

**PENGARUH *SHOPPING LIFESTYLE, FASHION INVOLVEMENT* DAN *PRE-DECISION STAGE* TERHADAP *IMPULSE BUYING BEHAVIOUR* PADA MASYARAKAT DI KOTA PADANG**

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**INTISARI**

Perkembangan bisnis fashion di Kota Padang mengalami kemajuan yang sangat pesat, kemajuan ini dapat dilihat dari bertambahnya mall, butik, hingga penjualan melalui online yang semakin menjamur. Kemajuan yang dialami oleh para pelaku bisnis fashion ini, disebabkan oleh kemajuan perekonomian di Kota Padang, yang berdampak pada tingginya minat berbelanja konsumen. Kondisi ekonomi setiap individu masyarakat kota Padang menjadikan masyarakat bersifat konsumtif, sehingga ketika melihat sesuatu barang yang dianggapnya menarik akan dibeli walau dengan harga yang lumayan tinggi, dan hal tersebut sudah banyak diakui oleh masyarakat khususnya di Kota Padang. Dengan demikian masyarakat Kota Padang cenderung mengalami pembelian yang tidak terduga.

Penelitian ini menguji tentang Pengaruh *Shopping Lifestyle, Fashion Involvement* dan *Pre-decision Stage* terhadap *Impulse Buying Behaviour* Pada Masyarakat di Kota Padang. Penelitian ini menggunakan sampel sebanyak 80 responden dengan metode penarikan sampel *purposive sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa *Shopping lifestyle* berpengaruh positif terhadap *Impulse buying behaviour* pada masyarakat di Kota Padang. *Fashion involvement* tidak berpengaruh positif terhadap *Impulse buying behaviour* pada masyarakat di Kota Padang. *Pre-decision stage* berpengaruh positif terhadap *Impulse buying behaviour* pada masyarakat di Kota Padang.

**Kata kunci : *Shopping Lifestyle, Fashion Involvement, Pre-decision Stage, Impulse Buying Behaviour Pada Masyarakat Di Kota Padang***

***THE EFFECT OF SHOPPING LIFESTYLE, FASHION INVOLVEMENT AND PRE-DECISION STAGE TOWARD IMPULSE BUYING BEHAVIOURS COMMUNITIES IN PADANG CITY***

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***SUMMARY***

*The development of the fashion business in the city of Padang is experiencing very rapid progress, this progress can be seen from the increase in malls, boutiques, to online sales that are mushrooming. Progress experienced by these fashion business people, due to the economic progress in the city of Padang, which has an impact on the high interest in shopping for consumers. The economic condition of every individual in the city of Padang makes the community consumptive, so that when they see something that they consider attractive it will be bought even with a fairly high price, and this has been widely recognized by the community, especially in the city of Padang. Thus the people of Padang City tend to experience unexpected purchases.*

*This research examines the Effect of Shopping Lifestyle, Fashion Involvement and Pre-decision Stage on Impulse Buying Behavior in Communities in the City of Padang. This research used a sample of 80 respondents with a purposive sampling method.*

*Based on the results of this study concluded that Shopping lifestyle has a positive effect on Impulse buying behavior in people in the city of Padang. Fashion involvement does not have a positive effect on Impulse buying behavior in people in Padang City. Pre-decision stage has a positive effect on Impulse buying behavior in people in Padang City.*

*Keywords: Shopping Lifestyle, Fashion Involvement, Pre-decision Stage, Impulse Buying Behaviour Communities in Padang City*