

ABSTRACT

This study aims to analyze the influence of income perceptions, lifestyle, and discount promotions on the consumer behavior of Shopee users in Klaten Regency. The rapid development of e-commerce has changed consumer consumption patterns, necessitating further study of the various factors influencing consumer behavior. This study employed a quantitative approach with a survey method, distributing questionnaires to 100 respondents selected using a purposive sampling technique. Data were analyzed using multiple linear regression analysis with the help of R and Microsoft Excel.

The results showed that income perceptions had no significant effect on consumer behavior. Conversely, lifestyle and discount promotions had a positive and significant effect on consumer behavior, with discount promotions being the most dominant variable. Simultaneously, income perceptions, lifestyle, and discount promotions significantly influenced consumer behavior. The coefficient of determination (R^2) of 0.860 indicates that 86% of the variation in consumer behavior can be explained by these three variables, with the remainder influenced by factors outside the research model.

These findings indicate that the consumer behavior of Shopee users in Klaten Regency is more influenced by psychological factors and marketing strategies than by perceived income. Therefore, increasing consumer awareness in controlling shopping behavior is crucial for more rational purchasing decisions.

Keywords: *perceived income, lifestyle, discount promotions, consumer behavior, Shopee.*