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The Influence of Sales Promotion, Price, and Product Quality on Impulsive Buying Through Lifestyle Mediation on Generation Z Shopee Users in East Java

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Abstract

The purpose of this study was to determine the effect of sales promotion, price, and product quality on impulsive buying through lifestyle mediation on Generation Z shopee users in East Java. This study is a type of explanatory research; the population of the study is Generation Z in East Java who are active Shopee users. The sampling technique used is non-probability sampling with a purposive sampling method of 220 respondents. The data analysis method uses Partial Least Square (PLS) with the help of the Smart PLS 4.0 application. Model testing is carried out through the stages of testing the outer model (validity and reliability), inner model (R^2 , f^2 , Q^2 , and GoF tests), and hypothesis testing using bootstrapping techniques. The conclusions from the results of the analysis and discussion are as follows: 1) Sales promotion has a significant effect on impulsive buying. 2) Price has a significant effect on impulsive buying; 3) Product quality has a significant effect on impulsive buying. 4) Sales promotion, price, and product quality also have a significant effect on lifestyle; 5) Lifestyle has a significant effect on impulsive buying. 6) Lifestyle significantly mediates the influence of sales promotion, price, and product quality on impulsive buying

Keywords: Price, Impulsive Buying, Lifestyle, Product Quality, Sales Promotion

INTRODUCTION

Change technology, which develop rapid and makes life society becomes easier and more practical (Maarif, 2020). With the rapid development of technology, the role of the Internet for access information and communication is very big. Use Internet in circles Indonesian society is already very familiar, bringing a significant impact towards internet usage in Indonesia so as to meet the needs public become more easy And more fast. Utilization progress

technology on model business. This is emergence e-commerce. Based on statistics BPS, there are 13,485 companies with e-commerce which do 24,811,916 transactions on year 2018 and a total mark transaction as big as 17.21 trillion (BPS, 2019). E-commerce can also be called an online store who serves the needs of various types of people. A number of from site e-commerce the biggest in Indonesia is Shopee, Bukalapak, Lazada, Blibli, and

Zalora (Maarif, 2020).

If previously buyers had to meet face to face with the product they wanted to buy, now they just have to look at the picture or photo presented on the online shopping site. The Shopee mobile application is available in Southeast Asia and offers a variety of products ranging from fashion to everyday needs in a fun, free, and safe way on mobile devices, through stores and products. According to Mowen and Minor (Prasetyaningtyas & Indrawati, 2015) fashion products are defined as costumes, clothing, body equipment, and fashion. The fashion products that consumers often buy are clothes, bags, wallets, shoes, sandals, hats, and other accessories (Annur, 2022).

Historically, Shopee began entering the Indonesian market at the end of May 2015. Many products purchased by consumers from online shopping sites, especially Shopee users, often do not realize that the products they buy are not the products they need. This phenomenon is called impulsive buying. (Sampurno & Winarso, 2015). Impulse buying is a condition called unplanned buying or buying that occurs more or less outside the consumer's purchasing plan. Impulse buying can also be described as an urge to buy something suddenly and unplanned, without considering the consequences (Faradiba, 2020). Impulsive behavior has a positive impact on business actors to gain profits. So it is important for business actors to get information about the factors that influence impulsive buying in order to take steps to determine competitive strategies. Impulse buying defined as a previously unrecognized purchase action resulting from a consideration or purchase intention formed before entering the store (Anisa et al., 2020).

