

ABSTRAK

Perkembangan pesat *e-commerce* di Indonesia telah mengubah pola belanja konsumen, termasuk meningkatnya perilaku *impulse buying* dalam industri *fashion*. Kemudahan akses, berbagai promo menarik, serta tersedianya beragam pilihan produk *fashion* membuat konsumen lebih rentan melakukan pembelian secara spontan tanpa perencanaan atau *impulse buying*. Salah satu *brand fashion* lokal yang populer di *e-commerce* adalah Erigo, yang berhasil menarik perhatian konsumen melalui strategi pemasaran digital dan tren *fashion* yang terus berkembang. Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle*, *fashion involvement*, dan *hedonic shopping* terhadap *impulse buying* produk *fashion* Erigo pada pelanggan *e-commerce* Shopee.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini bersifat tak terbatas (*infinite*), karena jumlah konsumen atau pengguna produk *fashion* Erigo di kalangan mahasiswa STIESIA Surabaya yang pernah melakukan *impulse buying* melalui *e-commerce* Shopee tidak dapat diketahui secara pasti. Oleh karena itu, penelitian ini menggunakan metode *purposive sampling* untuk menentukan sampel yang sesuai. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 97 responden yang dihitung dengan menggunakan rumus *Lamshow*. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, Uji F, koefisien determinasi dan Uji t dengan menggunakan program komputer SPSS (*Statistical Product and Service Solution*) Versi 27.0.

Hasil penelitian menunjukkan bahwa *fashion involvement* dan *hedonic shopping* berpengaruh positif dan signifikan terhadap *impulse buying* produk *fashion* Erigo pada pelanggan *e-commerce* Shopee, sedangkan *shopping lifestyle* tidak berpengaruh signifikan terhadap *impulse buying* produk *fashion* Erigo pada pelanggan *e-commerce* Shopee.

Kata kunci: *shopping lifestyle, fashion involvement, hedonic shopping, impulse buying*

ABSTRACT

Higher development of commerce in Indonesia has changed consumers' shopping style, including their impulse buying in the fashion industry. Easy access, varied interesting promotions, and availability of fashion product choices encourage consumers to eagerly engage in impulse buying (spontaneous purchasing without any plan). Erigo, one of the popular local fashion brands in e-commerce, succeeds in attracting consumers through digital marketing strategies and continually following fashion trends. This research determines the effect of shopping lifestyle, fashion involvement, and hedonic shopping on the impulse buying of Erigo fashion products for Shopee e-commerce customers.

The research applies quantitatively. Furthermore, the population is infinite, i.e., STIESIA Surabaya students who have experienced an impulse buying through Shopee e-commerce, which has an unknown number of samples. The data collection technique used was purposive sampling, with a sample based on criteria given. In line with that, 97 respondents had been calculated using the Lameshow formula. Moreover, the data analysis technique used was multiple linear regression, F-test, determination coefficient, and t-test with SPSS 27.0 version.

The result shows that fashion involvement and hedonic shopping have a positive and significant effect on the impulse buying of Erigo fashion products for Shopee e-commerce customers. However, the shopping lifestyle has an insignificant effect on the impulse buying of Erigo fashion products for Shopee e-commerce customers.

Keywords: *shopping lifestyle, fashion involvement, hedonic shopping, impulse buying.*

I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 25/4/25

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