

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji peran *hedonic shopping motives* dan *shopping lifestyle* terhadap *impulse buying* pada konsumen produk *fashion* umama gallery jember. Penelitian ini menggunakan metode menggunakan metode kuantitatif dan jenis penelitiannya berupa *explanatory research*. Sampel yang digunakan 98 responden yang merupakan para konsumen yang pernah berbelanja produk *fashion* di Umama gallery Jember. Metode pengambilan sampel dalam penelitian ini adalah *non probability sampling* dengan menggunakan *purposive sampling*. Teknik pengumpulan data yang digunakan adalah melalui wawancara dan penyebaran kuisioner online. Metode yang digunakan yaitu analisis regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa variabel *hedonic shopping motives* berpengaruh positif dan signifikan terhadap variabel *impulse buying* dan variabel *shopping lifestyle* tidak berpengaruh signifikan terhadap *impulse buying* pada konsumen produk *fashion* Umama Gallery Jember .

Kata kunci : *hedonic shopping motives, shopping lifestyle, impulse buying*

ABSTRACT

This study aims to analyze and test the role of hedonic shopping motives and shopping lifestyles on impulse buying in consumers Umama Gallery Jember fashion products. This research uses the method using quantitative methods and types of research was in the form of explanatory research. The sample used was 98 respondents who were consumers who have been shopping for fashion products at Umama Gallery Jember. The sampling method in this study is non probability sampling using purposive sampling. Data collection techniques used were through interviews and online questionnaires. The method used is multiple linear regression analysis. The results of this study indicate that the hedonic shopping motives variable has a positive and significant effect on the variable *impulse buying* and the shopping lifestyle variable does not significantly influence the impulse buying of consumers in Umama Gallery Jember fashion products.

Keywords : hedonic shopping motives, shopping lifestyle, impulse buying