Current technological advances have brought about various changes and contributed to the development of several economic sectors, especially marketing. In the book "Consumer Behavior Gen Z," Sudaryanto (2024) explains that Generation Z consumer behavior is influenced by various psychological, social, and technological dimensions. From a psychological perspective, factors such as motivation, perception, and attitude play an important role in their purchasing decisions, where digital experience is key in shaping preferences. Social aspects are also very influential, where reference groups and word of mouth (WOM) can influence brand choices and loyalty. In addition, the shift in shopping behavior from traditional to digital shows how technology influences Generation Z's interactions with brands. The consumer purchasing decision-making process includes consideration of doubts and loyalty, as well as their obsession with increasingly deep digital experiences. The importance of understanding the cultural and communication context in marketing strategies to reach Generation Z effectively. The development of the e-commerce industry is partly influenced by the behavior of Indonesian consumers who want easy shopping and are starting to enjoy as well as interested with shopping online (Venice et al., 2021). Consumers who like to shop online and tend to buy impulsively are Generation Z, which born in the digital era, so that all things Which This generation does not stray far from technology. Generation Z is a generation or group of people born between 1997 and 2012. Generation Z changes their behavior, especially in terms of shopping online, and uses e-commerce more than other generations (Pangemanan et al., 2022).

Table 1. E-commerce Mostly Used by Gen Z (January-November 2023)

No.	Data Name	Man	Woman
		(%)	(%)
1.	Shopee	64%	67%
2.	Tokopedia	20%	5%
3.	Lazada	5%	2%
4.	Open	4%	2%

Source: Idn Times 2023

Technology Internet as a marketplace or e-commerce can be interpreted as an electronic business activity where business activities use the internet technology as a link for commercial activities. One of the e-commerce sites that currently has quite significant development is Shopee. Shopee is an application that operates in the field of sell buy in a way on line. Shopee stage promotion every the month to increase sales, such as free shipping, flash sales, cashback, discount and others (Gorga et al., 2022).

Table 2. E-commerce with Visitors Most in Indonesia (January-December 2023)

No.	Data Name	Total Visitors
1.	Shopee	2.35 Billion People
2.	Tokopedia	1.25 Billion People
3.	Lazada	762.4 Million People
4.	Blibli	337.4 Million People
5.	Bukalapak	168.2 million people

Source: Databoks (2023)

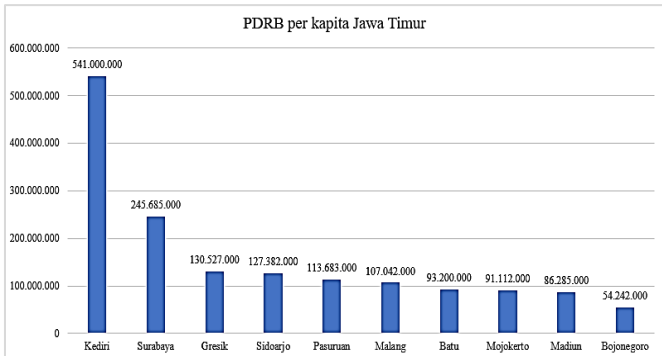


Figure 1. 10 Highest GRDP in East Java

Source: BPS East Java in figures (2025)

The figure shows that the GRDP (Gross Regional Domestic Product) per capita in several cities in East Java. GRDP per capita is an indicator of the average value of production of goods and services produced by a region per person. The higher the GRDP per capita, generally indicates that the region has strong economic activity or the presence of high value-added industries. Regions with high GRDP indicate economic capacity that allows for higher purchasing power, including in the use of e-commerce. People in this area tend to be more able to access gadgets and the internet, and shop online more actively.

Before making a purchase, consumers usually compare promotions and prices on the Shopee application. According to Kotler & Keller

(2016), promotion is an activity that communicates product advantages and persuades target customers to buy it. Promotion is an important source in disseminating information for the products offered and one of the marketing media that has great opportunities is through advertising media.

According to Satria & Trinanda (2019), promotions can have a significant effect on impulse buying. Then, Satria & Trinanda (2019), also said that the promotion strategy aims to offer incentives to buy, where the implementation of the promotion itself is expected to increase sales by creating interesting activities to trigger impulse buying. However, this is different from the results of the study by Kurnia et al. (2016), which showed that promotions did not have a significant effect on impulse buying.

Furthermore, price comparison is also a major point for consumers. Before making a purchase, consumers definitely look at the price of the product they are going to buy. This offer makes consumers who were initially not interested in shopping experience have a strong desire to buy a product. According to, price has a significant effect on impulse buying. Price is the amount of money sacrificed for a good or service, or the value of consumers exchange for the benefits of using a product or service.

