

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, *shopping lifestyle*, dan promosi terhadap *impulse buying* pada pembelian *online shop* (studi kasus mahasiswa STIESIA Surabaya). Populasi yang digunakan pada penelitian ini yaitu Mahasiswa STIESIA Surabaya. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan menggunakan metode *purposive sampling* dimana cara pengambilan sampelnya dilakukan berdasarkan pada kriteria tertentu yang telah ditentukan untuk mendapatkan hasil yang *representative*. Pengumpulan data digunakan melalui penyebaran kuesioner dengan jumlah sampel sebesar 96 responden dengan perhitungan menggunakan rumus *Lemeshow*. Metode analisis yang digunakan pada penelitian ini menggunakan analisis regresi linier berganda dengan bantuan perhitungan menggunakan sistem program SPSS (*Statistical Product and Service Solutions*) Versi 25.

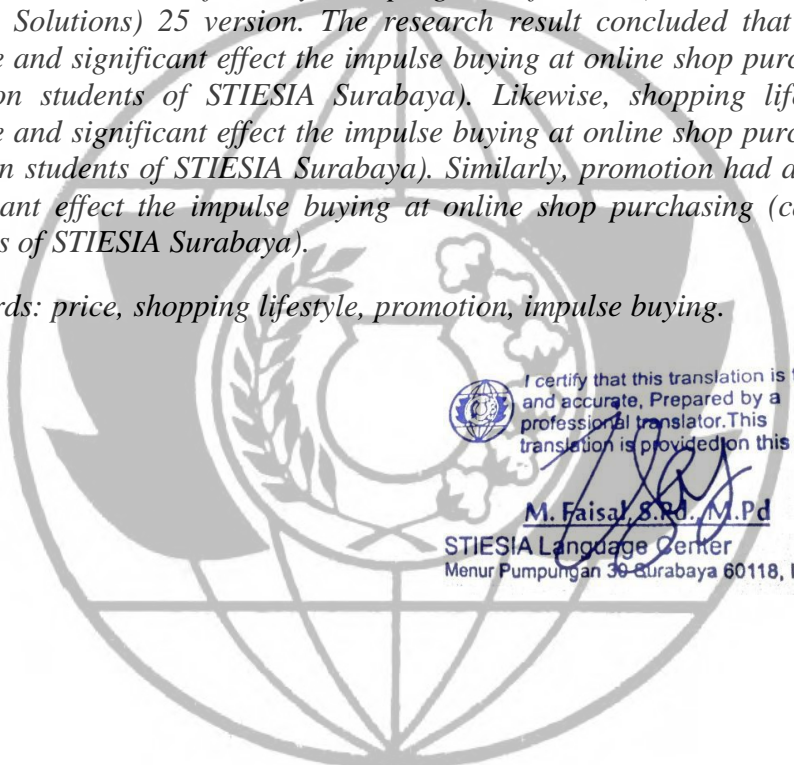
Hasil dalam penelitian ini menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap *impulse buying*, *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* dan promosi berpengaruh positif dan signifikan terhadap *impulse buying* pada pembelian *online shop* (studi kasus mahasiswa STIESIA Surabaya).

**Kata Kunci :** Harga, *Shopping Lifestyle*, Promosi, *Impulse Buying*.

## ABSTRACT

*This research aimed to find out the effect of price, shopping lifestyle, and promotion on impulse buying at online shop purchase (case study on the student of STIESIA Surabaya). While the population was student of STIESIA Surabaya. This research was quantitative. The sample collection technique of this research used the purposive sampling method i.e., a sample collection technique was based on certain criteria that have been determined to get representative results. Furthermore, the data collection used questionnaire distribution with the number of samples was 96 respondents, with the calculation of Lemeshow formula. Moreover, the research analysis method used multiple linier regressions analysis with the calculation of the system program of SPSS (Statistical Product and Service Solutions) 25 version. The research result concluded that price had a positive and significant effect the impulse buying at online shop purchasing (case study on students of STIESIA Surabaya). Likewise, shopping lifestyle had a positive and significant effect the impulse buying at online shop purchasing (case study on students of STIESIA Surabaya). Similarly, promotion had a positive and significant effect the impulse buying at online shop purchasing (case study on students of STIESIA Surabaya).*

*Keywords: price, shopping lifestyle, promotion, impulse buying.*



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