THE INFLUENCE OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING BEHAVIOR OF CUSTOMERS AT THE CONVERSE LIVING WORLD PEKANBARU STORE

Hichmaed Tachta Hingo S, Ibn Azzam,Sulistyandari
[123] *Muhammadiyah University of Riau*
* hinggo@umri.ac.id

ABSTRACT
This research is to determine and analyze the influence of shopping lifestyle and fashion involvement on customer impulse buying behavior at the Converse Living World Pekanbaru Store. This research uses a quantitative study using a survey method through questionnaires distributed to consumers of the Converse Living World Pekanbaru Store with the criteria of having previously used Converse products or purchased Converse products at the Converse Living World Pekanbaru Store, with a total of 70 respondents. This research is explanatory in nature, explaining the relationship between variables through hypothesis testing. Data analysis was carried out based on a questionnaire that had been distributed in the form of themes and categories that identified existing variables and phenomena. The research results can explain that shopping lifestyle and fashion involvement influence customer impulse buying behavior at the Converse Living World Pekanbaru Store.

Keywords: shopping lifestyle, fashion involvement, impulse buying behavior.

Introduction

The current era of globalization has resulted in many new businesses emerging which has led to high levels of competition. Companies compete with their respective strategies to get consumers who are expected to be loyal to the company (Hartanti et al., 2022). In Indonesia, one of the businesses that is increasing in growth is the retail business. Simply put, retail can be defined as all activities involved in the sale of goods or services directly to end consumers for personal and non-business use.(Hartanti et al., 2022).

Fashion products are one type of product in the retail business that is experiencing good development in Indonesia. In simple terms, fashion is appearance which includes accessories, bags, shoes, make-up, hairstyle and most importantly clothes. Returning to the function of clothing as a primary human need in the "clothing" category(Zayusman & Septrizola, 2019). This is in line with the Indonesian people's perception of fashion which leads to lifestyle. Because the fashion they wear every day reflects their identity and social status(Samsul, 2022).

Impulse buying can also be interpreted as a buyer or consumer's desire to buy a product or item suddenly, spontaneously, reflexively and automatically. Impulse buying can also be interpreted as an activity or activity that arises naturally and occurs quickly. Understanding the existence of impulse buying can be used as a strategy for retailers in developing shopping

opportunities(Rifatin & Sudarwanto, 2021). Several factors that influence impulse buying include shopping lifestyle and fashion involvement.

*ShoppingLifestyle*or shopping lifestyle describes a person's activities that spend time and money. Apart from that, lifestyle shopping can be a fun activity and increase a person's self-confidence(Alfiyah & Prabowo, 2021). Result research conducted by (Pebrianti & Yuwinda, 2021) shows that shopping lifestyle has no significant effect on impulse buying, while the results of research conducted by Rifatin & Sudarwanto (2021) show that shopping lifestyle has a partial effect on impulse buying.

The next factor that influences impulse buying is fashion involvement. The definition of fashion involvement is the level of consumer involvement with their fashion where they tend to prioritize clothing as a central part of their lives because fashion is considered a social responsibility and they tend to use the latest fashion models.(Priyatna et al., 2023). Research conducted bySari & Indrawati (2018)shows that fashion involvement has no direct effect on impulse buying, this is of course different from the research resultsPriyatna et al. (2023)which shows that fashion has a positive and significant influence on impulse buying. From the results of research on shopping lifestyle and fashion involvement variables conducted byPebrianti & Yuwinda (2021)AndSari & Indrawati (2018)partially shows negative results on impulse buying. These results are different from the results of research conducted byUmmah & Rahayu (2020)which says that the variables fashion involvement and shopping lifestyle simultaneously influence impulsive buying.

Based on the background description and research gaps found, the researcher plans to conduct research again regarding the influence of shopping lifestyle and fashion involvement on impulse buying. So the title was taken "THE INFLUENCE OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING BEHAVIOR OF CUSTOMERS AT THE CONVERSE LIVING WORLD PEKANBARU STORE".

