

ABSTRAK

NUR RATNASARI, Tahun 2018. Pengaruh *Shopping Lifestyle* dan *Fashion Involvement* Terhadap *Impulse Buying* (Studi Kasus Pembelian Hijab Pada Mahasiswi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar), Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Moh. Aris Pasigai dan Pembimbing II Syafaruddin.

Penelitian ini bertujuan untuk menilai Pengaruh *Shopping Lifestyle* dan *Fashion Involvement* terhadap *Impulse Buying* (Studi Kasus Pembelian Hijab Pada Mahasiswi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar). Jenis penelitian yang digunakan dalam penelitian adalah penelitian deskriptif kuantitatif. Data yang diolah adalah hasil dari penyebaran kuesioner kepada Mahasiswi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar.

Metode pengambilan sampel adalah *non probability sampling* dan teknik yang digunakan dalam pengambilan responden adalah *accidental sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda.

Berdasarkan hasil analisis data dapat disimpulkan bahwa *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *Impulse Buying*, demikian juga *Fashion Involvement* berpengaruh positif dan signifikan terhadap *Impulse Buying* di lingkungan Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar.

Kata Kunci : *Shopping Lifestyle, Fashion Involvement, Impulse Buying*

ABSTRACT

NUR RATNASARI, 2018. *Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying (Case Study of Hijab Purchasing at Female students Faculty Management Department and Business University Muhammadiyah Makassar), Thesis of Faculty Management Program of Economics and Business of University Muhammadiyah Makassar. Guided by mentor I moh. Aris pasigai. and mentors II Syafaruddin.*

This study aims to assess the influence of shopping lifestyle and Fashion Involvement on Impulse Buying (Case Study of Hijab Purchase in Female Students Faculty Management Department of Economics and Business University Muhammadiyah Makassar). The type of research used in this research is Quantitative Descriptive Research. The data is processed is the result of the distribution of Questionnaires to female students Faculty Management Department of Economics and Business University Muhammadiyah Makassar.

Sampling Method is Non Probability Sampling and Technique used in taking respondent is Accidental Sampling. The Data Analysis technique used in this research is multiple Linear Regression.

Based on the result of data analysis can be concluded that the Shopping Lifestyle has a positive and significant impact on Impulse Buying, as well as fashion Involvement has a positive and significant effect on Impulse Buying in the Faculty Management Department of Economics and Business of UMM Muhammadiyah Makassar University.

keywords: *Shopping Lifestyle, Fashion Involvement Impulse Buying*