

ABSTRACT

This study, entitled "Effects of Shopping Lifestyle and Hedonic Shopping Motivation Against the occurrence of Impulsive Buying Behavior (Study of Consumer Batik Keris Supermall Karawaci in Tangerang), aims to determine consumer response Batik Keris Supermall Karawaci in Tangerang on the effect of Shopping Lifestyle and Hedonic Shopping Motivation Against the occurrence of Impulsive Buying Behaviour (Consumer Assessment Batik Keris Supermall Karawaci in Tangerang). The study involved 150 respondents. Methods of data analysis using Structural Equation Modeling. Hypothesis testing results showed no significant effect on Lifestyle Shopping on Impulsive Buying Behavior, other variables showed a significant result between Hedonic Shopping Motivation to Impulsive Buying Behavior. For further research suggested doing research on companies / organizations.

Keyword: Shopping Lifestyle, Shopping Hedonic Motivation and Impulsive Buying Behavior



ABSTRAK

Penelitian ini berjudul “Pengaruh *Shopping Lifestyle* dan *Hedonic Shopping Motivation* Terhadap Terjadinya *Impulsive Buying Behaviour* (Kajian Konsumen Batik Keris Supermall Karawaci di Tangerang), bertujuan untuk mengetahui tanggapan konsumen Batik Keris Supermall Karawaci di Tangerang mengenai pengaruh *Shopping Lifestyle* dan *Hedonic Shopping Motivation* Terhadap Terjadinya *Impulsive Buying Behaviour* (Kajian Konsumen Batik Keris Supermall Karawaci di Tangerang). Penelitian melibatkan 150 responden. Metode analisis data menggunakan *Structural Equation Modeling*. Hasil pengujian hipotesis menunjukkan pengaruh yang tidak signifikan antara *Shopping Lifestyle* terhadap *Impulsive Buying Behaviour*, variabel lain menunjukkan hasil yang signifikan antara *Hedonic Shopping Motivation* terhadap *Impulsive Buying Behaviour*. Untuk penelitian selanjutnya disarankan melakukan penelitian pada perusahaan/organisasi lain.

Kata Kunci : *Shopping Lifestyle*, *Hedonic Shopping Motivation* dan *Impulsive Buying Behaviour*

