

ABSTRACT

This study aims to analyze how much influence customer reviews and marketing events have on customer satisfaction with impulse buying as an intervening variable for e-commerce Shopee customers in Semarang City.

The population used in this study are customers who have transacted at e-commerce Shopee for more than two times in the last a year who are domiciled in the city of Semarang. The sample used was 120 respondents. The sampling technique used was purposive sampling. The data collection method used is a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 22.0 analysis tool.

The results showed that customer reviews and marketing events had a positive and significant effect on customer satisfaction. In addition, customer reviews and marketing events also have a positive and significant effect on impulse buying.

Keywords: *Customer reviews, marketing events, customer satisfaction, impulse buying.*