In addition to sales and price promotions, companies must be able to present differences or uniqueness that will arouse consumer interest in the products they market, thus differentiating them from competitors' products. Products with good quality will attract consumers' attention, especially when the price is lower than competitors. Product quality itself is an important part of a marketing strategy that can affect the amount of happiness experienced by consumers after purchasing and using a product. Product quality refers to the ability of a product to perform its functions such as capability, comfort, and other features that provide value to a product. If you shop through Shopee, the quality of a product cannot be felt directly but only by seeing it in a photo.

online company marketing strategies indirectly stimulate consumer interest in trying products offered by marketers to meet consumer needs and desires. Therefore, when consumers see a product new And interested, they in a way spontaneous buy product the without consider consequences. Several studies have stated that one of the factors that can influence consumers to make impulsive purchases is the Lifestyle factor. Lifestyle is an intrinsic component of everyday style that is usually associated with efforts to exist in a unique and different way from other groups, with style a person can express themselves. Style can change rapidly over time, this is indirectly required to adapt to these advances because many media promote a luxurious lifestyle around these developments. This shows that in the modern world, lifestyle influences attitudes and values as well as social status.

Promotion sale, price, And quality product is factors that influence consumer purchasing decisions. Attractive sales promotions, competitive prices, and good product quality can be a stimulus for consumers to make impulsive purchases. In addition, Lifestyle or lifestyle can also mediate the influence of these factors on impulse buying. Lifestyle reflects consumer preferences, habits, and values in making purchases.

According to Wulan & Suharyati (2019), say moment This habit shop Already become style life Which satisfying emotion And No again satisfying needs, so that cause change behavior public from planned shopping even spontaneous. Habit This due to by Lots factor which is growing through style life,

Wrong the only one is style life Which commonly called hedonism and materialistic lifestyle. Nowadays, many people do not become himself Alone, like Lots teenager young Which always want to following the western cultural lifestyle, namely following and buying the clothes of his favorite actors (Amos et al., 2014).

According to research by Chan et al., (2022), with the title The Influence of Promotion and Price on Impulse Buying in Consumers E- Commerce Shopee in Pekanbaru, the results of the study show that promotions have an effect on Impulsive Buying. The better promotion then more large impulse buying among Shopee e-commerce users in Pekanbaru. As well as price Also influence on Impulsive Buying. This This means impulse buying for users e-commerce shopee in Pekanbaru is affected by factor price. In contrast to the research conducted by, with the title Analysis of the Influence of Promotion, Lifestyle, and Product Quality on Impulse Buying Shopee in Batam City stated that sales promotions did not have a significant impact on impulse buying, because many people are not interested in promotions so no affected impulse buying.

Based on the background and research gap, the researcher wants to examine the influence of sales promotion, price, and product quality on impulse buying through Lifestyle on Gen Z e-commerce users of Shopee. With a focus on East Java, one of the regions with high e-commerce penetration but minimal local research, this study provides a strong contextual contribution in understanding regional consumer behavior. In addition, the findings of this study are expected to provide practical implications in designing more targeted marketing strategies as well as being the basis for digital financial literacy education that is relevant to the characteristics of today's young generation.

LITERATURE REVIEW

Sales Promotion

According to Belch in Felita & Oktevira (2019), sales promotion is a marketing activity that provides incentives to sellers, distributors, or customers to encourage sales quickly. Maruf (2005) states that sales promotion is a program designed to increase sales and maintain customer interest. Kotler & Keller (2016) define sales promotion as a short-term incentive to encourage the purchase or sale of products or services. They also state that in the context of E-commerce such as Shopee, promotional tools can be coupons, special prices, rewards, product guarantees, and discounts.

Tjiptono (2008) added that sales promotion is a variety of short-term incentives designed to encourage consumers to make immediate purchases. In general, sales promotion is a short-term strategy to stimulate large-scale purchases. Based on the opinion of Tjiptono (2008), Kotler & Keller (2016) sales promotion indicators include: 1) Discounts. 2) Shopping Product Vouchers. 3) Direct gift giving 4). Sample Products. 5) Contests or Lotteries.

