

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Hedonic Shopping Motivation* dan *Shopping Lifestyle* terhadap kecenderungan terjadinya *Impulsive Buying Behavior*. Objek penelitian ini adalah Pelanggan produk COLORBOX yang berlokasi di Puri Indah Mall Jakarta Barat. Penelitian ini dilakukan terhadap 130 responden dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu, analisis data yang digunakan adalah analisis statistik dalam bentuk uji regresi linier berganda. Desain penelitian yang digunakan adalah kausal dan teknik pengambilan sampel yaitu dengan *purposive sampling*.

Hasil penelitian ini menunjukkan bahwa *Hedonic Shopping Motivation* sebesar  $0,000 < 0,05$ . Artinya, *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *Impulsive Buying Behavior*. Sedangkan, nilai signifikansi *Shopping Lifestyle* juga sebesar  $0,000 < 0,05$ . Artinya, *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *Impulsive Buying Behavior*. Secara parsial variable *Hedonic Shopping Motivation* dan *Shopping Lifestyle* berpengaruh signifikan terhadap kecenderungan terjadinya *Impulsive Buying Behavior* produk merek COLORBOX Puri Indah Mall Jakarta Barat.

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



## **ABSTRACT**

*This study determines the effect Hedonic Shopping Motivation and Shopping Lifestyle to Impulsive Buying Behavior. The object of this study is customers of COLORBOX which is locate in Puri Indah Mall, West Jakarta. This study was conducted on 130 respondents using quantitative descriptive approach. Therefore, the analysis of the date used by the statistical analysis of multiple linier regression. The research design is causal and sampling technique is purposive sampling.*

*The result of this study indicates that Hedonic Shopping Motivation is  $0.000 < 0,05$ . That is, Hedonic Shopping Motivation has positive effect and significant to Impulsive Buying Behavior. Meanwhile, the value of the significance Shopping Lifestyle is  $0.000 < 0,05$ . That means the Shopping Lifestle has positive effect and significant to Impulsive Buying Behavior. And variable of Hedonic Shopping Motivation and Shopping Lifestyle is partially has significant effect to Impulsive Buying Behavior against products of COLORBOX at Puri Indah Mall, West Jakarta.*

**Keyword :** *Hedonic Shopping Motivation, Shopping Lifestyle, Impulsive Buying Behavior.*

