

ABSTRACT

This study aims to analyze the influence of trust, ease of payment, price discount, and free shipping on impulse buying behavior. This study discusses impulse buying behavior in Gen Z in West Java Province, because West Java Province has the largest number of Gen Z in Indonesia, which is 68,662,815 people. In addition, this province also recorded a significant increase in e-commerce transactions, which reached 15.02 trillion rupiah in 2023. This increase shows that the high e-commerce activity reflects the tendency of impulsive behavior in shopping among Gen Z Muslims in West Java Province.

This study uses a quantitative approach involving 120 respondents. The analysis method used is multiple regression with the help of the SPSS 27 application. Respondents were determined through a purposive sampling technique to get Gen Z Muslim respondents in West Java Province who made transactions on Shopee e-commerce more than three times a month.

The results of the study show that trust has a positive and significant effect on impulse buying behavior in Gen Z Muslims in West Java Province. The ease of payment has a positive and significant effect on impulse buying behavior in Gen Z Muslims in West Java Province. Price discounts have a positive and significant effect on impulse buying behavior in Gen Z Muslims in West Java Province. Free shipping has a positive and significant effect on impulse buying behavior in Gen Z Muslims in West Java Province.

Keywords: *Impulse buying, trust, ease of payment, price discount, free shipping*