

ABSTRAK

PENGARUH *SHOPPING LIFESTYLE*, *DISCOUNT*, *FASHION INVOLVEMENT*, DAN PROMOSI PENJUALAN TERHADAP *IMPULSE BUYING* (Studi pada Konsumen *Fashion* Beberapa Mal di Bandar Lampung)

Oleh

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel *shopping lifestyle*, *discount*, *fashion involvement*, dan promosi penjualan terhadap *impulse buying* yang dilakukan oleh konsumen *fashion* beberapa mall di Bandar Lampung baik secara parsial maupun simultan. Populasi pada penelitian ini yaitu konsumen *fashion* beberapa mall di Bandar Lampung dengan jumlah sampel sebanyak 100 orang responden. Penelitian dilaksanakan di tujuh mal yang ada di Bandar Lampung diantaranya: Mal Lampung, Mal Boemi Kedaton, Bandar Lampung Plaza, Chandra *Seperstore* Tanjung Karang, Central Plaza Lampung, Chandra *Superstore* Teluk Betung, Mal Kartini pada hari Jumat, Sabtu, dan Minggu.

Berdasarkan hasil penelitian, di dapatkan hasil *shopping lifestyle* memiliki kontribusi sebesar 10,4%, variabel *discount* memiliki kontribusi sebesar 0%, variabel *fashion involvement* memiliki kontribusi sebesar 22,9%, dan variabel promosi penjualan memiliki kontribusi sebesar 0% terhadap *impulse buying*. Secara simultan, diperoleh nilai f_{hitung} sebesar $9,231 > f_{tabel}$ sebesar 2,47 sehingga dapat disimpulkan bahwa $f_{hitung} > f_{tabel}$ yang artinya bahwa ada pengaruh secara simultan antara variabel *shopping lifestyle* (X1), *discount* (X2), *fashion involvement* (X3), dan promosi penjualan (X5) terhadap *impulse buying* dengan kontribusi sebesar 25%.

Kata Kunci: *Discount, Fashion Involvement, Impulse Buying, Promosi Penjualan, Shopping Lifestyle.*

ABSTRACT

THE INFLUENCE OF SHOPPING LIFESTYLE, DISCOUNT, FASHION INVOLVEMENT, AND SALES PROMOTION ON IMPULSE BUYING (Study in Some Consumers Fashion Mall in Bandar Lampung)

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This study aimed to determine the influence shopping lifestyle, discount, fashion involvement, and sales promotion on impulse buying is done by consumers of fashion in some malls in Bandar Lampung either partially or simultaneously. The populations in this research are consumers of fashion in some malls in Bandar Lampung with 100 samples respondent. This research was done in seven mall of Bandar Lampung, there are Mal Lampung, Mal Boemi Kedaton, Bandar Lampung Plaza, Chandra Seperstore Tanjung Karang, Central Plaza Lampung, Chandra Superstore Teluk Betung at Friday, Saturday, and Sunday.

Based on research result, in getting results lifestyle shopping have contributed by 10.4%, discounted variable has a contribution of 0%, variable of fashion involvement has contributed 22.9%, and variable of sales promotion has contributed 0% of impulse buying. Based on the simultan test results, the value $F_{count} 9,231 > F_{table} 2,47$, so that it can be concluded that $F_{count} > F_{table}$ which means that there is a simultaneous influence between shopping lifestyle variables (X1), discount (X2), fashion involvement (X4), and sales promotion (X5) on impulse buying. with a contribution of 25%.

Keywords: Discount, Fashion Involvement, Impulse Buying, Sales Promotion, Shopping Lifestyle.