

ABSTRAK

Perilaku konsumen adalah ilmu yang mempelajari tingkah laku konsumen dan usaha konsumen untuk membeli suatu barang atau jasa tertentu, dimana memahami perilaku konsumen merupakan hal yang sangat penting untuk meningkatkan penjualan. Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle* terhadap *fashion involvement*, pengaruh *shopping lifestyle* terhadap *pre-decision stage*, pengaruh *fashion involvement* terhadap *pre-decision stage*, pengaruh *impulse buying behaviour* terhadap *pre-decision stage* dan pengaruh *impulse buying behaviour* terhadap *post-decision stage*. Populasi dalam penelitian ini adalah seluruh pengunjung yang membeli produk Forever 21. Sampel yang dipergunakan adalah sebanyak 155 orang. Untuk menjawab perumusan masalah, tujuan dan hipotesis penelitian ini, maka analisis yang dipergunakan adalah analisis *Structural Equation Model* (SEM). Berdasarkan hasil analisis *Structural Equation Model* (SEM) dapat disimpulkan bahwa *shopping lifestyle* tidak berpengaruh terhadap *fashion involvement*, *shopping lifestyle* berpengaruh secara positif dan signifikan terhadap *pre-decision stage* sedangkan *fashion involvement* tidak berpengaruh terhadap *pre-decision stage*. Selain itu, *fashion involvement* tidak berpengaruh terhadap *impulse buying behaviour*, *pre-decision stage* berpengaruh secara positif dan signifikan terhadap *impulse buying behaviour* dan *impulse buying behaviour* tidak berpengaruh terhadap *post-decision stage*.

Kata Kunci : Perilaku konsumen, *shopping lifestyle*, *fashion involvement*, *pre-decision stage*, *impulse buying behaviour*, *post-decision stage*

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ABSTRACT

Consumer behaviour is a science that learns behaviour of consumers and business customers to purchase certain goods or services, in which understanding of consumer behaviour is very important to increase sales. This study aimed to determine the effect of shopping lifestyle to fashion involvement, the effect of shopping lifestyle to pre-decision stage, the effect of fashion involvement to pre-decision stage, the effect of impulse buying behaviour of pre-decision stage and the effect of impulse buying behaviour of the post-decision stage. The population in this research are all visitors who buy products Forever 21. The samples used were as many as 155 people. To answer the problem formulation, purpose and hypotheses of this research, analysis method that being used is Structural Equation Model (SEM). Based on the analysis of Structural Equation Model (SEM) can be concluded that the shopping lifestyle is not affecting of fashion involvement, shopping lifestyle in a positive and significantly affects on the pre-decision stage while, fashion involvement is not affecting the pre-decision stage. In addition, fashion involvement has no effect on impulse buying behaviour, pre-decision stage in a positive and significant effect on the impulse buying behavior and impulse buying behavior has no effect on post-decision stage.

Keyword : Customer behaviour, shopping lifestyle, fashion involvement, pre-decision stage, impulse buying behaviour, post-decision stage



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