

ABSTRACT

This study aims to analyze the influence of social media influencers, income, and financial literacy on impulsive online shopping behavior among Diponegoro University students. The study used a quantitative approach with a survey method by distributing questionnaires to 100 active undergraduate students at Diponegoro University who had shopped online. The sampling technique used purposive sampling and data analysis was carried out using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method using SmartPLS. The results showed that social media influencers and income had a positive effect on impulsive online shopping behavior, while financial literacy had a negative effect on impulsive online shopping behavior. This study is expected to contribute to understanding the consumption behavior of Generation Z students in the digital era.

Keywords: social media influencers, income, financial literacy, impulsive online shopping, Generation Z students.

