The Influence of Shopping Lifestyle and Fashion Involvement on the Impulse Buying Behavior of Middle Income People (Case Study: Bogor Tengah District, Bogor City).

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Abstract

The Influence of Shopping Lifestyle and Fashion Involvement on the Impulse Buying Behavior of Middle Income People (Case Study: Bogor Tengah District, Bogor City). Thesis of The Management Study Program, concentration of Marketing Management, Faculty of Economics and Business, Pakuan University, Bogor. Under the guidance of the chairman of the advisory commission Oktori Kiswati Zaini and the Member of the salmah supervisory commission.

The development of consumer needs, especially fashion, is closely related to changes in shopping lifestyle patterns. The need stimulates a person to do activities to shop for fashion products in order to continue to follow the latest fashion models so that a shopping lifestyle is formed in a person. Involvement in shopping for fashion, especially clothing can be seen with the meticulousness of consumers in choosing clothes, from clothing models, clothing materials, motifs, colors, brands and prices. So research on shopping lifestyle, and fashion involvement is very important, because it is a strategy in creating unplanned purchases by consumers. This study aims to test the influence of Shopping Lifestyle and Fashion Involvement on the Impulse Buying Behavior of Middle Income Communities in Bogor Tengah District, Bogor City.

The type of research used by researchers is Associative. The author uses a qualitative technique that is anticipated by using a likert scale where the type of qualitative data is obtained from interviews and questionnaires. The selection of respondents was carried out using the non-probability sampling method with purposive sampling techniques totaling 100 respondents based on the slovin formula. Data collection was carried out through questionnaires and interviews and data analysis methods using descriptive analysis.

The results of this study show that between shopping lifestyle and fashion involvement in impulse buting behavior, which is 23.3% and is quite effective while the rest is 76.6%. So it can be concluded that simultaneous shopping lifestyle and fashion involvement simultaneously have a positive effect on the impulse buying behavior of the middle income community of Bogor Tengah District, Bogor City with a contribution of 23.3%.

Keywords: Shopping Lifestyle, Fashion Involvement and Impulse Buying Behavior.

1. Introduction

According to the World Bank report, Indonesia's per capita income, as measured by Gross National Income (GNI), increased by 9.83%, reaching US$ 4,580 in 2022. This figure is up from US$ 4,170 in 2021. According to data from the World Bank's official website, Indonesia is now included in the upper middle-income country category. This is driven by strong economic growth of 5.3% in 2022, which contributed to the increase in GNI per capita (Nuranisah & W. Finaka, 2023) .

Bogor City has a recorded area of 11,850 Ha or 0.27% of the area of West Java province. The characteristics of urban areas are a very high population density per square kilometer of over 5,000 people/km2. You can see a picture of the population by Regency/City in West Java Province in 2016-2020 Bogor City in 2021 figures as follows:

Tabel 13.1 **Jumlah Penduduk Menurut Kabupaten/Kota di Provinsi Jawa Barat (ribu), 2016–2020**
Table ***Population by Regency/Municipality in Jawa Barat Province (thousand), 2016–2020***

