

ABSTRACT

The ever-growing internet is a convenience for people in various aspects, such as education, social, and economic. Internet users tend to follow trends that spread quickly because they don't want to be left behind and want to stay up to date. This triggers impulse buying behavior. The influence of consumers suddenly buying a product can be caused by promotions. The purpose of this study is to analyze the internal and external factors that have the potential to increase impulsive customer purchases at the Shopee marketplace. External factors include celebrity endorsement, livestream and flash sale, while internal factors are the satisfaction felt by consumers.

The data collection method was carried out through a questionnaire. The research population includes the Muslim community of Semarang as users of the Shopee application. The population size was not known with certainty, so the researchers took a sample of 100 respondents with a purposive sampling approach. The analysis technique used was multiple linear regression analysis and data testing using the SPSS Statistics 26 program.

The results of the analysis show that the variables celebrity endorsement, live streaming shopping, and flash sale have a positive and significant effect on impulsive buying at the Shopee marketplace. The most dominant variable is live streaming shopping. All variables, namely celebrity endorsement, live streaming shopping, and flash sale both simultaneously and partially have a positive and significant effect on impulsive buying at the Shopee marketplace.

Keywords: impulse buying, celebrity endorsement, live streaming, flash sale, and shopee marketplace