Price

Price is an important element in the marketing mix that directly influences consumer purchasing decisions (Tjiptono, 2008; Kotler & Armstrong, 2012). According to Kotler & Keller (2016), price is the amount of money paid by consumers to obtain benefits from a product or service, while also reflecting the total value exchanged by consumers for ownership or use of the product.

Tjiptono (2008) emphasized that price can also be understood as a value exchanged for benefits. Meanwhile, Kotler & Armstrong (2012) price affects consumer perception of product value.

Consumers do not only look at the nominal price, but also consider its suitability with the quality, function, and position of the product compared to competitors. Thus, price becomes the main benchmark in assessing the quality and value of a product. Based on the research results of Tjiptono (2008) and Kotler & Armstrong (2012), price indicators include: 1) Affordability of product prices. 2) Suitability of price with quality. 3) Price competitiveness. 4) Suitability of price with product function.

Product Quality

Product quality is the ability of a product to meet or exceed customer expectations (Kotler & Keller, 2016). Tjiptono in Purwati et al. (2019) explains that quality includes a combination of functions and characteristics that reflect the extent to which a product is able to meet consumer expectations.

According to Tjiptono (2016), product quality is the overall characteristics that affect its ability to meet consumer needs. Quality products provide added value, build loyalty, and increase brand trust. Bunyamin et al. (2021) added that product quality is also an advantage that differentiates a product from competitors, while sales promotions play a role in informing consumers. Tjiptono (2016) stated that product quality has several main dimensions that can be used as indicators to measure consumer perceptions of a product, namely: 1) Performance. 2) Features (Additional Features or Characteristics). 3). Reliability. 4). Conformance. 5) Durability. 6) Aesthetics.

Impulsive Buying

Impulsive buying is a purchasing behavior that is carried out suddenly without planning and rational consideration (Rook & Fisher in Simanjuntak, 2022). According to Sumarwan in Rahmadani (2021), impulsive buying occurs when consumers do not intend to buy or have not decided on the product to be purchased. This is reinforced by Chan et al. (2022), who stated that impulsive buyers do not consider certain brands or products beforehand.

Mowen and Miror in Maulana (2018) describe impulsive buying as a strong and sudden urge to buy without regard to the consequences. Putro, Widya et al. (2023) emphasize that this behavior is often triggered by momentary desires that can ignore logical considerations. External stimuli such as discounts, promotions, and visual displays also play a major role in this behavior (Rook & Fisher in Simanjuntak, 2022). The characteristics of impulsive buying are: 1) Spontaneity. 2) Strength, Drive and Inner Tension. 3) Excitement and Stimulation. 4) Absence of Rational Consideration.

Lifestyle

Lifestyle is a pattern of activities, interests, opinions, and behaviors that reflect how individuals live their lives (Mullins et al., 2006; Kotler & Keller, 2016). According to Sunarto in Silvia (2009), lifestyle shows how a person allocates their time and money. Lifestyle dimensions are classified through AIO: activities, interests, and opinions. Puranda and Madiawati (2017) stated that lifestyle reflects the allocation of individual resources and reflects values, preferences, and orientations towards products and services. Consumers with high purchasing power, free time, and access to products tend to make impulsive purchases more easily (Darma & Japarianto, 2014). In this study, the lifestyle dimension is determined through three main indicators: 1) Activities 2) Interests 3). Opinions.