Literature Review and Hypothesis Development
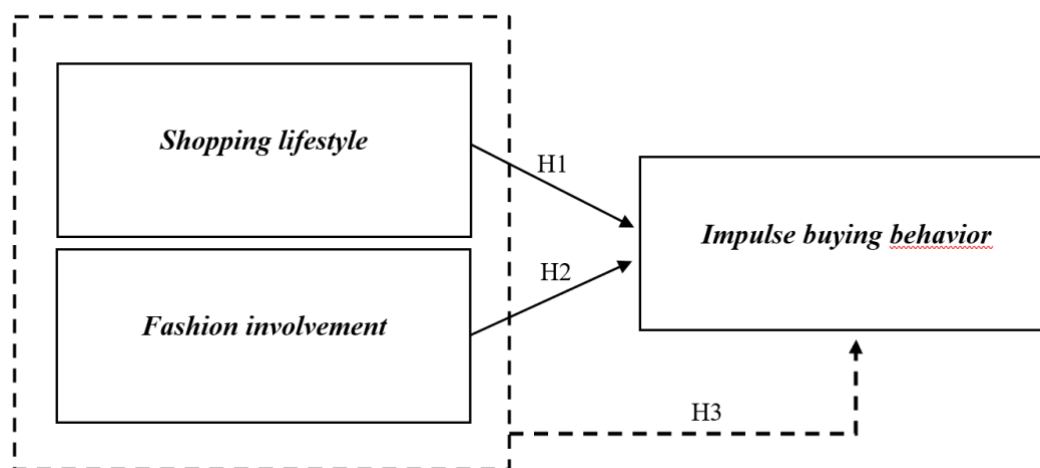
Picture1. Research Framework

This research uses a quantitative approach because this research uses data processes in the form of numbers which are used to investigate, explain and interpret images of social influences that cannot be measured or described using a qualitative approach.

Research methods

Overall, the type of research used is quantitative research, namely research based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses.(Sugiyono, 2017).

Time and Location of Research

In this research, researchers took the research location at the Converse Living World Pekanbaru store with research subjects being consumers who bought or were visiting and wearing Converse brand products. Meanwhile, the time required to conduct research starts from the beginning of July to the end of July 2023.

Population and Sample

Sugiyono (2017)states that the sample is part of the number and characteristics of the population. The non-probability sampling technique uses the purposive sampling method. This sampling was determined because the sampling technique was taken based on the following criteria:

1. Men and Women aged 17 years and over.
2. Have you ever owned or used fashion products from the Converse brand?
3. Ever bought Converse products at the Converse Living World Pekanbaru store.

So that the data obtained is accurate, this research was carried out with appropriate respondents. Because the population size is not known with certainty, to determine the sample size, use the formula Hair et al (2014) based on this calculation obtained for a sample of 70 respondents.

Data Types and Sources

The type of data used in this research is quantitative data. Quantitative data accSugiyono (2016)is a type of data that can be measured or calculated directly, in the form of information or explanation expressed in numbers or in the form of numbers. In this case, the quantitative data required is the number of respondents and the results of the questionnaire. The data source used is primary data. Primary data is data obtained or collected by researchers or certain institutions directly from the source, recorded and observed for the first time and the results are used directly by researchers to solve problems for which answers are sought. Apart from that, according toSugiyono (2016)Primary data is a data source that directly provides data to data collectors. Primary data sources were obtained through interviews with research subjects and by observation or direct observations in the field. This research uses primary data, namely data obtained directly by respondents who have used or purchased Converse brand products.

Data collection technique

The technique and instrument for collecting primary data in this research is by means of a written survey, namely a questionnaire. According toSugiyono (2016)A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The measurement scale used in the questionnaire is the Likert scale.

Likert scale according toSugiyono (2016)is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. The Likert scale was chosen because it makes it easier to find out the respondent's choice of the Converse brand when filling out the questionnaire given to the respondent. The number of Likert scale answer options is 5 answer options, namely strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5). Then the questionnaire answers from the respondents are compiled and processed into a tabulation form and then calculated using a percentage ratio, with the largest percentage then representing a conclusion on the answer to the problem being sought, providing a theoretical basis obtained from supporting text books, scientific journals, the internet and other sources. others related to the object under study.

