

ABSTRACT

This study aims to determine the extent of the influence of Shopping Lifestyle Fashion Involvement and Sales Promotion to Impulse Buying. The object of this research is the consumer of Forever 21 product that is Student of Faculty of Economics and Business Management Department S1 Force 2013, which is still active in the region Mercu Buana University Meruya - West Jakarta. The samples used were as many as 165 respondents. The sampling technique used purposive sampling. By using quantitative descriptive approach. Therefore, the analysis of the data used in this study is a Microsoft Excel 2007 and LISREL 8.8. The result of this research shows that Shopping Lifestyle has significant effect to Impulse Buying, Fashion Involvement has significant effect to Impulse Buying, and Sales Promotion has significant effect to Impulse Buying.

Keywords: Shopping Lifestyle, Fashion Involvement, Sales Promotion and Impulse Buying



ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh dari *Shopping Lifestyle Fashion Involvement* dan *Sales Promotion* terhadap *Impulse Buying*. Objek penelitian ini adalah konsumen produk Forever 21 yaitu Mahasiswa Fakultas Ekonomi dan Bisnis Jurusan Manajemen S1 Angkatan 2013 yang masih aktif Universitas Mercu Buana di Wilayah Meruya - Jakarta Barat. Sampel yang digunakan adalah sebanyak 165 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu, analisis data yang digunakan dalam penelitian ini adalah *Microsoft Excel 2007* dan LISREL 8.8. Hasil penelitian ini menunjukkan bahwa *Shopping Lifestyle* berpengaruh signifikan terhadap *Impulse Buying*, *Fashion Involvement* berpengaruh signifikan terhadap *Impulse Buying*, dan *Sales Promotion* berpengaruh signifikan terhadap *Impulse Buying*.

Kata kunci : *Shopping Lifestyle, Fashion Involvement, Sales Promotion* dan *Impulse Buying*.

