

ABSTRAK

Nama : Asniati
Program Studi : Manajemen
Judul : Pengaruh *Fashion Involvement*, *Shopping Lifestyle* Dan *Hedonic Shopping Value* Terhadap *Impulse Buying* Produk Fashion Pada Toko Kabeh Sablon

Bisnis fashion saat ini merupakan salah satu bidang usaha yang berkembang pesat dalam waktu yang relatif singkat. Sehingga dibutuhkan strategi yang tepat dan para pebisnis fashion dituntut untuk dapat memahami bagaimana konsumen melakukan pembelian, menarik minat konsumen dan mampu bersaing ditengah-tengah maraknya industri fashion. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *fashion Involvement*, *shopping lifestyle* dan *hedonic shopping value* dapat mendorong konsumen melakukan *impulse buying* produk fashion pada toko Kabeh Sablon untuk meningkatkan pembelian. Penelitian ini dilakukan pada konsumen yang sudah pernah melakukan pembelian di toko Kabeh Sablon. Dalam penelitian ini penulis menggunakan jenis penelitian analisis kuantitatif. Pengambilan sampel penelitian dilakukan menggunakan teknik Purposive Sampling dengan sampel sebanyak 116 responden. Data dikumpulkan dengan cara membagikan kuesioner kepada kosnumen secara langsung, lalu di analisis dengan teknik analisis data menggunakan analisis regresi linier berganda menggunakan bantuan perangkat lunak SPSS versi 26. Hasil Penelitian didapatkan bahwa *fashion Involvement* berpengaruh signifikan terhadap *impulse buying*, *shopping lifestyle* berpengaruh signifikan terhadap *impulse buying* dan *hedonic shopping value* berpengaruh signifikan terhadap *impulse buying* produk fashion pada toko Kabeh Sablon. Hasil juga didapatkan bahwa *fashion Involvement*, *shopping lifestyle* dan *hedonic shopping value* berpengaruh secara simultan terhadap *impulse buying* produk fashion pada toko Kabeh Sablon, ini menjelaskan bahwa tiap variabel yang di teliti dalam penelitian ini dapat menjadi faktor pendorong terjadinya *impulse buying*.

Kata kunci: *fashion Involvement*, *shopping lifestyle*, *hedonic shopping value*, *impulse buying*

ABSTRACT

Name : Asniati
Study Program : Management
Title : The Influence of Fashion Involvement, Shopping Lifestyle and Hedonic Shopping Value on Impulse Buying of Fashion Products at Toko Kabeh Sablon

The fashion business is one of the fastest-growing sectors in a relatively short time. Consequently, it requires the right strategies and fashion business professionals must understand how consumers make purchases, attract consumer interest, and compete amidst the booming fashion industry. This study aims to determine how fashion involvement, shopping lifestyle, and hedonic shopping value can encourage consumers to impulse buying of fashion products at the Kabeh Sablon store, thereby increasing overall sales. This research was conducted on consumers who had previously purchased at the Kabeh Sablon store. The author employed a quantitative analysis research method. The research sample was obtained using the purposive sampling technique, with 116 respondents. Data were collected by distributing questionnaires directly to consumers and were subsequently analyzed using multiple linear regression analysis with SPSS software version 26. The results showed that fashion involvement significantly affected impulse buying, shopping lifestyle significantly affected impulse buying, and hedonic shopping value affected impulse buying of fashion products at the Kabeh Sablon store. Furthermore, the results indicated that fashion involvement, shopping lifestyle, and hedonic shopping value had a simultaneous effect on impulse buying of fashion products at the Kabeh Sablon store. It explains that each variable studied can be a driving factor for impulse buying.

Keywords: *fashion involvement, shopping lifestyle, hedonic shopping value, impulse buying, fashion products, Kabeh Sablon store.*