THE EFFECT OF *SHOPPING LIFESTYLE* AND *FASHION INVOLVEMENT IMPULSIVE* ON PURCHASE DECISIONS

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Abstract
This study aims to determine the effect of shopping lifestyle and fashion involvement on impulsive buying decisions at the Dhy Hijab store. This research uses a quantitative approach, namely a research method based on the philosophy of positivism, which is used in examining certain sample populations. The population in this study were all unknown consumers who had shopped at Dhy Hijab. While the sample in this study was 96 people who were taken using the accidental sampling technique. The data collection technique used a questionnaire. Methods of data analysis in this study using multiple linear regression analysis with SPSS version 21 for windows. The results showed that: (1) shopping lifestyle was able to increase the impulsive buying decisions of Dhy hijab consumers, (2) fashion involvement was able to increase the impulsive buying decisions of Dhy hijab consumers.
Keywords: shopping lifestyle, fashion involvement, impulsive buying decisions.

A. INTRODUCTION

Along with the changing times that continue to develop into modern businesses *fashion, there fashion* are many that dominate the international and homeland markets. The phenomenon of impulse buying has long been known and has become part of the marketing world, especially for the retail world. According to CNN Indonesia 2019 that clothing spending boosted retail sales by 9.1%, this is based on the retail sales survey of Bank Indonesia (BI) which states that the real sales index (IPR) reached 7.2% in January 2020 and increased to 9.1%. in February 2020. The development of *fashion trends* emerged due to the encouragement of several factors including the internet, mass media, the entertainment world, and the world of the clothing retail business. In this case, *fashion* includes creative industries that are created and produced by fashion designers (Sari and Indrawati, 2019).

Based on the survey results from the Creative Economy Agency (BEKRAF) and the Central Statistics Agency (BPS) released in 2017 showed that the Gross Domestic Product in the creative economy sector contributed 7.38% to the total national economy and the contribution of the creative economy GDP to the subsector. *fashion* is in second place after culinary which is 18.15%. This proves that the Indonesian people care about attractiveness and appearance *stylish* as the development of *fashion trends* in Indonesia is increasing.

The phenomenon that appears in the city of Jombang is the emergence of clothing retailers that are often found everywhere. One of the retail businesses in the city of Jombang is "Dhy Hijab", Dhy hijab takes the opportunity to meet consumer needs regarding *fashion* which is starting to become a consumer's lifestyle. . *store* Even though this is called Dhy Hijab, it doesn't only sell hijab, but the items sold are very varied. Like the *outfits* of today's youth, including blouses, robes, skirts, jeans, jackets, long t-shirts, tunics, culottes. Dhy Hijab only sells special clothes for young people today, from headscarves to underpants or skirts, although not infrequently mothers also visit and buy their products.

Based on the researcher's observations of several consumers who visited *the store* Dhy Hijab, these consumers had made a previous purchase plan, but not infrequently consumers also bought items that they had not thought about or planned when they saw an item that made them interested. From interviews conducted by the author to several respondents, the author underlines the answers from the respondents that the respondents only intend to make friends but often these respondents are also interested in buying. Some have no intention of buying what kind of clothes before, but there are always ones that fit so they buy. Some want to save money, they only want to buy one shirt for their needs, but there is always the desire to buy more.

The existence of impulsive buying behavior can have a positive impact on retail owners, which can provide benefits in the form of financial increases in sales each month. Therefore, retail owners need to be able to deepen information about the market situation to determine a suitable competitive strategy to evaluate the needs of market desires to create impulse purchases by their customers (Sari and Indrawati, 2019)

B. LITERATURE REVIEW

1. Shopping Lifestyle

In economic terms, shopping lifestyle refers to the way they allocate an income or their funds for various products and various services. According to Putra (2018)*lifestyle*, shopping is one of a person's lifestyle by utilizing time and money to carry out activities such as shopping, education, vacations. According to Cobb and Hoyer (1986), the indicators of *shopping lifestyle* include (1) Advertising offers, (2) Latest models, (3) Famous brands, (4) Best quality.

2. Fashion Involvement

According to Sembiring (2013) in *fashion* marketing, engagement *fashion* refers to a person's interest in a product that falls clothing, shoes, handbags due to the need for and interest in the product. For example, Cass'O (2004) argues that involvement *fashion* in clothing has a close relationship with the personal character of a woman and young people with their knowledge of *fashion*, they can influence other consumers and convince them to make purchasing decisions. According to Kim (2005), several indicators of *fashion involvement* include: (1) Having more than one product, (2) having A product is by personal character, (3) The product providing knowledge, (4) Involved directly with the product.

3. Impulsive Purchase Decisions

According to Engel *et al*., (1995) explaining that an impulse buying decision is an act of buying that was previously unplanned and unconscious or a purchase decision made suddenly while in the store. According to Engel *et al*., (1995) that *impulse buying* consists of several indicators, including (1) Spontaneous purchases, (2) Unable to resist desires, (3) Difficulty controlling oneself, (4) Not considering consequences, (5) Fashion purchase quantity.

4. Conceptual Framework

In this study there are three variables to be studied, namely *shopping lifestyle* and *fashion involvement* (independent variable) and impulse buying decisions (dependent variable).

H1: The more high *lifestyle shopping* the level impulsive purchase decision is getting stronger

H 2: the higher *involvement fashion* the level ofimpulsive purchase decision is getting stronger

C. METHODS

Study Design

this study used quantitative research methods which are based on the philosophy of positivism, are used as a study of a certain sample or population (Sugiyono, 2017). The type of sampling in this study is non-*probability sampling* and the sampling technique used is *accidental sampling*.