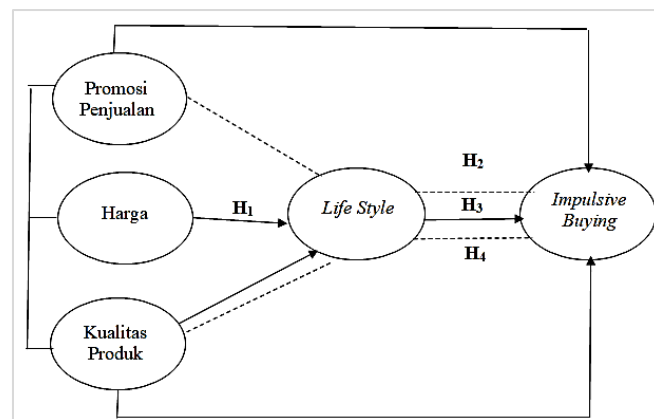


Figure 3. Conceptual Model

METHODOLOGY

This study is a type of explanatory research that aims to test the causal relationship of exogenous variables (promotion, price, and product quality), mediating variables (lifestyle), and endogenous variables (impulsive buying) on Shopee generation Z users in East Java (Sugiyono, 2019; Imansari & Kholifah, 2023).

The research population was Generation Z in East Java who are active Shopee users. The sampling technique used was non-probability sampling with a purposive sampling method, based on the following criteria: (1) Generation Z (aged 12–27 years), (2) actively using Shopee, and (3) having made an impulsive purchase of fashion products at least once. The number of samples was determined using the Hair et al. (2017) formula, namely $22 \text{ indicators} \times 10 = 220$ respondents. The type of data in this study is primary quantitative data obtained through online questionnaire distribution using Google Forms (Sugiyono, 2019). The research instrument uses a 5-point Likert scale to measure respondents' perceptions of each variable indicator.

The data analysis method uses Partial Least Square (PLS) with the help of the SmartPLS 4.0 application. This method was chosen because it is able to handle many independent variables and does not require the assumption of data normality (Evi & Rachbini, 2022; Duryadi, 2021). Model testing is carried out through the stages of testing the outer model (validity and reliability), inner model (R^2 , f^2 , Q^2 , and GoF tests), and hypothesis testing using bootstrapping techniques to assess the significance of the influence between variables based on p-value and t-statistics (Duryadi, 2021).

RESULTS AND DISCUSSION

This study was conducted on Generation Z in East Java who are active users of the Shopee e-commerce platform. Shopee was chosen because it is the platform with the highest number of visits in Indonesia, which is more than 150 million visits per month (iPrice Group, 2024). Shopee's popularity among young people is driven by the intensity of promotions and interactive features offered. Generation Z, namely individuals born 1997–2012, are known as digital natives who are very familiar with technology and social media. Pratiwi and Syahrivar (2022) stated that this group has a high tendency for impulsive buying due to a consumptive lifestyle and exposure to digital promotions. Features such as flash sales, cashback, seasonal discounts, and free shipping on Shopee influence the shopping behavior of this generation. In addition to promotions, competitive prices and product quality are also determining factors in purchasing decisions. A consumptive lifestyle acts as a mediator in encouraging impulsive buying

behavior (Putri & Sari, 2023). Therefore, this study analyzes the influence of promotion, price, and product quality on impulsive buying, with lifestyle as a mediating variable on Generation Z Shopee users in East Java.

Instrument Test

1. Validity Test

In this study, the validity of the indicator was tested through the **outer loading value**, with the provision that the minimum value used as a reference is ≥ 0.70 (rule of thumb).

Table 3. Validity Test

	X1.	X2.	X3.	Y1.	Z1.	Rule of Thumb	Information
X1.1	0.908					0.7	Valid
X1.2	0.935					0.7	Valid
X1.3	0.940					0.7	Valid
X1.4	0.960					0.7	Valid
X1.5	0.959					0.7	Valid
X2.1		0.951				0.7	Valid
X2.2		0.947				0.7	Valid
X2.3		0.867				0.7	Valid
X2.4		0.905				0.7	Valid
X3.1			0.848			0.7	Valid
X3.2			0.875			0.7	Valid
X3.3			0.931			0.7	Valid
X3.4			0.831			0.7	Valid
X3.5			0.919			0.7	Valid
X3.6			0.919			0.7	Valid
Y1.1				0.956		0.7	Valid
Y1.2				0.956		0.7	Valid
Y1.3				0.956		0.7	Valid
Y1.4				0.959		0.7	Valid
Z1.1					0.908	0.7	Valid
Z1.2					0.916	0.7	Valid
Z1.3					0.866	0.7	Valid

