

## **ABSTRACT**

*Shopee is an e-commerce company that offers a variety of products, especially fashion and beauty products. Shopee was founded in 2015 under the auspices of the SEA Group headquartered in Singapore and led by Chris Feng. Since it was first established, Shopee has then expanded its reach in Southeast Asia, one of which is in Indonesia. Along with the development of technology and information, the increasing number of e-commerce in Indonesia, this can encourage Shopee Indonesia to improve performance in order to win the competition.*

*This research was conducted to determine the effect of motivasi belanja hedonis and browsing on impulsive purchases of fashion products in Shopee Indonesia e-commerce. Through this research is expected to reveal how far the influence of hedonic shopping and browsing on impulsive purchases. The source of this study is primary data from the sample, namely Shopee Indonesian users who have shopped fashion products and are in Semarang. Data collection used purposive sampling by distributing questionnaires through Google form so that 166 respondents were obtained. This research uses Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tools.*

*The results of this study indicate that motivasi belanja hedonis and browsing have a positive and significant effect on impulsive purchases, motivasi belanja hedonis has a positive and significant effect on browsing. In addition, motivasi belanja hedonis has a positive and significant effect on impulsive purchases through browsing.*

**Keywords:** *hedonic shopping motivation, browsing, impulsive buying, e-commerce, Shopee*