Table1. Operational Definition of variables

Variable Type	Definition	Indicator	Scale
Impulse Buying Behavior(Y)	*Impulse buying*namely an activity or activity that arises naturally and occurs quickly. Understanding the existence of impulse buying can be used as a strategy for retailers in developing shopping opportunities(Rifatin & Sudarwanto, 2021).	1. Spontaneity 2. Urge to buy immediately 3. Fun and stimulation 4. Indifference to consequences (Budiono et al., 2017)	Likert
ShoppingLifestyle(X1)	Lifestyle has a different meaning from personality because lifestyle has more specific characteristics than personality. While personality describes the characteristics of a person, in its definition personality and lifestyle are interconnected(Priyatna et al., 2023).	1. Influence of advertising 2. Latest model 3. Brand 4. Quality 5. Personality (Sari & Indrawati, 2018)	Likert
Fashion Involvement(X2)	Fashion Involvement means an individual's involvement in fashion products or other things related to fashion due to factors such as interests, needs and influence on the level of buyer satisfaction. (Maharani and Santoso, 2019)	1. *Fashion*is an important thing. 2. Likes clothes that are different from others. 3. Clothes show characteristics. 4. Interested in favorite clothes. 5. Comparing the latest fashion (Japarianto & Sugiharto, 2011)	Likert

Results and Discussion

The results of research and testing should be displayed in the form of figures or tables. Following is the table format:

Validity test

Ghozali (2018)states that the validity test is used to measure whether an instrument or questionnaire is valid or not. A questionnaire is declared valid if the questions mentioned in it represent something that will be measured in the research. The formula for determining the rtable value according to(Sugiyono, 2014)namely df = N – 2, where (N = number of samples). Df = 70 – 2 = 68 with a confidence level of 95% (α = 0.05). So the r table value is 0.2352. A questionnaire is said to be valid if it meets the following criteria:

1. If r count ≥ r table, it means the question item is valid.
2. If r count ≤ r table, ber   the meaning of the question item is invalid.

Table2. Validity Test Results

Variables/Indicators	r Count	r Table	Information
ShoppingLifestyle			
X1.1	0.568	0.2352	Valid
X1.2	0.617	0.2352	Valid
X1.3	0.673	0.2352	Valid
X1.4	0.521	0.2352	Valid
X1.5	0.604	0.2352	Valid
X1.6	0.476	0.2352	Valid
X1.7	0.733	0.2352	Valid
X1.8	0.617	0.2352	Valid
X1.9	0.261	0.2352	Valid
X1.10	0.664	0.2352	Valid
Fashion Involvement			
X2.1	0.877	0.2352	Valid
X2.2	0.842	0.2352	Valid
X2.3	0.911	0.2352	Valid
X2.4	0.854	0.2352	Valid
X2.5	0.596	0.2352	Valid
X2.6	0.911	0.2352	Valid
X2.7	0.854	0.2352	Valid
X2.8	0.742	0.2352	Valid
X2.9	0.565	0.2352	Valid
X2.10	0.34	0.2352	Valid
Impulse Buying Behavior			
Y1.1	0.612	0.2352	Valid
Y1.2	0.67	0.2352	Valid
Y1.3	0.545	0.2352	Valid
Y1.4	0.675	0.2352	Valid
Y1.5	0.727	0.2352	Valid
Y1.6	0.483	0.2352	Valid
Y1.7	0.392	0.2352	Valid
Y1.8	0.651	0.2352	Valid

Source: Processed data, 2023

Based on the test results, it is known that the value of each statement produces a correlation coefficient r calculated > r table. So it can be concluded that the research instrument

consisting of 28 statements for the variables shopping lifestyle, fashion involvement, and impulse buying behavior is valid.