Source: Processed data (2025)

The test results show that all indicators of the Sales Promotion (X1), Price (X2), Product Quality (X3), Impulsive Buying (Y1), and Lifestyle (Z1) variables have loading values above 0.70. In the sales promotion variable (X1) in the range of 0.908-0.960, the price variable (X2) in the range of 0.867-0.951, the product quality variable (X3) in the range of 0.848-0.931, the impulsive buying variable in the range of 0.956-0.959 and the lifestyle variable (Z) in the range of 0.866-0.916 which indicates very high validity. Thus, it can be concluded that all indicators in the model are declared valid and are able to reflect the construct of each variable well.

1. Reliability Test

Reliability is measured using several parameters, namely **Cronbach's Alpha**, **Composite Reliability (rho_a and rho_c)**, and **Average Variance Extracted (AVE)**.

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.	0.967	0.968	0.975	0.885
X2.	0.937	0.939	0.955	0.843
X3.	0.946	0.950	0.957	0.788
Y1.	0.969	0.969	0.977	0.915
Z1.	0.879	0.883	0.925	0.805

Based on the test results, all variables in this study showed Cronbach's Alpha values. and Composite Reliability. The Impulsive Buying variable (Y1) has a composite reliability of

0.977, the Sales Promotion variable (X1) has an AVE value of 0.885, the price variable (X2) has a composite reliability of 0.955 and AVE of 0.843, the product quality variable (X3) has a composite reliability of 0.957 and AVE of 0.788 and the lifestyle variable (Z) has a composite reliability of 0.925 and AVE of 0.805 which far exceeds the minimum limit of 0.50. Thus, it can be concluded that all constructs in this research model meet the criteria for reliability and convergent validity, and can be used for further structural model testing.

Partial Least Square Analysis

1. Path Diagram Construction

Path diagram construction is the initial stage in structural model analysis using Partial Least Square (PLS). Path diagrams describe the relationship between latent variables (constructs) in the research model, both direct and indirect relationships. In this diagram, independent variables, mediating variables, and dependent variables are depicted in the form of arrow paths that indicate the direction of influence between constructs.

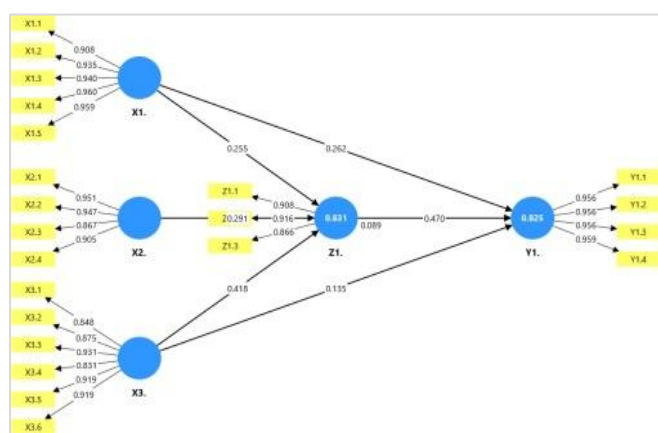


Figure 4. PLS analysis

Goodness Of Fit Evaluation

a) R-Square Analysis

R-square (R^2) value shows the magnitude of the contribution of the independent variable in explaining the dependent variable. Based on the results of data processing using the Partial Least Square

(PLS) method, an R-square value of 0.825 was obtained for the Impulsive Buying variable (Y1) And 0.831 for the Lifestyle variable (Z1). This means that 82.5% of the variation in impulsive buying can be explained by sales promotion, price, product quality, and lifestyle, while 83.1% of the variation in lifestyle is explained by sales promotion, price, and product quality. The adjusted R-square values are 0.822 for Y1 and 0.828 for Z1, respectively, indicating that the model has a good level of adjustment to the data. According to Ghazali and Latan (2015), R-square values above 0.75 are categorized as strong, so this model is considered very good at explaining the relationship between variables.

