

**PENGARUH *SHOPPING LIFESTYLE* DAN *FASHION INVOLVEMENT* TERHADAP
IMPULSE BUYING MEREK IMPOR TAHUN 2019;
(Studi Kasus H&M, Mango, Stradivarius, Zara, Pull & Bear, Bershka, Forever21)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh shopping lifestyle dan fashion involvement terhadap perilaku impulsif pada merek impor. Jenis penelitian ini merupakan penelitian survei. Populasi pada penelitian ini adalah mahasiswa Universitas Surabaya yang pernah berbelanja di outlet H&M, Mango, Stradivarius, Zara, Pull & Bear, Bershka, dan Forever21. Teknik pengambilan sampel dalam penelitian ini menggunakan Rumus Slovin dengan jumlah sampel 100 Responden. Teknik pengumpulan data menggunakan kuisioner dan telah di uji validitas menggunakan Confirmatory Factor Analysis (CFA) dan uji reliabilitas menggunakan rumus Alpha Cronbach. Teknik analisis data menggunakan uji regresi berganda.

Variabel penelitian ini menggunakan dua variabel yaitu variabel dependen, dan variabel independen. Variabel dependen pada penelitian ini adalah perilaku impulsif. Untuk variabel independen meliputi shopping lifestyle dan fashion involvement. Jenis data pada penelitian ini adalah data primer dengan menggunakan bantuan SPSS versi 25.0.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan shopping lifestyle dan fashion involvement terhadap impulse buying merek impor.

Kata kunci: shopping lifestyle, fashion involvement, perilaku impulsif

***THE EFFECT OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT TOWARDS AN
IMPULSE BUYING ON INTERNATIONAL BRAND OF 2019;
(Case Study H&M, Mango, Stradivarius, Zara, Pull & Bear, Bershka, Forever21)***

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ABSTRACT

The purpose of this research was to know the effect of shopping lifestyle and fashion involvement towards impulse buying on international brand. This was a survey research. The population in this study were University of Surabaya students who had shopped at H & M, Mango, Stradivarius, Zara, Pull & Bear, Bershka, and Forever21 outlets. The sampling technique used in this research was Slovin with samples numbered 100 respondents. Data gathering techniques used validity-tested questionnaires using Confirmatory Factor Analysis (CFA) and reliability testing using Cronbach's Alpha formula. Data was analyzed using a multiple regression test.

This research used one dependent variable and two independent. For the dependent variable of this research is Impulse Buying and independent variables include Shopping Lifestyle and Fashion involvement. The type of data in this study was primary data using quantitative research methods and data analysis in this study using multiple regression analysis with the help of SPSS version 25.0.

The research results show that there was a positive and significant effect of shopping lifestyle and fashion involvement towards impulse buying on international brand.

Keywords: shopping lifestyle, fashion involvement and impulse buying