

***THE EFFECT OF SHOPPING LIFESTYLE, DISCOUNT, FASHION INVOLVEMENT, AND SALES PROMOTIONS ON IMPULSE BUYING FOR CONSUMERS OF FASHION PRODUCTS AT THE BANDAR LAMPUNG CITY MAL***

***ABSTRACT***

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*This study aims to determine the amount of influence, shopping lifestyle, discount, fashion involvement, and sales promotion on impulse buying among consumers of fashion products in Bandar Lampung City Mal. The population in this study were consumers of fashion products at Bandar Lampung City Mal, and the sample took the entire population using nonprobability sampling method. The results showed that only fashion involvement had a positive and significant effect on impulse buying, then shopping lifestyle had a negative and significant effect on impulse buying, while discounts and sales promotions had a negative and insignificant effect on impulse buying for consumers of fashion products at Bandar Lampung City Mal. . The results of this study also show that shopping lifestyle, discounts, fashion involvement, and sales promotion simultaneously have a significant effect on impulse buying for consumers of fashion products in Bandar Lampung City Mal. Meanwhile, based on the coefficient of determination ( $R^2$ ) of 0.612 or 60.2%, this shows that 60.2% of the impulse buying variable can be influenced by shopping lifestyle ( $X_1$ ), discounts ( $X_2$ ), fashion involvement ( $X_3$ ), and sales promotions ( $X_4$ ). While the remaining 39.8% is found in other variables that are not present or not examined in this study.*

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

**PENGARUH *SHOPPING LIFESTYLE*, *DISCOUNT*, *FASHION INVOLVEMENT*, DAN PROMOSI PENJUALAN TERHADAP *IMPULSE BUYING* PADA KONSUMEN PRODUK *FASHION* DI MAL KOTA BANDAR LAMPUNG**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui besaran pengaruh, *shopping lifestyle*, *discount*, *fashion involvement*, dan promosi penjualan terhadap *impulse buying* pada konsumen produk *fashion* di Mal Kota Bandar Lampung. Populasi dalam penelitian ini adalah konsumen produk *fashion* di Mal Kota Bandar Lampung, dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sampel *nonprobability sampling*. Hasil penelitian menunjukkan bahwa hanya *fashion involvement* yang memiliki pengaruh positif dan signifikan pada *impulse buying*, selanjutnya *shopping lifestyle* berpengaruh negatif dan signifikan terhadap *impulse buying*, sedangkan *discount* dan promosi Penjualan berpengaruh negatif dan tidak signifikan terhadap *impulse buying* pada konsumen produk *fashion* di Mal Kota Bandar Lampung. Hasil penelitian ini juga menunjukkan bahwa *shopping lifestyle*, *discount*, *fashion involvement*, dan promosi Penjualan secara simultan berpengaruh signifikan terhadap *impulse buying* pada konsumen produk *fashion* di Mal Kota Bandar Lampung. Sedangkan berdasarkan pada koefisien determinasi ( $R^2$ ) sebesar 0,612 atau 60,2% Hal ini menunjukkan bahwa sebesar 60,2% variabel *impulse buying* dapat dipengaruhi oleh *shopping lifestyle*( $X_1$ ), *discount* ( $X_2$ ), *fashion involvement* ( $X_3$ ), dan promosi Penjualan( $X_4$ ). Sedangkan sisanya 39,8% terdapat pada variabel lain yang tidak berada atau tidak diteliti pada penelitian ini.

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