Reliability Test

Reliability testing is a tool for measuring a research questionnaire which is an indicator of a variable or construct. Reliability testing is also used to test the consistency of data held over a certain period of time, namely to find out to what extent the measurements used are reliable or trustworthy. The reliability test in this research uses Cronbach alpha, namely a construct or variable is said to be reliable if it provides a Cronbach alpha value ≥ 0.70.

Table3. Reliability Test Results

Variable	Cronbach's Alpha	Information
ShoppingLifestyle	0.767	Reliable
Fashion Involvement	0.920	Reliable
Impulse Buying Behavior	0.733	Reliable

Source: Processed data, 2023

From the test results on the reliability of the questionnaire, the Cronbach's Alpha value was > 0.7. So it is stated that all statements on the variables shopping lifestyle, fashion involvement, and impulse buying behavior are reliable and can be used in further analysis.

Normality test

The normality test aims to test whether the data in the study is normally distributed or not. The test used in this research is the Kolmogorov-Smirnov statistical test(Ghozali, 2018b). The basis for decision making is using the Kolmonogrov-Smirnov normality test according to(Ghozali, 2018b)as follows:

1. If significance ≥ 0.05 then the data is normally distributed.
2. If significance ≤ 0.05 then the data is not normally distributed.

Table4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		70
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	1.18429544
Most Extreme Differences	Absolute	0.078
	Positive	0.071
	Negative	-0.078
Statistical Tests		0.078
Asymp. Sig. (2-tailed)		,200

Source: Processed data, 2023

In the results of the Kolmogorov-Smirnov non-parametric statistical test, the Asymp value was obtained. Sig. (2-tailed) of 0.200 > 0.05. Thus it can be concluded that the residual values of all these variables are normally distributed.
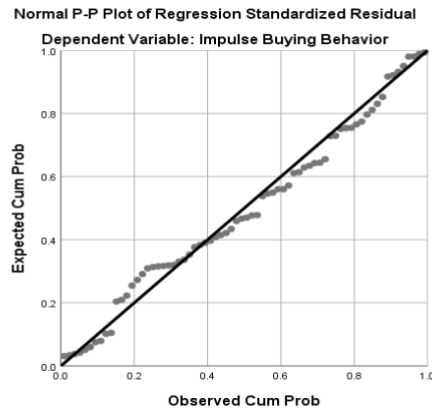
Source: Processed data, 2023
Picture2. Normality Test Results

Based on Figure 2 showing the distribution of data (points) around the diagonal line and the distribution in the direction following the diagonal line, it can be concluded that the regression model is suitable for use because it meets the normality assumption that the data is normally distributed.

Multicollinearity test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. The regression model is said to be good if there is no correlation between the independent variables. Whether or not there is multicollinearity can be seen from the tolerance value and its opposite, namely the Variance Inflation Factor (VIF). The cutoff value that is commonly used to indicate the presence of multicollinearity is if the tolerance value is ≤ 0.10 or the same as the VIF value ≥ 10, it can be said that the data contains multicollinearity.(Ghozali, 2018b).

Table5. Multicollinearity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,246	1,391		0.896	0.373		
	ShoppingLifestyle	0.769	0.032	0.943	23,815	0,000	0.976	1,024
	Fashion Involvement	0.010	0.018	0.023	0.582	0.563	0.976	1,024

Coefficientsa

Source: Processed data, 2023

The data in table 5 shows that the shopping lifestyle variable has a tolerance value of $0.976 > 0.1$ and a VIF value of $1.024 < 10$, and the fashion involvement variable has a tolerance value of $0.976 > 0.1$ and a VIF value of $1.024 < 10$. So it can be concluded that all independent variables are free from symptoms of multicollinearity. .

