

ABSTRACT

This research aims to know the influence of Shopping Lifestyle, Fashion Involvement and Hedonic Shopping Motivation to Impulsive Buying Behavior consumer The Executive Puri Indah Mall located in Jakarta. The number of samples used in this study were as many as 55 respondents. The data used in this study were collected using questionnaires using 5 Likert scale. Data processing is done by statistic analysis in the form of multiple linear regression test with SPSS 23 software. The result of this research shows that the variable of Shopping Lifestyle and Fashion Involvement has no effect to Impulsive Buying Behavior. While other results from this research is Hedonic Shopping Motivation effect on Impulsive Buying Behavior on Consumers The Executive Puri Indah Mall. Based on the results of the research, it is advisable for The Executive, should maintain and enhance the spirit of shopping through the layout of an attractive decoration products so that consumer fun when shopping increases in making impulsive buying.

Keywords: Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Impulsive Buying Behavior.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Shopping Lifestyle*, *Fashion Involvement* dan *Hedonic Shopping Motivation* terhadap *Impulsive Buying Behavior* konsumen The Executive Puri Indah Mall yang berlokasi di Jakarta. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 55 responden. Data yang digunakan dalam penelitian ini dikumpulkan menggunakan kuesioner dengan menggunakan skala 5 Likert. Pengolahan data dilakukan dengan analisis statistic dalam bentuk uji regresi linier berganda dengan *software* SPSS 23. Hasil penelitian ini menunjukkan bahwa variabel *Shopping Lifestyle* dan *Fashion Involvement* tidak berpengaruh terhadap *Impulsive Buying Behavior*. Sedangkan hasil lain dari penelitian ini adalah *Hedonic Shopping Motivation* berpengaruh terhadap *Impulsive Buying Behavior* pada Konsumen The Executive Puri Indah Mall. Berdasarkan hasil penelitian, disarankan bagi The Executive, sebaiknya mempertahankan dan meningkatkan semangat belanja melalui tata letak produk dekorasi yang menarik. Sehingga kesenangan konsumen ketika berbelanja semakin meningkat dalam melakukan pembelian impulsif.

Kata kunci : *Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Impulsive Buying Behavior.*

