$

Interpretation of the results of the multiple linear regression equation:

1. The coefficient of X1 is 0.355, meaning that for every 1% increase in variable X1 (Shopping Motivation), E-Impulsive Buying increases by 0.355 (35.5%), and vice versa.
2. The coefficient of X2 is 0.422, meaning that for every 1% increase in variable X2 (Shopping Lifestyle), E-Impulsive Buying increases by 0.422 (42.2%), and vice versa.

From the data above, it can be concluded that the variables Shopping Motivation (X1) and Shopping Lifestyle (X2) influence the variable E-Impulsive Buying (Y).

Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant individual influence of the independent variables (X), namely shopping motivation and shopping lifestyle, on the dependent variable (Y), e-impulsive buying on the Shopee marketplace. The test results can be seen in the following table:

Table 3.7. t-Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.466	2.026		3.685	.000
	X1	.355	.152	.226	2.330	.022
	X2	.422	.137	.298	3.070	.003

Source: Processed Primary Data, 2025

Based on the partial test calculation results, the influence of the independent variables on the dependent variable can be explained as follows:

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- a. The partial t-test for the Shopping Motivation (X1) variable yielded a calculated t of 2.330 > ttable 1.983, or a significance level of 0.022 < 0.05. Therefore, partially, Shopping Motivation (X1) has a significant effect on E-Impulsive Buying (Y).
- b. The partial t-test for the Shopping Lifestyle (X2) variable yielded a calculated t of 3.070, greater than ttable 1.983, or a significance level of 0.005, less than $\alpha = 0.05$. Therefore, partially, Shopping Lifestyle (X2) has a significant effect on E-Impulsive Buying (Y).

Uji Hipotesis Secara Simultan (Uji F)

The F-test is used to determine the simultaneous influence of the independent variables (Shopping Motivation and Shopping Lifestyle) on the dependent variable (E-Impulsive Buying). With the standard test, if the calculated f-value is greater than the table f-value, there is a significant influence between variables x and y simultaneously.

Table 3.8. F Test Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.955	2	55.978	12.045	.000 ^a
	Residual	469.391	101	4.647		
	Total	581.346	103			

Source: Processed Primary Data, 2025

So it can be concluded from the results of the research on the F test that there is a significant and simultaneous influence between the variables Shopping Motivation (X1) and Shopping Lifestyle (X2) on E-Impulsive Buying (Y) where the meeting point of the df value $n1 = 2$ and $df n2 = 101$ is 3.09. So it is found that the calculated f value is > the f table value, namely $12.045 > 3.09$. And the significance value is $0.000 < 0.05$, so it is stated that H_0 is rejected and H_a is accepted.

Discussion

1. The Influence of Shopping Motivation on E-Impulsive Buying

From the results of the t-test obtained, it has been stated that there is an influence between Shopping Motivation on E-Impulsive Buying on the Shopee marketplace partially. Thus, the hypothesis that says Shopping Motivation influences E-Impulsive Buying on the Shopee marketplace can be accepted. Based on the indicators of Shopping Motivation These results show that of the three motives, Graha Prima Computer students who make purchases support the concept of e-impulsive buying as a spontaneous urge that arises. This is because Shopee provides 24/7 service access without time limits, ease of access, and practicality, all of which are facilitated by the marketplace, can trigger e-impulsive buying. Not only that, e-impulsive buying behavior is driven by a good mood, positive emotions and provides happiness to Shopee marketplace users and with the existence of a popular trend

among students, recommendations from friends, family & relatives further strengthen their desire to do e-impulsive buying.

This is supported by previous research conducted by Nuyasarah Iftitah, Wahju Hidajat, Widiartanto (2023) entitled "The Influence of Hedonic Shopping Motivation and Promotion on Impulsive Buying in Shopee Consumers." The research results found that shopping motivation (X1) partially had a significant effect on impulse buying. Therefore, it can be concluded that Shopping Motivation is one of the important factors that encourage them to engage in E-Impulsive Buying. This shows that the marketing strategy implemented by the Shopee company has been right on target based on positive emotions, easy e-commerce access, and in accordance with consumer buying interests with circulating trends.

