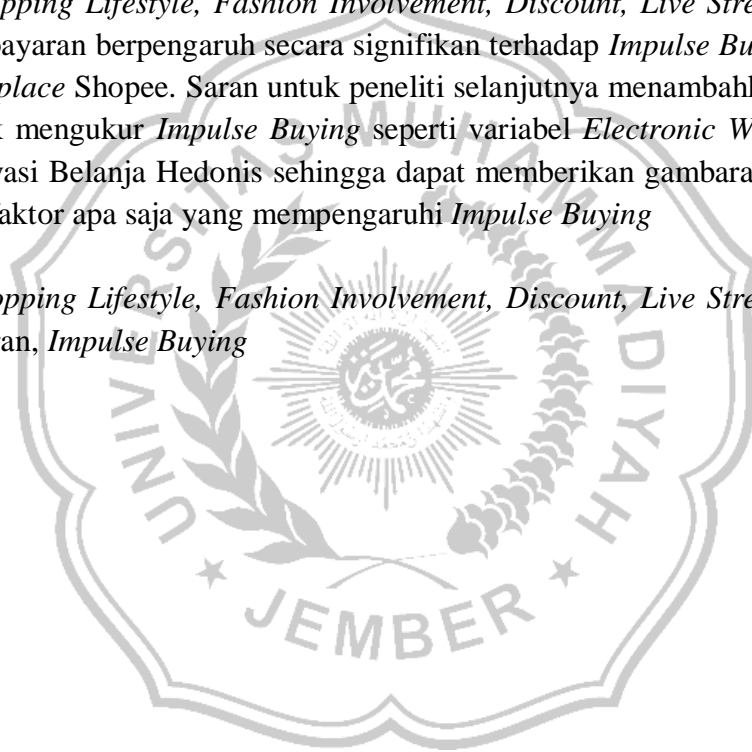


ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Shopping Lifestyle*, *Fashion Involvement*, *Discount*, *Live Streaming Shopping*, dan Metode Pembayaran Terhadap *Impulse Buying* Pada Produk *Fashion* Di *Marketplace* Shopee (Studi Kasus Pada Generasi Z Di Kecamatan Summersari Kabupaten Jember). Jenis penelitian yang digunakan pada penelitian ini adalah kuantitatif. Populasi dalam penelitian ini pengguna aplikasi Shopee pada Generasi Z Di Kecamatan Summersari Kabupaten Jember dan sampel yang diambil 155 orang dengan teknik pengambilan sampel menggunakan *purposive sampling*. Metode pengumpulan data dengan observasi dan kuesioner melalui *Google Form*. Analisis data yang digunakan adalah regresi linier berganda, sedangkan pengujian hipotesisnya menggunakan uji t. Hasil penelitian menunjukkan *Shopping Lifestyle*, *Fashion Involvement*, *Discount*, *Live Streaming Shopping*, dan Metode Pembayaran berpengaruh secara signifikan terhadap *Impulse Buying* pada produk *fashion* di *Marketplace* Shopee. Saran untuk peneliti selanjutnya menambahkan variabel yang mendukung untuk mengukur *Impulse Buying* seperti variabel *Electronic Word of Mouth* (e-WOM) dan Motivasi Belanja Hedonis sehingga dapat memberikan gambaran yang lebih luas mengenai faktor-faktor apa saja yang mempengaruhi *Impulse Buying*

Kata kunci : *Shopping Lifestyle*, *Fashion Involvement*, *Discount*, *Live Streaming Shopping*, Metode Pembayaran, *Impulse Buying*



ABSTRACT

This research aims to determine the influence of shopping lifestyle, fashion involvement, discounts, live streaming shopping, and payment methods on Impulse Buying of fashion products on the Shopee Marketplace (case study of Generation Z in Summersari District, Jember Regency). The type of research used in this research is quantitative. The population in this study is Generation Z Shopee application users in Summersari District, Jember Regency and the sample taken was 155 people with a sampling technique using purposive sampling. Data collection methods are through observation and questionnaires via Google Form. The data analysis used is multiple linear regression, while hypothesis testing uses the t test. The research results show that Shopping Lifestyle, Fashion Engagement, Discounts, Live Streaming Shopping, and Payment Methods have a significant influence on Impulse Buying of fashion products on the Shopee Marketplace. Suggestions for future researchers are adding variables that support measuring Impulse Buying, such as Electronic Word of Mouth (e-WOM) variables and Hedonic Shopping Motivation so that they can provide a broader picture of what factors influence Impulse Buying.

Keywords: Shopping Lifestyle, Fashion Engagement, Discounts, Live Streaming Shopping, Payment Methods, Impulse Buying

