

ABSTRAK

PENGARUH *SHOPPING LIFESTYLE*, *TREND MODE*, *DISCOUNT* DAN PROMOSI PENJUALAN TERHADAP *IMPLUSIVE BUYING* PRODUK DI *LADYFAME SHOP* BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel *shopping lifestyle*, *trend mode*, *discount*, dan promosi penjualan terhadap *impulsive buying* produk di *Ladyfame Shop* Bandar Lampung baik secara parsial maupun simultan. Metode penelitian ini adalah metode penelitian eksplanatif dengan pendekatan *ex post facto* dan survey. Populasi dalam penelitian ini sebanyak 124 konsumen dan sampel yang digunakan sebanyak 95 konsumen ditentukan melalui teknik *non-probability sampling* dengan metode pengumpulan data menggunakan *purposive sampling*. Data yang terkumpul diolah dengan analisis regresi linear dan analisis regresi multipel. Hasil analisis menunjukkan bahwa ada pengaruh *shopping lifestyle*, *trend mode*, *discount*, dan promosi penjualan terhadap *impulsive buying* produk di *Ladyfame Shop* Bandar Lampung.

Kata Kunci: *shopping lifestyle*, *trend mode*, *discount*, promosi penjualan
impulsive buying

ABSTRACT

THE INFLUENCE OF SHOPPING LIFESTYLE, TREND MODE, DISCOUNT, AND SALES PROMOTION ON IMPULSIVE BUYING PRODUCTS IN LADYFAME SHOP BANDAR LAMPUNG

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This study aims to determine how much influence of variable shopping lifestyle, fashion trends, discounts, and sales promotion of impulsive buying products at Ladyfame Shop Bandar Lampung either partially or simultaneously. This research method is explanative research method with ex post facto approach and survey. The population in this study were 124 consumer and the sample used were 95 consumer determined by non-probability sampling technique with data collection method using purposive sampling. The collected data was processed by linear regression analysis and multiple regression analysis. The result of analysis shows that there is influence of shopping lifestyle, fashion trend, discount, and sales promotion to impulsive buying product at Ladyfame Shop Bandar Lampung.

Keyword: shopping lifestyle, trend mode, discount, sales promotion
impulsive buying