

## ABSTRAK

**Rana Fatimah Suha**, *Pengaruh Gaya Hidup Belanja Terhadap Pembelian Impulsif*, Skripsi, Jakarta, Program Studi Pendidikan Tata Busana Fakultas Teknik Universitas Negeri Jakarta 2018, Dosen Pembimbing : Dra. Suryawati, M.Si dan Ernita Maulida, Ph.D

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup belanja terhadap pembelian impulsif konsumen pakaian jadi di Jakarta. Populasi dalam penelitian ini adalah semua konsumen wanita pakaian di Jakarta. Sampel penelitian ini berjumlah 100 orang. Pengambilan sampel menggunakan sampling acidental. Instrumen pengumpulan data menggunakan kuesioner dengan skala Likert yang masing-masing sudah diuji coba dan telah memenuhi syarat validitas dan reliabilitas. Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Pengujian hipotesis menggunakan analisis uji chi square.

Hasil analisis gaya hidup belanja menunjukkan bahwa tingkat kecenderungan tinggi dengan nilai 57 dan tingkat kecenderungan sangat tinggi 43 sedangkan hasil analisis pembelian impulsif menunjukkan bahwa tingkat kecenderungan tinggi 71 dan tingkat kecenderungan sangat tinggi 29. Hasil analisis uji chi square adalah  $\text{sig}.0.013 < 0,05$  maka gaya hidup berbelanja berpengaruh secara signifikan terhadap pembelian impulsif artinya semakin tinggi gaya hidup berbelanja maka semakin tinggi untuk sering melakukan pembelian impulsif.

**Kata kunci : gaya hidup belanja, pembelian impulsif.**

## ABSTRACT

*Rana Fatihah Suha, Effect of Shopping Lifestyle on impulse Buying, Thesis, Jakarta, Fashion Education Study Program, Faculty of Engineering, Universitas Negeri Jakarta, Supervisor: Dra. Suryawati, M.Si and Ernita Maulida, Ph.D*

*This research was aimed to know the effect of shopping lifestyle toward impulse buying purchases of apparel consumers in Jakarta. The population in this study were all female clothing consumers in Jakarta. The sample of this research amounted to 100 people. Sampling uses accidental sampling. The instrument of data collection uses a questionnaire with a likert scale, each of which has been tested and has met the requirements of validity and reliability. The research method used is quantitative research methods. Hypothesis testing uses chi square test analysi*

*The results of shopping lifestyle analysis show that the level of trend is high with a value of 57 and a high level of inclination 43 while the results of the impulsive purchase analysis show that the trend level is high 71 and the level of trend is very high 29. The results of the chi square test analysis were sig.0.013 <0.05, the shopping lifestyle significantly affected impulsive purchases, which meant that the higher the shopping lifestyle, the higher the impulsive purchases were often.*

**keywords: shopping lifestyle, impulse buying**