b) Q-Square Analysis

Analysis Q – square is interpretation relevance prediction with see the range of Q – square values $0 < Q^2 < 1$, meaning getting closer The value of 1 means the better the model. Stone-Geisser Q Test Square with the following formula:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0.825)(1 - 0.831)$$

$$Q^2 = 0.970$$

The Q^2 value of 0.970 indicates that the model has a very strong predictive ability, because its value is close to 1. This indicates that the independent variables in the model (sales promotion, price, product quality, and lifestyle) are able to explain the variation in the dependent variable very well. In accordance with Hair et al. (2017), a Q^2 value greater than 0.50 indicates that the model has high predictive relevance.

Hypothesis Testing

Hypothesis testing in the PLS model is done by looking at the original sample value (O) as the influence coefficient, T-statistics to test significance, and P-values as the basis for decision making. The criteria used are T-statistics ≥ 1.96 and P-value ≤ 0.05 , which indicates that the relationship between variables is significant at a 95% confidence level. The following are the results of testing the research hypothesis, namely:

Table 5. Hypothesis Testing

	Original sample (O)	Standard deviation (STDEV)	T statistics ($ O/STDEV $)	P values
X1. -> Y1.	0.382	0.099	3,862	0.000
X1. -> Z1.	0.255	0.088	2,904	0.004
X2. -> Y1.	0.226	0.104	2.173	0.030
X2. -> Z1.	0.291	0.106	2,745	0.006
X3. -> Y1.	0.331	0.078	4.228	0.000
X3. -> Z1.	0.418	0.068	6.172	0.000
Z1. -> Y1.	0.470	0.119	3.943	0.000
X3. -> Z1. -> Y1.	0.197	0.064	3,065	0.002
X1. -> Z1. -> Y1.	0.120	0.050	2.393	0.017
X2. -> Z1. -> Y1.	0.137	0.064	2.124	0.034

Source: Processed data (2025)

- 1) The results of the analysis show that sales promotion (X1) has a significant effect on impulsive buying (Y1), with a coefficient value of 0.382, a T-statistic of 3.862, and P-value of 0.000.
- 2) Sales promotion (X1) also has a significant effect on lifestyle (Z1), with a coefficient value of 0.255, T-statistic of 2.904, and P-value of 0.004.
- 3) The effect of price (X2) on impulsive buying (Y1) also proved significant, with a coefficient of 0.226, T-statistic of 2.173, and P-value of 0.030.
- 4) The price variable (X2) also has a significant effect on lifestyle (Z1), with a coefficient of 0.291, T-statistic of 2.745, and P-value of 0.006.
- 5) Product quality (X3) has a strong and significant influence on impulsive buying (Y1), with a coefficient of 0.331, T-statistic of 4.228, and P-value of 0.000.
- 6) Product quality (X3) also has a significant influence on lifestyle (Z1), with a coefficient value of 0.418, T-statistic of 6.172, and P-value of 0.000.
- 7) Lifestyle (Z1) is proven to have a significant influence on impulsive buying (Y1), with a coefficient value of 0.470, T-statistic of 3.943, and P-value of 0.000.
- 8) The indirect effect of product quality (X3) on impulsive buying (Y1) through lifestyle (Z1) is also significant, with a coefficient of 0.197, T-statistic of 3.065, and P-value of 0.002.
- 9) Sales promotion (X1) has an indirect effect on impulsive buying through lifestyle with a coefficient of 0.120, T-statistic of 2.393, and P-value of 0.017.
- 10) The indirect effect of price (X2) on impulsive buying through lifestyle is also significant, with a coefficient of 0.137, T-statistic of 2.124, and P-value of 0.034.