Kabupaten/Kota *Regency/Municipality*	2016	2017	2018	2019	2020*
(1)	(2)	(3)	(4)	(5)	(6)
Kabupaten/*Regency*					
1. Bogor	5 587,4	5.715,00	5.840,90	5.965,41	5 427 068
2. Sukabumi	2 444,6	2.453,50	2.460,20	2.466,27	2 725 450
3. Cianjur	2 251,0	2.256,60	2.260,60	2.263,07	2 477 560
4. Bandung	3 596,6	3.657,60	3.717,30	3.775,28	3 623 790
5. Garut	2 569,5	2.588,80	2.606,40	2.622,43	2 585 607
6. Tasikmalaya	1 742,3	1.747,30	1.751,30	1.754,13	1 865 203
7. Ciamis	1 175,4	1.182,00	1.188,60	1.195,18	1 229 069
8. Kuningan	1 061,9	1.068,20	1.074,50	1.080,80	1 167 686
9. Cirebon	2 143,0	2.159,60	2.176,20	2.192,90	2 270 621
10. Majalengka	1 188,0	1.193,70	1.199,30	1.205,03	1 305 476
11. Sumedang	1 142,1	1.146,40	1.149,90	1.152,40	1 152 507
12. Indramayu	1 700,8	1.710,00	1.719,20	1.728,47	1 834 434
13. Subang	1 546,0	1.562,50	1.579,00	1.595,83	1 595 320
14. Purwakarta	932,70	943,30	953,40	962,89	997 869
15. Karawang	2 295,8	2.316,50	2.336,00	2.353,92	2 439 085
16. Bekasi	3 371,7	3.500,00	3.630,90	3.763,89	3 113 017
17. Bandung Barat	1 648,4	1.666,50	1.683,70	1.699,90	1 788 336
18. Pangandaran	392,80	395,10	397,20	399,28	423 667
Kota/*Municipality*					
1. Bogor	1 064,7	1.081,00	1.096,80	1.112,08	1 043 070
2. Sukabumi	321,10	323,80	326,30	328,68	346 325
3. Bandung	2 490,6	2.497,90	2.503,70	2.507,89	2 444 160
4. Cirebon	310,50	313,30	316,30	319,31	333 303
5. Bekasi	2 787,2	2.859,60	2.931,90	3.003,92	2 543 676
6. Depok	2 179,8	2.254,50	2.330,30	2.406,83	2 056 335
7. Cimahi	594,00	601,10	607,80	614,30	568 400
8. Tasikmalaya	659,60	661,40	662,70	663,52	716 155
9. Banjar	181,90	182,40	182,80	183,11	200 973
Jawa Barat	**47 379,4**	**48.037,80**	**48.683,90**	**49.316,71**	**48 274 162**

Catatan/*Note*: ...
Sumber/*Source*: Proyeksi Penduduk Indonesia 2010–2035/*Indonesia Population Projection 2010–2035*
*) Hasil SP2020 (September)/*The result of the 2020 Population Census (September)*

The image above shows that the distribution of the population in Indonesia according to the West Java Province Region, Bogor City has a high population level ranking fourth after Bekasi, Bandung and Depok at 1,043,070 thousand people in 2020. It can be concluded that with the large population in Bogor City, the need for fashion /clothing needed by these residents/consumers also increases.

In this modern era, fashion is widely loved by all levels of society, from young people, women, men to adults, and generally those who already have jobs. Seen from the image of the results of the population census in 2020 as follows:

In 2020, the results of the population census in Indonesia were 270.20 million people, with the composition of the population from the community where Post Gen Z is 10.88%, Gen Z is 27.94%, Millennials is 25.87%, Gen X is 21.88%, and Baby Boomers is 11.56% (West Java Central Statistics Agency, 2021) .

In this way, the large number of population census can influence the increase in fashion because they have their own income that can meet their needs according to their wishes. Likewise with the middle class community. income based on the middle class group is an important prerequisite for more solid and sustainable economic growth and development, analysis of the middle income as a central issue has had a strong influence on social, political and economic groups. The middle class is considered the backbone of the market economy . economy) which guarantees social stability, a large and stable middle class is believed to be able to generate economic benefits and drive economic development, through an emphasis on human resource investment and consumer demand consumption. One of the developments in Central Bogor is the shopping center infrastructure known as Mall BTM, Mall BTM is a mall provided for the middle class community group. So that from the large number of middle class people income in Central Bogor can be an economic benefit and encourage solid and sustainable economic development for BTM Mall .

Based on the background description above, it is a consideration for the author to discuss this research which is then stated in the title:

" **The Influence of Shopping Lifestyle and Fashion Involvement on the Impulse Buying Behavior of Middle Income People (Case Study: Bogor Tengah District, Bogor City).**"

2. Literature Reviews

2.1 Marketing and marketing management

Marketing is a process and management that makes individuals or groups get what they need , In order to achieve all planned goals, individuals or organizations need to make offers and exchange valuable products to other parties or all activities related to the delivery of products or services from producers to consumers (Seran et al., 2023) . Meanwhile , (Rambe M, 2018) defines marketing as "activities, organizing institutions, and processes to create, communicate, deliver, and exchange offerings that have value for consumers, clients, partners, and the wider community.

