

ABSTRACT

This research was motivated by problems related to Shopping Lifestyle, Discount and Fashion Involvement Transmart Buah Batu Bandung Visitors. Based on the pre survey results, overall Transmart Buah Batu Bandung Visitors has not been interested in making impulse buying of products at Transmart Buah Batu Bandung, and even visitors can switch to other more attractive shopping centers in giving discounts and having many choices of models for fashion products. This study aims conducted to determine the effect of shopping lifestyle, discount and fashion involvement on impulse buying Transmart Carrefour Buah Batu Bandung Visitors

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non probability sampling type Purposive Sampling, with the number of respondents as many as 100 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis of shopping lifestyle, discount, fashion involvement and impulse buying as a whole are in the good category. The results of multiple linear regression analysis techniques show that shopping lifestyle, discount and fashion involvement simultaneously have a positive effect on the impulse buying of visitors to the Carrefour Buah Batu Bandung Transmart. The magnitude of the influence of shopping lifestyle, discount and fashion involved together at 79.5% of impulse buying and the remaining 20.5% was influenced by other variables not examined in this study such as service quality, in-store display or price. Partially shopping lifestyle, discount and fashion involvement have a positive effect on impulse buying. The highest influence is fashion involvement and the lowest influence, namely shopping lifestyle

Keywords: *ShoppingLifestyle, Discount, Fashion Involvement, Impulse Buying*