Discussion

Based on the results of data analysis using the PLS-SEM method, it is known that sales promotions, prices, and product quality have a significant effect on impulsive buying among Shopee Generation Z users in East Java. Sales promotions have a positive and significant effect ($\beta = 0.382$; $p = 0.000$), in line with Bandyopadhyay et al. (2021) who stated that instant promotions such as discounts and flash sales can trigger impulsive purchasing decisions through emotional impulses. Strategies such as coupons, direct gifts, or buy one get one free programs create a strong sense of added value urgency.

Price also showed a significant effect on impulsive buying ($\beta = 0.226$; $p = 0.030$), supporting the findings of Zhao et al. (2022) and Azwari (2021) who stated that the perception of a "rare opportunity" due to promotional prices can encourage spontaneous purchases. Strategies such as odd pricing, bundling packages, and discounts foster the belief that a purchase is a smart decision, even though it was not planned in advance.

Product quality shows the greatest significant influence on impulsive buying ($\beta = 0.331$; $p = 0.000$), in line with Yuniawati (2023) and Azwari (2021), who stated that perceptions of features, aesthetics, and positive reviews can accelerate purchasing decisions without long consideration. Gen Z consumers tend to be driven by visual appeal and testimonials that strengthen trust in the product.

In addition, sales promotion ($\beta = 0.255$; $p = 0.004$), price ($\beta = 0.291$; $p = 0.006$), and product quality ($\beta = 0.418$; $p = 0.000$) also

have a significant effect on lifestyle. This finding is consistent with Maitsa & Artadita (2022) and Kotler & Keller (2016), which emphasize that promotional strategies, price perceptions, and quality perceptions can shape consumption patterns, interests, and opinions that reflect consumer lifestyles. Affordable prices and appropriate product quality strengthen preferences for a frugal, trendy, and valuable lifestyle.

Lifestyle itself has a significant influence on impulsive buying ($\beta = 0.470$; $p = 0.000$), supporting research by Ummah & Rahayu (2020) and Amos et al. (2014). The consumptive and hedonistic lifestyle of Gen Z, which is characterized by exposure to digital promotional content and trend-based shopping activities, is the main trigger for impulsive behavior.

Testing the mediation path shows that lifestyle significantly mediates the influence of sales promotion ($\beta = 0.120$; $p = 0.017$), price ($\beta = 0.137$; $p = 0.034$), and product quality ($\beta = 0.197$; $p = 0.002$) on impulsive buying. Product quality has the strongest mediation effect, indicating that positive perceptions of quality can shape a consumptive lifestyle that triggers impulsive buying. This supports the role of lifestyle as an important psychographic mediator in explaining impulsive buying behavior (Putri & Sari, 2023).

Overall, the results of this study support the partial mediation model, where lifestyle is not only influenced by promotions, prices, and product quality, but also becomes a significant link that explains the formation of impulsive buying behavior. The practical implication is that Shopee and brand marketing strategies need to not only focus on short-term promotions, but also build lifestyle narratives that are relevant to Gen Z characteristics.

CONCLUSION

The conclusion of the results of the analysis and discussion regarding the Influence of Sales Promotion, Price, and Product Quality on Impulsive Buying Through Lifestyle Mediation on Generation Z Shopee Users in East Java is as follows: 1) Sales promotion has a significant effect on impulsive buying. buying.; 2) Price has a significant effect on impulsive buying. buying.; 3) Product quality has a significant effect on impulsive buying. buying.; 4) Sales promotion, price, and product quality also have a significant effect on lifestyle ; 5) Lifestyle has a significant effect on impulsive buying. buying.; 6) Lifestyle significantly mediates the influence of sales promotion, price, and product quality on impulsive buying.

Based on the results of the study, further researchers are advised to add other relevant variables such as brand image, customer experience, or fear of missing out (FOMO) to gain a more comprehensive understanding of the factors that influence impulsive buying, especially among Generation Z, expand the research object not only to Shopee users, but also to other e-commerce platforms such as Tokopedia, Lazada, and TikTok Shop to compare consumer behavior between platforms, use a qualitative or mixed-method approach to dig deeper into the psychological reasons or emotional motivations behind impulsive buying decisions.

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