

ABSTRACT

This research was conducted due to the identification of issues related to Impulse Buying. The problems observed in this study are Hedonic Shopping, Live Streaming, and Flash Sales. The aim of this research is to determine the influence of Hedonic Shopping, Live Streaming, and Flash Sales on Shopee customers in Bandung, both partially and simultaneously. The research method used is descriptive and verificative, with data collected through questionnaires distributed to 100 respondents. The sampling technique used is non-probability sampling. The research instruments were tested using validity and reliability tests. The data analysis methods used include the Method of Successive Interval, multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing. The results of the study show that there is a simultaneous influence of hedonic shopping, live streaming, and flash sales on impulse buying of 69.1%. Partially, the influence of hedonic shopping on impulse buying is 47.02%, the influence of live streaming on impulse buying is 14.69%, and the influence of flash sales on impulse buying is 7.41%.

Keywords: *Hedonic Shopping, Live Streaming, Flash Sale, Impulsive Buying*