(Wongkar et al., 2023) defines marketing management as an effort to plan, implement, and supervise marketing activities in order to achieve company goals effectively and efficiently.

2.2 Mix Marketing

According to (Hendrayani et al., 2021) stated that the marketing mix is a product strategy, pricing, distribution and promotion by channeling it to the target market. The marketing mix is a set of marketing tools that companies use to achieve their marketing goals effectively. According to (Rambe M, 2018) , the marketing mix consists of a series of tactical tools that can be controlled by the company to produce the desired response in the target market which formulates four main components known as the 4Ps: 1) Product: Everything that the company offers to meet the needs or wants of consumers; 2) Price: The amount of money that consumers must pay to obtain the product; 3) Place: Activities that ensure the product is available to consumers at the right place and time; and 4) Promotion: Various activities carried out by the company to inform, persuade, and remind consumers about its products.

2.3 Consumer Behavior

Consumer behavior involves purchasing decisions for goods and services for personal consumption (Wardhana, 2024) . According to (Sudirjo et al., 2024) Consumer behavior is a term that refers to the study of how people and companies select, buy, use, and dispose of goods, services, and concepts to satisfy their needs and wants. It includes various elements, such as consumer behavior theory, stages of the consumer buying process, types of consumer behavior, types of consumer buying decisions, and categories that influence the consumer buying decision process.

2.4 Purchasing Decision

According to (Edwin Japarianto & Sugiono Sugiharto, 2011) , purchasing decisions are as follows: "Purchasing decisions are all experiences in learning, selecting, using, and even disposing of products". Meanwhile, according to (Suharto & Suyoko, 2021) , purchasing decisions are as follows: "Purchasing decisions are all actions that determine all choices, one of which, through the stages of recognition, information search, alternative assessment, purchasing decisions, post-purchase behavior .

2.5 Shopping Lifestyle

According to (Sajidah & Samboro, 2024) that the definition of Lifestyle is a person's lifestyle in the world which is expressed in their activities, interests, and opinions. Lifestyle describes the whole person in interacting with their environment. Lifestyle describes the entire pattern of a person in acting and interacting in the world. Meanwhile (Astuti, 2020) that lifestyle is a collection of behaviors that have meaning for individuals and others at a time in a place, including in social relationships, consumption of goods, entertainment and how to dress.

2.6 Fashion Involvement

According to (Satria, 2024) fashion involvement refers to consumer perceptions of products, brands, advertisements, and purchases depending on their beliefs, needs, and value judgments.

2.7 Purchases Impulse (Impulse Buying)

According to (Area, 2024) defines impulse buying as a consumer tendency that spontaneously and unexpectedly leads to purchasing behavior in different situations. According to (Guna et al., 2023) impulse buying can also be described as a different, enjoyable and more emotional purchase than logic, and is characterized by decision making that tends to be fast and can be subjective and applies at that time.

2.8 Framework of Thought

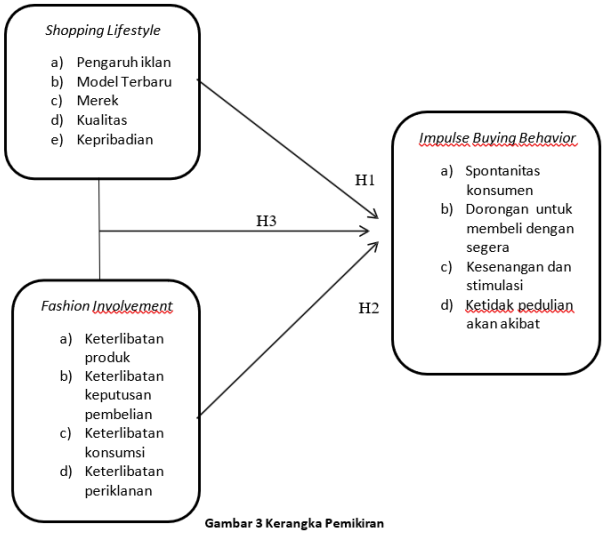
According to (Putra, 2021) in the basis of the creation of Shopping Lifestyle as follows: "Shopping lifestyle is a pattern of actions that differentiates one person from another. The increasing need for primary and secondary goods makes consumers always fulfill their needs and desires". Based on the statement above, shopping lifestyle plays an important role for consumers in making impulsive buying.

