

ABSTRACT

***The Influence of Lifestyle Towards Compulsive Buying Behavior With Self Control as Moderation
(Study On Consumer Fashion In Simpur Center Bandar Lampung)***

In addition, the development of world fashion style in this decade growing rapidly, thus exist be seem to be a must for some people because it is considered having modern lifestyle. This lifestyle will influence someone to be compulsive buying behior, and however a part of compulsive lifestyle is that since lower self control so that dominanly could not control necessity to buy a new product. The purpose of this research is to know about the influence of lifestyle towards compulsive buying behavior with self control as moderation on Simpур Center fashion consumers in Bandar Lampung. The type of research that is used in explanatory research with the sample research is 100 people. Analysis data use linier regresion test with moderating variable by SPSS 16.0 program.

By that result data analysis known that lifestyle has influence significantly to compulsive buying, and the lifestyle has influence significantly to compulsive buying behavior with self control as moderation, but it has negative relationship.

Keywords : lifestyle, self control, and compulsive buying behavior