

**THE EFFECT OF LIFETYLE HEDONIC SHOPPING MOTIVATIONS
AND SHOPPING ON BUYING IMPULSE ON CLOTHING PRODUCTS
(CASE STUDY IN IVO INTERNATIONAL FASHION SHOP)**

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ABSTRACT

This study aims to determine the effect of hedonic shopping motivations and shopping life on impulse buying on clothing products (case studies at ivo international fashion stores). The population in this study are all consumers who shop for clothing products at the Ivo International Fashion Shop in 2019 that carry out impulse buying which is not known for sure, with a total sample of 138 people. The sampling technique uses purposive sampling method. The type of data used is primary data through questionnaires. The data analysis method used is multiple linear regression analysis. Hypothesis testing using statistical T-test to prove the influence of independent variables on the dependent variable partially or individually.

The results of the study found that hedonic shopping motivations had a positive effect on impulse buying in Toko IVO International Fashion clothing products and shopping lifestyle that had a positive effect on impulse buying on clothing products at Toko IVO International Fashion.

Keywords : Hedonic Shopping Motivations, Shopping Lifestyle, Impulse Buying

PENGARUH *HEDONIC SHOPPING MOTIVATIONS* DAN *SHOPPING LIFETYLE* TERHADAP *IMPULSE BUYING* PADA PRODUK PAKAIAN (STUDI KASUS PADA TOKO IVO INTERNATIONAL FASHION)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motivations* dan *shopping lifestyle* terhadap *impulse buying* pada produk pakaian (studi kasus pada toko ivo international fashion). Populasi dalam penelitian ini adalah keseluruhan konsumen yang berbelanja produk pakaian pada Toko Ivo International Fashion tahun 2019 yang melakukan *impulse buying* yang tidak diketahui dengan pasti jumlahnya, dengan jumlah sampel sebanyak 138 orang. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Jenis data yang digunakan adalah data primer melalui penyebaran kuesioner. Metode analisa data yang digunakan adalah analisis regresi linear berganda. Uji hipotesis dengan menggunakan uji T-test statistik untuk membuktikan pengaruh variabel independen terhadap variabel dependen secara parsial atau individu.

Dari hasil penelitian ditemukan *hedonic shopping motivations* berpengaruh positif terhadap *impulse buying* pada produk pakaian Toko IVO International Fashion dan *shopping lifestyle* berpengaruh positif terhadap *impulse buying* pada produk pakaian Toko IVO International Fashion.

Kata Kunci : *Hedonic Shopping Motivations, Shopping Lifestyle, Impulse Buying*