2. The Influence of Shopping Lifestyle on E-Impulsive Buying

The t-test results indicate a partial influence between Shopping Lifestyle and E-Impulsive Buying on the Shopee marketplace. The hypothesis stating this influence is accepted. The results of the three Shopping Lifestyle indicators support the concept of e-impulsive buying as a spontaneous impulse. Attractive designs can make it easier for consumers to recognize and find the products they want. Consumers, especially women, generally desire unique, cute, branded, or trendy products, and even desire to have products that are different from others. This triggers positive emotions and spontaneous purchasing desires. Furthermore, Graha Prima Computer students also make more purchases based on external influences such as advertising, discounts, and prices. This means that consumers compare prices at each store on Shopee before making a purchase. Consumers also usually research existing discounts and promotions. Therefore, it is concluded that the influence of these external factors has a strong appeal in triggering impulsive buying.

This statement is supported by previous research conducted by Suci Nur Utami (2022) who stated in her title "The Relationship between Self-Monitoring and Shopping Lifestyle with Impulsive Buying in College Students." The results of her research found that Shopping Lifestyle has a partial effect on e-impulse buying. In this study, it was concluded that Shopping Lifestyle is one of the strong factors in encouraging Graha Prima Computer students as consumers to engage in E-Impulsive Buying. This shows that the marketing strategy implemented by the Shopee company has been right on target based on the type of products sold, store design that attracts consumer buying interest, and the influence of external factors such as advertising, discounts, and prices offered.

3. The Influence of Shopping Motivation and Shopping Lifestyle on E-Impulsive Buying Simultaneously.

To determine the simultaneous relationship between these two independent variables, an F-test was conducted, which showed that the independent variables collectively had a significant effect on the dependent variable. Therefore, the hypothesis stating this influence was accepted. This research finding is also supported by research conducted by Natia Monika (2024) entitled "The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulsive Buying in Shopee Consumers, with Sales Promotion as a Moderator." This study found that Shopping

Motivation and Shopping Lifestyle variables partially and simultaneously had a positive effect on impulse buying.

The high tendency of shopping lifestyle and shopping motivation among Graha Prima Computer students supports their impulse buying. Specifically, this study, which focused on Graha Prima Computer students in the current semester as users of the Shopee marketplace, showed that the combination of the independent variables, Shopping Motivation (X1) and Shopping Lifestyle (X2), successfully targeted students as the primary users of the marketplace by shaping e-impulse buying behavior. As shopping changes from a necessity to a lifestyle and entertainment, e-impulse buying is no longer a behavioral deviation but rather part of the reality of student consumption today.

4. Conclusion

Based on the results of a study conducted on 104 respondents using the Shopee marketplace, it can be concluded that the two independent variables, namely Shopping motivation and Shopping lifestyle, both partially and simultaneously, have a positive and significant effect on e-impulsive buying. This is evidenced by the significance value of each variable <0.05 . This means that the higher consumers' perceptions of these factors, the greater their tendency to make impulsive purchases without careful consideration.

Specifically, the variable Shopping motivation was shown to influence e-impulsive buying, with a regression coefficient value ($B = 0.355$). This indicates that Shopee consumers perceive the ease and practicality of the online shopping application, along with the emergence of positive emotions and the presence of trends circulating among all groups, particularly students, which strongly trigger e-impulsive buying behavior. Similarly, Shopping lifestyle also has a strong influence on e-impulsive buying. This can be seen from the regression coefficient ($B = 0.422$), indicating that consumers with a high-value lifestyle often purchase items based on several triggers, such as advertising, discounts, price, and even the type of item.

Based on these findings, it is recommended that Shopee develop more effective business strategies, such as increasing the speed of marketplace navigation and being more adaptive to trends, not only among students but also among all groups. While Shopee encourages e-impulse buying behavior, it is also important to build a positive and educational image, such as providing warm advice by collaborating with several influencers who discuss savings tips on Shopee. In addition to Shopee, students who wish to make purchases should carefully consider and carefully consider the utility of the items they intend to purchase and avoid hasty decisions.

Thank you to my beloved father (Mr. Buhera), along with his jokes, the sadness he covered, thank you for your sincere love and endless struggle. Thank you also to my beloved mother (the late Mrs. Itang), great affection grew in a warm embrace, thank you for accompanying me until the end. Although both of them did not reach the level of college, she managed to bring her child to this undergraduate level of education. *Merci chérie.*

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