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another(Ghozali, 2018a). The results of the heteroscedasticity test can be seen as follows.
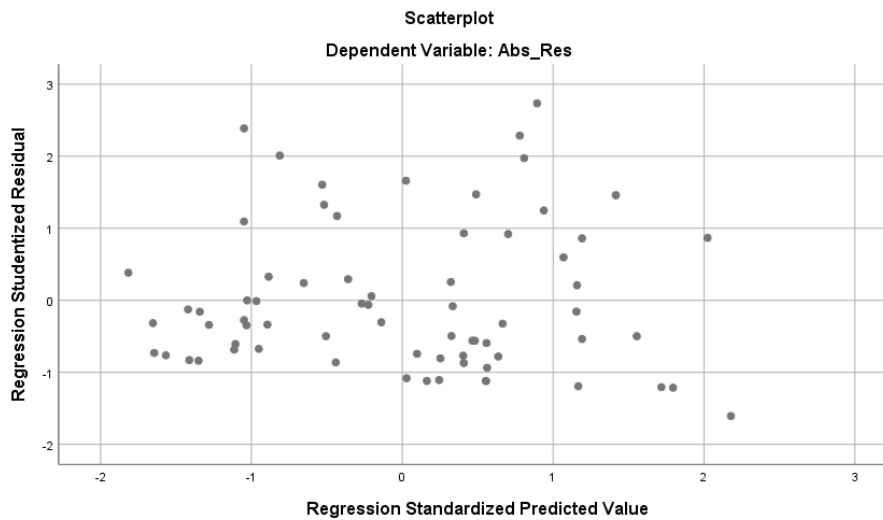
Picture3. Heteroscedasticity Test Results

From Figure 4.1, it can be seen that the points are spread randomly and do not form a clear pattern, spread both above and below the number 0 on the Y axis. So it can be concluded that the independent variable does not have heteroscedasticity or homoscedasticity.

Multiple Linear Regression Test

According toGhozali (2013)Regression analysis is used to measure the strength of the relationship between two or more variables, and also shows the direction of the relationship between the dependent and independent variables. Multiple linear regression analysis is a linear relationship between two or more independent variables (X) and the dependent variable (Y). The regression equation formula for 2 predictors is as follows:

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	1,246	1,391		0.896	0.373
	ShoppingLifestyle	0.769	0.032	0.943	23,815	0,000
	Fashion Involvement	0.010	0.018	0.023	0.582	0.563

Source: Processed data, 2023

$$Y = a + b_1 x_1 + b_2 x_2 + e$$

$$Y = 1.246 + 0.769 + 0.010 + e\ldots\ldots\ldots\ldots..(4.2)$$

The linear regression equation can be interpreted as follows:

1. The constant value is known to have a positive value of 1.246. If the independent variable consisting of shopping lifestyle and fashion involvement has a value of 0 or has not changed, then the impulse buying behavior is 1.246.
2. The beta coefficient value for the shopping lifestyle variable is 0.769, which means that every change in the shopping lifestyle variable by one unit can increase impulse buying behavior by 0.769 units. On the other hand, a one unit decrease in the shopping lifestyle variable will reduce impulse buying behavior by 0.769 with the assumptions that the other variables are constant.
3. The beta coefficient value for the fashion involvement variable is 0.010, which means that every change in the fashion involvement variable by one unit can increase impulse buying behavior by 0.010 units. On the other hand, a one unit decrease in the fashion involvement variable will reduce impulse buying behavior by 0.010 with the assumptions that the other variables are constant.

Partial Test (t Test)

The t statistical test basically shows how far the influence of the independent variable is in explaining variations in the dependent variable(Ghozali, 2018b). This test uses a significance level of 5% and compares tcount with ttable. if the value of tcount > ttable then each independent variable studied has a significant effect on the dependent variable. On the other hand, if the value of t < t table then each independent variable studied has no significant effect on the dependent variable. Determine the t table value based on the formula df = N - k where (N = number of samples and k = number of independent and dependent variables)(Amir et al., 2009). df = 70 – 3 = 67 With a confidence level of 95% (α = 0.05) the t table value is 1.99601.

