

**PENGARUH SHOPPING LIFESTYLE DAN DIRECT MARKETING
TERHADAP IMPULSE BUYING PADA PRODUK FASHION DI E-
COMMERCE SHOPEE**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle* dan *direct marketing* terhadap *impulse buying* pada produk *fashion* di *e-commerce shopee*. Populasi yang digunakan pada penelitian ini adalah mahasiswa Fakultas Ekonomi Undiksha. Teknik sampling yang digunakan dalam penelitian ini adalah *non probability sampling* dengan metode sampling *purposive sampling*. Pada penelitian ini menggunakan sampel sebanyak 100 responden sehingga ukuran sampel yang dapat dipertimbangkan adalah 100 mahasiswa Fakultas Ekonomi Undiksha. Metode yang digunakan ialah metode kuantitatif kausal. Metode pengumpulan data yang digunakan pada penelitian ini yaitu menggunakan kuisioner dengan melalui uji reliabilitas dan uji validitas. Pengolahan data pada penelitian ini menggunakan bantuan program SPSS versi 21 *for Windows*. Hasil penelitian ini menunjukkan bahwa : (1) ada pengaruh positif dan signifikan *shopping lifestyle* terhadap *impulse buying* pada produk *fashion* di *e-commerce shopee*, (2) ada pengaruh positif dan signifikan *direct maarketing* terhadap *impulse buying* pada produk *fashion* di *e-commerce shopee*, (3) ada pengaruh signifikan secara simultan antara *shopping lifestyle* dan *direct marketing* terhadap *impulse buying* pada produk *fashion* di *e-commerce shopee*.

Kata kunci: *shopping lifestyle, direct marketing, impulse buying* .

**THE INFLUENCE OF SHOPPING LIFESTYLE AND DIRECT
MARKETING ON IMPULSE BUYING ON FASHION PRODUCTS IN
SHOPEE E-COMMERCE**

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ABSTRACT

This study aims to determine the effect of shopping lifestyles and direct marketing on impulse buying of fashion products on the e-commerce platform Shopee. The study population comprised Undiksha Faculty of Economics students. The sampling technique used was non-probability sampling with a purposive method. This study used a sample of 100 respondents, meaning that the sample size is 100 Faculty of Economics students at Undiksha. The method used is a causal quantitative method. Data were collected using a questionnaire that underwent reliability and validity testing. Data processing in this study was assisted by the SPSS version 21 for Windows program. The results of this study indicate the following: (1) there is a positive and significant effect of shopping lifestyle on impulse buying of fashion products on the e-commerce platform Shopee; (2) there is a positive and significant effect of direct marketing on impulse buying of fashion products on the e-commerce platform Shopee; and (3) there is a simultaneous significant influence of shopping lifestyle and direct marketing on impulse buying of fashion products on the e-commerce platform Shopee.

Keywords: *shopping lifestyle, direct marketing, impulse buying .*