

ABSTRAK

Fashion yaitu sebuah istilah yang biasanya dipakai dalam mencirikan suatu gaya tertentu yang kemudian dianggap populer pada periode waktu tertentu. Umumnya, gaya yang dimaksud mengacu pada *trend* berpakaian yang berkembang di masyarakat pada masa tersebut. Seiring waktu berjalan, *fashion* tidak hanya terbatas pada pakaian, tetapi juga mencakup aksesoris, gaya hidup, tata rias wajah dan rambut. Bahkan, tren *fashion* kini meluas ke sektor teknologi dan otomotif. Pada artikel ini, penulis dalam melakukan penelitian berusaha menganalisis bagaimana dampak pada variabel *Lifestyle* (X1), *Fashion Involvement* (X2), dan Promosi (X3) terhadap *Impulse Buying* (Y) pada konsumen Tuku2 Store Jember, sebuah toko *fashion* wanita. Objek penelitian ini selain menjual langsung kepada konsumen, penjualan juga dilakukan melalui online. Sehingga penelitian ini memakai pendekatan kuantitatif berdasarkan jumlah sampel yakni 96 responden, dimana hal tersebut memakai metode berupa metode *non-probability* sampling dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui beberapa tahapan analisis, termasuk uji instrumen data, analisis regresi linear berganda, uji asumsi klasik, analisis koefisien determinasi (R^2), dan uji hipotesis. Data yang terkumpul dianalisis memakai *software* SPSS versi 25. Dimana hasil penelitian menunjukkan bahwa variabel *Lifestyle*, *Fashion Involvement*, dan Promosi memiliki dampak yang baik dan relevan terhadap *Impulse Buying* pada konsumen Tuku2 Store Jember.

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

ABSTRACT

Fashion is a term that is usually used to characterize a certain style that is then considered popular in a certain period of time. Generally, the style in question refers to the clothing trends that develop in society at that time. Over time, fashion is not only limited to clothing, but also includes accessories, lifestyle, make-up and hair. In fact, fashion trends are now expanding to the technology and automotive sectors. In this article, the author in conducting research tries to analyze how the impact of the variables Lifestyle (X1), Fashion Involvement (X2), and Promotion (X3) on Impulse Buying (Y) on consumers of Tuku2 Store Jember, a women's fashion store. The object of this research, in addition to selling directly to consumers, sales are also carried out online. So this study uses a quantitative approach based on the number of samples, namely 96 respondents, where this uses a method in the form of a non-probability sampling method with a purposive sampling technique. Data collection was carried out through several stages of analysis, including data instrument testing, multiple linear regression analysis, classical assumption testing, determination coefficient analysis (R^2), and hypothesis testing. The collected data were analyzed using SPSS software version 25. Where the results of the study show that the variables Lifestyle, Fashion Involvement, and Promotion have a good and relevant impact on Impulse Buying on Tuku2 Store Jember consumers.

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