Table6. Partial Test Results (t Test)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,246	1,391		0.896	0.373
	ShoppingLifestyle	0.769	0.032	0.943	23,815	0,000
	Fashion Involvement	0.010	0.018	0.023	0.582	0.563

Source: Processed data, 2023

1. Based on the results of data testing, it shows that the calculated t value of the shopping lifestyle variable is 28,815, and the t table is known to be 1.99601. By comparing the calculated t and t table values, it was found that the calculated t value > t table = 28,815 > 1.99601, and the sig (α) value = 0.000 < 0.05. So it can be concluded that the shopping lifestyle regression coefficient has a significant positive effect on impulse buying behavior.
2. Based on the results of data testing, it shows that the calculated t value of the fashion involvement variable is 0.582, and the t table is known to be 1.99601. By comparing the calculated t and t table values, it was found that the calculated t value < t table = 0.582 < 1.99601, and the sig (α) = 0.563 > 0.05 value. So it can be concluded that the

fashion involvement regression coefficient has a positive and insignificant effect on impulse buying behavior.

Simultaneous Test (F Test)

The F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable(Ghozali, 2018b). To test the hypothesis, use the F statistical test with the following decision making criteria:

1. If the significance of $F \leq 0.05$ then Ho is rejected and Ha is accepted.
2. If the significance of $F \geq 0.05$ then Ho is accepted and Ha is rejected.
3. If fcount $\geq$ ftable, then Ho is rejected and Ha is accepted.
4. If fcount $\leq$ ftable, then Ho is accepted and Ha is rejected.

The table f value is obtained based on the formula $df1 = k - 1$ and $df2 = N - k$, where (N = number of samples and k = number of independent and dependent variables)(Amir et al., 2009). Df1= 3 – 1 = 2 and df2= 70 – 3 = 67 With a confidence level of 95% ($\alpha = 0.05$) the t table value is 3.13.

ANOVAa

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	846.024	2	423.012	292,859	,000b
1	Residual	96,776	67	1,444		
	Total	942,800	69			

Source: Processed data, 2023

Based on the results of data testing, it is known that the calculated f value > f table or 292,859 > 3.13 and the resulting significance value is 0.000, which is smaller than the level of significance of 0.05. So it can be concluded that the variables shopping lifestyle and fashion involvement together or simultaneously influence impulse buying behavior.

Coefficient of Determination Test (R2)

The coefficient of determination (R2) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A small R2 value means that the ability of the independent variables to provide almost all the information needed to predict variations in the independent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variables(Ghozali, 2018b).

Table7. Coefficient of Determination Test Results (R2)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947a	0.897	0.894	1,202

Source: Processed data, 2023

From the results of the coefficient of determination test, it shows that the magnitude (Adjusted R square) is 0.894. These results show that the value is close to number 1, namely 0.894 or (89.4%). So the shopping lifestyle and fashion involvement variables influence the impulse buying behavior variable by 89.4%. Meanwhile (10.6%) was influenced by other variables not studied in this research.$(R^2)(R^2)(R^2)$

Conclusion

Based on the results of the analysis and discussion previously described, several conclusions can be drawn from the overall research results, namely as follows:

1. The research results show that the shopping lifestyle variable has a significant positive effect on impulse buying behavior. This is proven by the statistical results of the t test for the shopping lifestyle variable obtainedcalculated t value > t table = 28,815 > 1.99601, and sig value (α) = 0.000 < 0.05. So this research succeeded in proving that the first hypothesis was accepted which states that shopping lifestyle partially has a significant positive effect on impulse buying behavior.
2. The research results show that the fashion involvement variable has a positive and insignificant effect on impulse buying behavior. This is proven by the statistical results of the t test for the fashion involvement variablecalculated t value < t table = 0.582 < 1.99601, and sig (α) = 0.563 > 0.05. So this research failed to prove that the second hypothesis was rejected, which states that fashion involvement partially has a positive and insignificant effect on impulse buying behavior.
3. . The research results show that the variables shopping lifestyle and fashion involvement have a significant positive effect on impulse buying behavior. This is proven by the statistical results of the f test, the calculated f value > f table or 292,859 > 3.13 and the resulting significant value is 0.000 < 0.05. So this research succeeded in proving that the third hypothesis was accepted which states that shopping lifestyle and fashion involvement simultaneously have a significant positive effect on impulse buying behavior.

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