

ABSTRACT

IMPACT OF SALES PROMOTION, PERSONAL SELLING, LIFESTYLE AND PERCEPTION OF THE SUGGESTION IMPULSE BUYING (Studies On Consumer Fashion In Bandar Lampung Simpur Center Plaza)

The majority of Indonesian consumers have unplanned character. They usually will take a decision at the last moment. One form of consumer behavior that does not have a plan is the occurrence of impulse buying, especially when shopping for fashion products. This study tried to find out some of the external and internal factors that can affect impulse buying such as sales promotion, personal selling, lifestyle and perception. This study used four independent variables, namely the sales promotion (X1), personal selling (X2), lifestyle (X3), perception (X4), and impulse buying as dependent variable. After a literature review, and preparation of hypotheses, data were collected through questionnaires distributed method to 100 respondents in Sipur Center Plaza in Bandar Lampung who was shopping fashion products using purposive. While the analysis is done by processing the data using SPSS 16.0 for windows. Then conducted analyzes with existing data using validity, reliability, classic assumption test, regression analysis, and hypothesis testing using the f test and t test.

Keywords: *Impulse buying*, sales promotion, personal selling, lifestyle and perception.