This type of scale is using a Likert scale (1-5). The method of collecting data using a survey method is that respondents are asked to fill out several statements in the form of a questionnaire/questionnaire.

D. RESEARCH RESULTS AND DISCUSSION

1. Multiple Linear Regression

Analysis This regression analysis can be used to measure the strength between variables *shopping lifestyle* (X1) and *fashion involvement* (X2) with the dependent variable of impulsive buying decisions (Y). Based on the calculation results of SPSS version 21, a multiple linear regression analysis tables is obtained as follows:

Table 4 Multiple Linear Regression Test Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-4912	1738		-2.826	0.006		
LIFESTYLE SHOPPING	.060			4,944		.296	1,709
FASHION Involvement	.070					.559	1,709

Source: data processing SPSS version 21

Based on Table 4 the results of the regression analysis obtained the following regression equation:

$$Y = -4,419 + 0,296X_1 + 0,559X_2 + e$$

The regression equation above shows a positive relationship between *Shopping Lifestyle* (X1) and *Fashion Involvement* (X2) with Impulsive Purchase Decisions. This means that the higher the *shopping lifestyle* and *fashion involvement*. Then Impulsive Purchase Decisions also increase and vice versa.

3. T test (Partial)

The t test is used to test the effect of the independent variables (*shopping lifestyle* and *fashion involvement*) partially on the dependent variable (impulsive buying decisions). The following are the results of the t-test statistics obtained through SPSS:

Testing of the first hypothesis, namely *Shopping Lifestyle* (X1) obtained a value of t of 4.944 with a $_{table}$ of 1.98498 and a significance of 0.000 which means the significance value is less than 0.05 and the $_{count}$ is greater than t_{table}. So H1 is accepted, meaning that there is an influence between *shopping lifestyle* on impulse buying decisions.

The first hypothesis testing that is *Fashion Involvement* (X2) obtained by value t_{count} equal to 8036 with t_{table} of 1.98498 and significance of 0.000 which means the significance value less than 0.05 and $_t$ is greater than t_{table}. So H2 is accepted, meaning that there is an influence between *fashion involvement* on impulse buying decisions.

4. Test the coefficient of determination (R2)

Test the coefficient of determination is used to determine how much variance of the dependent variable can be explained by the independent variable. The coefficient of determination can be seen in the following table:

Table 6 Coefficient of Determination

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.849^A	.720	.714	1,901	1,730
a. Predictors: (Constant), FASHION INVOLVEMENT, SHOPPING LIFESTYLE					
b. Dependent Variable: Impulsive buying decisions					

Source: The results of data processing SPSS version 21

Based on Table 6 above, the R2 value is0.720, which can be concluded that 72% Variations in changes in customer satisfaction are explained by changes in factors *shopping lifestyle* and *fashion involvement,* while the remaining 28% is explained by other factors.

5. The Effect of *Shopping Lifestyle* on Impulsive Purchase Decisions The

results of the above test show that *shopping lifestyle can* increase impulse buying decisions. The results of the respondents' answers show a good response, this is based on good responses from respondents regarding *shopping lifestyle* as evidenced by respondents who have known the Dhy hijab brand for a long time and respondents think that the products sold by Dhy hijab have their characteristics that are not found in *stores* other not on the market, so, for example, the respondent does not buy immediately, it is difficult to find in *stores* other. Therefore, when respondents visit Dhy hijab, they are more likely to make unplanned purchases. make unplanned purchases.

The results of this study support the results of previous research conducted by Silfi Rismaya (2018) with the title The Effect of *Shopping Lifestyle* and *Hedonic*

Shopping on *Impulse Buying Behavior.* By stating that *Shopping Lifestyle* has a positive and significant effect on *Impulse Buying Behavior*.

6. The Influence of *Fashion Involvement* on Impulsive Purchase Decisions The
results of the above test show that *fashion involvement* can increase impulsive buying decisions. The results of respondents' answers show a good response, this is based on good respondents' responses regarding *fashion involvement* as evidenced by respondents preferring to come to the store directly to adjust clothing sizes, materials, and models more clearly and in detail and automatically respondents will also find other models which are more suitable and can attract attention so that respondents make unplanned purchases.

The results of this study support the results of previous research conducted by Arnika Ayu Sakina (2017) with the title The Effect of *Shopping Lifestyle, Discount, Fashion Involvement* and Sales Promotion on *Impulse Buying* (Study on Fashion Consumers in Several Malls in Bandar Lampung). By stating that *fashion involvement* has a significant effect on *Impulse Buying*.

E. CONCLUSION
Based on the results of the research and discussion that has been presented, it can be concluded that the behavior of *shopping lifestyle* and *fashion involvement* contributes to an increase in impulse buying decisions. This means that the more positive the *shopping lifestyle* and *fashion involvement* carried out by consumers, the more consumers will increase their impulsive buying decisions towards *the store* Dhy hijab.

So according to this conclusion, it is recommended that the company or Dhy hijab can add deeper promotions and add models that are by market demand, be able to see market opportunities regarding trending hijab models and immediately add stock not only from clothes, it is hoped Dhy hijab can give a discount, if not then it can give a bonus on every purchase to increase the plus value of the product itself and also increase the enthusiasm of consumers to immediately make a purchase.

Meanwhile, future researchers who want to conduct similar research are advised to consider other variables that influence impulse buying decisions such variables *store atmosphere*, brand trust, hedonism, materialism. So that other findings can be obtained for the development of science.

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