The indicators of Shopping Lifestyle according to (Satria, 2024) are the shopping lifestyle indicators, namely the influence of advertising, the latest models, brands, quality, and personality. Fashion involvement refers to consumer perceptions of products, brands, advertising, and purchases depending on their beliefs, needs, and value judgments. The indicators of fashion involvement. Fashion involvement or fashion involvement has four indicator namely Product involvement (involvement) product), Purchase decision involvement (involvement) decision purchase), Consumption involvement (involvement) consumption), Advertising involvement (involvement) advertising).

Meanwhile, according to (Area, 2024) , impulse buying is a consumer tendency that spontaneously and unexpectedly leads to purchasing behavior in different situations. The indicators of impulse buying are that consumers do not care about the price of goods when shopping, after making impulse or spontaneous purchases, consumers sometimes feel regret, consumers do not only shop according to their shopping notes, after shopping consumers feel better or happy, when consumers see an interesting product, it means they have to buy it.

According to (Edwin Japarianto & Sugiono Sugiharto, 2011) With title The influence of shopping lifestyle and fashion involvement on consumer impulse buying behavior story Muslim Square Yogyakarta . Stating that Shopping lifestyle or shopping lifestyle influences consumers when they make purchases. And fashion involvement is the most important element of impulse buying behavior. Which is the description in this study with the title of the influence of shopping lifestyle and fashion involvement on impulse buying behavior of high income people in Surabaya.

State that : a.) Shopping lifestyle has an influence significant on impulse buying behavior in high income communities at Galaxy Mall Surabaya. b.) Fashion involvement has an influence significant on impulse buying behavior in high income communities at Galaxy Mall Surabaya. c.) Shopping lifestyle has the most dominant influence between other variables that exist on impulse buying behavior in high income society in Galaxy Mall Surabaya. Based on the description of the framework of thought above, a picture is formulated regarding the influence of Shopping lifestyle and Fashion Involvement on impulse buying, as seen in the following picture:



Gambar 3 Kerangka Pemikiran

3. Materials and Methods

3.1 Types of research

Types of research conducted in study This is associative , namely research that aims For know influence or also a relationship between two variables or more . Linked variables in study This is shopping lifestyle and fashion involvement towards impulse buying behavior.

3.2 Types of Research Data

Types of research data This is use qualitative quantified with use scale Likert Where qualitative data types obtained from interviews , and questionnaires .

3.3 Research Data Sources

1. Primary data refers to information obtained that is questionnaire and interview . questionnaire and interview obtained in a way directly by respondents public Central Bogor District .

2. Secondary data is obtained through library studies, namely by reading literature from library books, journals related to this research, and internet searching, namely by searching for information through internet searches, website addresses, and sites that are related and connected to the theories regarding this research.

3.4 Sampling Method

The sampling method used in this study is by means of non-probability sampling with the purposive sampling method, which means a sampling determination technique with certain considerations, namely as follows:

a. Respondents live in Central Bogor

b. Respondents have shopped at Bogor Trade Mall (BTM)

Sampling in this study used the Slovin formula , where the sample size of the population whose number is known is 153,793 people and the determination of the sample size is based on a 10% error with 90% confidence in the population, with the following formula:

$$\mathbf{n} = \frac{N}{N\,(e)^2+1}$$

$$\mathbf{n} = \frac{153.793}{153.793\,(0{,}1)^2+1}$$

$$\mathbf{n} = \frac{153.793}{1.538}$$

n= 99,995 rounded up to 100 respondents

Information :

n = number of samples

N = population number taken from the total number of people in Central Bogor District, which is 153,793.

e = precision value (in this study the researcher chose a significance level of 10%).

