

ABSTRAK

Blablu Shop adalah toko melayani penjualan ecer, reseller, grosir, hingga partai. *Blablu Shop* menjual perlengkapan wanita, seperti *skincare*, accessories, dan *fashion* wanita yang sesuai dengan bio *Blablu* “*everything a girl need is here*” hampir semua *trend fashion* di Indonesia tersedia di toko tersebut. Minat masyarakat di Kabupaten Lumajang ini cukup tinggi terhadap *trend fashion* yang sedang ada pada banyak kalangan dari kalangan muda hingga kalangan dewasa. Penelitian ini bertujuan untuk mengetahui ada atau tidaknya pengaruh *shopping lifestyle* dan *hedonic shopping value* terhadap *impulse buying behavior* pada pelanggan *Blablu Shop* di Kabupaten Lumajang. Populasi dalam penelitian ini pelanggan *Blablu Shop* di Kabupaten Lumajang dengan sampel 60 responden. Jenis penelitian yang digunakan adalah metode penelitian kuantitatif. Penelitian menggunakan data primer dan data sekunder. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dan uji parsial. Hasil dari penelitian ini dengan menggunakan analisis data yang telah dilakukan dan melalui berbagai pengujian maka dapat disimpulkan bahwa : (1) *shopping lifestyle* tidak memiliki pengaruh secara signifikan terhadap *impulse buying behavior* pada pelanggan *Blablu Shop* di Kabupaten Lumajang, (2) *hedonic shopping value* tidak memiliki pengaruh secara signifikan terhadap *impulse buying behavior* pada pelanggan *Blablu Shop* di Kabupaten Lumajang.

Kata Kunci : *Shopping Lifestyle, Hedonic Shopping Value, Impulse Buying Behavior.*



ABSTRACK

Blablu Shop is a shop serving retail sales, resellers, wholesalers, to parties. Blablu Shop sells women's equipment, such as skincare, accessories, and fashion according to Blablu's "everything a girl needs is here" almost all fashion trends in Indonesia are available at the store. Public interest in Lumajang regency is quite high on fashion trends in many circles from young people to adults. This study aims to determine whether or not there is an influence of shopping lifestyle and hedonic shopping value on impulse buying behavior customers Blablu Shop in Lumajang regency. The population in this study were Blablu Shop customers in Lumajang Regency with a sample of 60 respondents. The type of research is used quantitative research methods. The study used primary data and secondary data. The sampling technique was carried out by purposive sampling method. The data analysis technique is used multiple linear regression analysis and partial test. The results of this study using data analysis that has been carried out and through various tests, it can be concluded that: (1) shopping lifestyle does not have a significant influence on impulse buying behavior on Blablu Shop in Lumajang regency, (2) hedonic shopping value does not have significant influence on impulse buying behavior on Blablu Shop in Lumajang regency.

Keywords : Shopping Lifestyle, Hedonic Shopping Value, Impulse Buying Behavior.

