

PENGARUH *FASHION LIFESTYLE* TERHADAP *IMPULSIVE BUYING* PADA DEWASA AWAL DI KOTA BANDUNG

ABSTRAK

Dewasa awal merupakan masa peralihan dari masa remaja yang memiliki sifat-sifat mudah dipengaruhi, mengikuti teman, lebih memperhatikan penampilan, tidak realistis, dan juga cenderung boros. Adanya tren *fashion* mengakibatkan individu menjadi terlibat dalam *fashion lifestyle*. Tren di ranah *fashion* mengalami perubahan terus menerus yang dipengaruhi oleh berbagai macam faktor seperti ekonomi, sosial, dan juga perkembangan zaman. Mereka berpendapat jika mereka mengikuti tren *fashion* yang ada, maka mereka mengikuti perkembangan zaman. Individu yang memilih terlibat dalam *fashion lifestyle* akan terus mengikuti perkembangan *fashion* yang modern dan selalu mengikuti tren yang ada. Mengikuti tren *fashion* dapat membuat individu tidak terasa telah mengeluarkan banyak uang dengan melakukan pembelian tidak terencana. Tujuan penelitian ini untuk mengetahui apakah terdapat pengaruh antara *fashion lifestyle* terhadap *impulsive buying* pada dewasa awal di kota Bandung. Penelitian ini menggunakan metode kuantitatif. Subjek penelitian ini berjumlah 211 dewasa awal yang mengikuti tren *fashion*. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan pendekatan regresi. Teknik sampling yang digunakan yaitu *non probability sampling* dengan metode pengumpulan data menggunakan kuesioner dalam bentuk Google Form yang berisi dua alat ukur yaitu *fashion lifestyle* dan *impulsive buying*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linear sederhana. Berdasarkan hasil analisis data, ditemukan taraf signifikansi yaitu 0,000 dan (β) 0,587 dengan *R Square* 0,344. Hal ini menunjukkan bahwa *fashion lifestyle* memiliki pengaruh positif dan signifikan terhadap *impulsive buying* pada dewasa awal di kota Bandung, sehingga dapat diartikan bahwa semakin tinggi *fashion lifestyle* maka akan semakin tinggi *impulsive buying*.

Kata Kunci: *Fashion lifestyle*, *Impulsive buying*, *Tren Fashion*, Dewasa Awal

THE EFFECT OF FASHION LIFESTYLE ON IMPULSE BUYING IN EARLY ADULTHOOD IN BANDUNG CITY

ABSTRACT

Early adulthood is a transition period from adolescence which has characteristics that are easily influenced, follow friends, pay more attention to appearance, are unrealistic, and also tend to be extravagant. The existence of fashion trends causes individuals to become involved in a fashion lifestyle. Trends in the realm of fashion experience continuous changes that are influenced by various factors such as economic, social, and also the times. They think if they follow the existing fashion trends, then they follow the times. Individuals who choose to be involved in a fashion lifestyle will continue to follow modern fashion developments and always follow existing trends. Following fashion trends can make individuals feel like they have spent a lot of money by making unplanned purchases. This research aims to find out whether there is an influence between fashion lifestyle and impulsive buying in early adulthood in Bandung city. The subject of this research were 211 early adulthood who followed fashion trends. The research method used was a quantitative research method with a regression approach. Furthermore, the sampling technique used was non-probability sampling with data collection methods by using a questionnaire in the form of a Google form which contained two measuring instruments that were fashion lifestyle and impulsive buying. Meanwhile, the data analysis technique in this study used simple linear regression analysis. Based on the results of data analysis, it shows that the significance level is 0,000 and (β) 0,587 with an R Square of 0,344. It means that fashion lifestyle has a positive and significant influence on impulsive buying in early adulthoods in Bandung city. Therefore, it can be concluded that the higher the fashion lifestyle, the higher the impulsive buying.

Key Word: Fashion lifestyle, Impulsive buying, Fashion Trends, Early Adulthood