

ABSTRAK

Fenomena perilaku *impulse buying* di Indonesia terjadi peningkatan dari tahun ke tahun, bahkan banyak orang yang cenderung memiliki perilaku konsumtif. Adapun perilaku konsumtif disebabkan oleh faktor *shopping lifestyle* dan *visual merchandising*, sehingga kedua variabel tersebut menyebabkan adanya *purchase intention* dan juga timbulnya tindakan *impulse buying*. Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh *shopping lifestyle*, *visual merchandising* dan *purchase intention* terhadap *impulse buying* pada konsumen Lazada di Kota Denpasar. Penelitian ini juga menguji dan menganalisis pengaruh *shopping lifestyle* dan *visual merchandising* terhadap *purchase intention* pada konsumen Lazada di Kota Denpasar, serta menguji dan menganalisis pengaruh *shopping lifestyle* dan *visual merchandising* terhadap *impulse buying* dengan *purchase intention* sebagai variabel mediasi pada konsumen Lazada di Kota Denpasar. Populasi yang digunakan dalam penelitian ini adalah seluruh konsumen Lazada di Kota Denpasar. Sampel dalam penelitian ini ditentukan menggunakan teknik *nonprobability sampling* khususnya pada metode *purposive sampling*. Ukuran sampel diperhitungkan dengan rumus Cochran dan di peroleh jumlah sampel sebanyak 96 orang konsumen Lazada di Kota Denpasar. Teknik analisis data yang digunakan terdiri dari Analisis deskriptif dan Analisis *Partial Least Square* (PLS). Hasil analisis menunjukkan bahwa *shopping lifestyle*, *visual merchandising* dan *purchase intention* berpengaruh positif dan signifikan terhadap *impulse buying* pada konsumen Lazada di Kota Denpasar, kemudian *shopping lifestyle* dan *visual merchandising* berpengaruh positif dan signifikan terhadap *purchase intention* pada konsumen Lazada di Kota Denpasar, serta *purchase intention* secara positif dan signifikan mampu memediasi *shopping lifestyle* dan *visual merchandising* terhadap *impulse buying* pada konsumen Lazada di Kota Denpasar.

Kata kunci: *shopping lifestyle*, *visual merchandising*, *purchase intention*, *impulse buying*

ABSTRACT

The phenomenon of impulse buying behavior in Indonesia has continued to increase from year to year, with many peoples showing a tendency toward consumptive behavior. This consumptive behavior is influenced by factors such as shopping lifestyle and visual merchandising, both of which contribute to purchase intention and the emergence of impulse buying actions among this generation. The purpose of this study is to examine and analyze the effect of shopping lifestyle, visual merchandising, and purchase intention on impulse buying among Lazada consumers in Denpasar City. This study also examines and analyzes the effect of shopping lifestyle and visual merchandising on purchase intention among Lazada consumers in Denpasar City, as well as the effect of shopping lifestyle and visual merchandising on impulse buying with purchase intention as a mediating variable among Lazada consumers in Denpasar City. The population in this study consists of all Lazada consumers in Denpasar City. The sample was determined using non-probability sampling, specifically the purposive sampling method. The sample size was calculated using Cochran's formula, resulting in a total of 96 Lazada consumers in Denpasar City. The data analysis techniques used in this study include descriptive analysis and Partial Least Square (PLS) analysis. The results show that shopping lifestyle, visual merchandising, and purchase intention have a positive and significant effect on impulse buying among Lazada consumers in Denpasar City. Furthermore, shopping lifestyle and visual merchandising have a positive and significant effect on purchase intention among Lazada consumers in Denpasar City. In addition, purchase intention positively and significantly mediates the effect of shopping lifestyle and visual merchandising on impulse buying among Lazada consumers in Denpasar City.

Keyword: shopping lifestyle, visual merchandising, purchase intention, impulse buying