

**PENGARUH SHOPPING LIFESTYLE DAN FASHION INVOLVEMENT  
TERHADAP IMPULSE BUYING BEHAVIOR DI TRANSMART KOTA  
PADANG  
(STUDI KASUS PELANGGAN TRANSMART DI KOTA PADANG)**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis pengaruh shopping lifestyle dan fashion involvement terhadap impulse buying behavior di Transmart Kota Padang. Teknik pengambilan sampel adalah *purposive sampling* dengan menggunakan *purposive sampling* dengan jumlah responden sebanyak 60 orang. Data diolah menggunakan PLS. Jenis data yang digunakan adalah data primer dengan *structural model assessment*. Hasil penelitian menemukan bahwa Shopping Lifestyle berpengaruh positif dan signifikan terhadap Impulse Buying di Transmart Kota Padang, Fashion Involvement berpengaruh positif dan signifikan terhadap Impulse Buying di Transmart Kota Padang

**Kata kunci : shopping lifestyle, fashion involvement, impulse buying**

***THE EFFECT OF SHOPPING LIFESTYLE AND FASHION  
INVOLVEMENT ON IMPULSE BUYING BEHAVIOR IN TRANSMART,  
PADANG CITY  
(CASE STUDY OF TRANSMART CUSTOMERS IN PADANG CITY)***

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***ABSTRACT***

*The purpose of this study was to analyze the influence of shopping lifestyle and fashion involvement on impulse buying behavior in Transmart, Padang. The sampling technique is purposive sampling using purposive sampling with the number of respondents as many as 60 people. Data is processed using PLS. The type of data used is primary data with a structural model assessment. The results found that Shopping Lifestyle had a positive and significant effect on Impulse Buying in Transmart Padang, Fashion Involvement had a positive and significant effect on Impulse Buying in Transmart Padang*

***Keywords: shopping lifestyle, fashion involvement, impulse buying***