

PENGARUH SHOPPING LIFESTYLE DAN FASHION INVOLVEMENT TERHADAP IMPULSE BUYING SHOPEE PADA GEN Z DI DIY

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INTISARI

Latar Belakang : *Impulse buying* adalah keadaan dimana konsumen melakukan proses pembelian tanpa adanya rencana sebelumnya atau terjadi secara tiba-tiba. DIY merupakan daerah dengan pengguna internet tertinggi di Pulau Jawa dan penduduknya didominasi oleh Gen Z. Gen Z adalah generasi yang tumbuh bersama dengan berkembangnya teknologi yang ada dan selalu mengikuti perkembangan tren yang ada. Hadirnya *e-commerce* memudahkan Gen Z dalam melakukan proses pembelian dimana dapat diakses dengan mudah. Faktor yang menyebabkan adanya perilaku *impulse buying* ini diantaranya yaitu *shopping lifestyle* dan *fashion involvement*.

Tujuan Penelitian : Penelitian ini bertujuan untuk mengetahui adanya pengaruh dari *shopping lifestyle* dan *fashion involvement* pada *impulse buying* di shopee.

Metode Penelitian : Penelitian ini menggunakan jenis penelitian eksplanasi dengan pendekatan kuantitatif menggunakan Teknik penentuan sampel dengan metode *purposive sampling*. Data yang diambil dengan kuesioner *online* sebanyak 200 responden. Analisis data pada penelitian ini dibantu dengan *software* SPSS versi 27.

Hasil : Hasil penelitian ini menunjukkan bahwa *shopping lifestyle* yang dimiliki konsumen serta *fashion involvement* atau keterlibat konsumen terhadap produk *fashion* yang ada di tawarkan shoppe semakin berkembang mengikuti tren yang ada maka dapat menimbulkan terjadinya *impulse buying* pada konsumen.

Kesimpulan : Kesimpulannya yaitu variable *shopping lifestyle* dan *fashion involvement* berpengaruh pada *impulse buying* di shopee.

Kata Kunci : *Shopping Lifestyle, Fashion Involvement, Impulse Buying*

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THE INFLUENCE OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON SHOPEE BUYING IMPULSE IN GEN Z IN DIY

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ABSTRACT

Background : *Impulse buying is a situation where consumers carry out the shopping process without any prior plans or it happens suddenly. DIY is the area with the highest internet users on the island of Java and its population is dominated by Gen Z. Gen Z is a generation that grew up with the development of existing technology and always follows the development of existing trends. The presence of e-commerce makes it easier for Gen Z to carry out the shopping process which can be accessed easily. Factors that cause this impulse buying behavior include shopping lifestyle and fashion involvement.*

Objective : *This research aims to determine the influence of shopping lifestyle and fashion involvement on impulse buying at Shopee.*

Method : *This research uses explanatory research with a quantitative approach using a sampling technique using the purposive sampling method. Data was taken using an online questionnaire from 200 respondents. Data analysis in this study was assisted by SPSS version 27 software.*

Result : *The results of this research show that the shopping lifestyle that consumers have and fashion involvement or consumer involvement in the fashion products offered by shops is increasingly developing following existing trends, which can lead to impulse buying in consumers.*

Conclusion : *The conclusion is that the variables shopping lifestyle and fashion involvement influence impulse buying at Shopee.*

Keywords : *Shopping Lifestyle, Fashion Involvement, Impulse Buying*

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