

## INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh *Shopping Lifestyle* dan *Fashion Involvement* Terhadap *Impulse Buying* pelanggan *E-commerce* Lazada di Yogyakarta. Subjek dalam penelitian ini adalah mahasiswa yang pernah berbelanja produk *fashion* khususnya pakaian di Lazada minimal 1 kali dalam 3 bulan terakhir. Dalam penelitian ini sampel berjumlah 95 responden yang dipilih dengan metode *purposive sampling*. Alat analisis yang digunakan adalah Analisis Regresi Linier Berganda.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa *shopping lifestyle* dan *fashion involvement* berpengaruh positif dan signifikan terhadap *impulse buying*.

Kata kunci : *Shopping Lifestyle, Fashion Involvement* dan *Impulse Buying*

## **ABSTRACT**

*This study aims to analyze the influence shopping lifestyle and fashion involvement on impulse buying by e-commerce Lazada customer in Yogyakarta. the subject in this study is collage student who have been shopping for fashion products especially clothing in Lazada at least 1 time in the last 3months. In this study, sample of 95 respondents were selected using purposive sampling. Analysis tool used in this study is the multiple linier regression analysis (SPSS).*

*Based on the analysis that have been made the results are shopping lifestyle and fashion involvement significantly influence impulse buying.*

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