

## **ABSTRACT**

*This study aimed to analyze the factors that influence the behavior of the impulse buying behavior case study on students at the University of Muhammadiyah Yogyakarta. The sample in this research is the product of fashion (clothing category) by distributing a questionnaire of 150 respondents who fit the criteria. Sampling using non-probability sampling techniques using purposive sampling type. While the methods of analysis used is multiple linear regression using validity, reliability test, t test, F test, classic assumption test and coefficient of determination. The results of this study indicate that 1. Shopping lifestyle and fashion involvement impule simultaneously influence buying behavior. 2. Shopping lifestyle has a positive impact on impulse buying behavior 3. Fashion involvement in signifiakan influence on impulse buying behavior.*

*Keywords: Shopping lifestyle, Fashion involvement and Impulse buying behavior.*