3.5 Data Collection Methods

In conducting this research, primary and secondary data collection methods were used. Primary data was obtained through:

1. Observation, namely conducting direct observation of the research object and aiming to obtain a direct picture of the lifestyle dynamics in Central Bogor District.
2. Interviews conducted are generally about complex, sensitive or controversial issues. From this interview, researchers will obtain spontaneous and in-depth information from the parties concerned, namely the community in Bogor Tengah District, especially millennials .
3. Questionnaire, namely by distributing a list of statements with the aim of obtaining data and information regarding shopping. lifestyle in the fashion category in Central Bogor District.

Secondary data collection was conducted through a literature study, the contents of which were supporting theories of the organization obtained from literature, information collection from several sources, library books, and internet searches related to the problem topics discussed.

3.6 Instrument Quality Test

3.6.1 Validity Test

Validity Test, namely to determine the level of validity of the research instrument, it needs to be tested first and the results can be analyzed.

3.6.2 Reliability Test

Reliability testing is a constraint test that aims to determine how far a measuring instrument can be relied on or trusted.

3.7 Data Analysis Method Descriptive Analysis

According to (Alfianti & Kartikasari, 2023), descriptive analysis is a statistic used to analyze data by describing or depicting the collected data as it is without the intention of drawing conclusions that apply to the public or generalizations.

3.7.1 Classical Assumption Test Normality Test

normality test is done by looking at the normal probability plot graph that compares the cumulative distribution and the normal distribution. If the data distribution is normal, then the line that describes the actual data will follow the diagonal line and, if the significance value or probability value > 0.05 then the data is said to be normally distributed . While if the significance value or probability value < 0.05 then the data is said to be not normally distributed.

3.7.2 Multicollinearity Test

Multicollinearity tests can be seen from the tolerance and variance values. inflation factor (VIF). Multicollinearity can be detected by the cut off value which shows a tolerance value > 0.1 or equal to a VIF value < 10.

3.7.3 Heteroscedasticity Test

Testing for heteroscedasticity can be done by observing the scatter plot pattern generated through SPSS. If the scatter plot pattern forms a certain pattern, then the regression model has symptoms of heteroscedasticity . The emergence of symptoms of heteroscedasticity shows that the estimator in the regression model is inefficient in both large and small samples.

3.7.4 Autocorrelation Test

Autocorrelation tests are only performed on time data. series (time series) and does not need to be done on cross data section as in the questionnaire where the measurement of all variables is done simultaneously at the same time. Because in this study using a questionnaire which is cross-sectional data section , then the autocorrelation test is not used.

3.7.5 Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was conducted to determine the influence between variables X1 (Shopping lifestyle), and X2 (Fashion involvement), and Y (Impulse buying behavior). The multiple linear regression equation in this study uses the following formula:

$Y = \alpha + \beta\ 1\ X\ 1 + \beta\ 2\ X\ 2 + e$

Information :
Y = Dependent variable (Impulse Buying Behavior)
α = Constant
$\beta\ 1\ \beta\ 2$ = Regression coefficient
X1 = Independent variable (Shopping Lifestyle)
X2 = Independent variable (Fashion Involvement)
e = Standard error

3.7.6 Multiple Correlation (R)

Multiple correlation analysis is an analysis used to determine how strong the relationship is between variables X1 (shopping) lifestyle), and X2 (fashion) involvement) and Y (impulse) buying behavior). The following is the formula for multiple correlation analysis:

$$\mathbf{R}\ \frac{JK(reg)}{\sum Y2}$$

Information :
R = Multiple correlation coefficient
JK(reg) = Sum of squares in terms of deviations
$\sum$Y2 = Total sum of squares of correlation in terms of deviations

Based on the R value obtained, it can be connected -1 < R < 1, namely:
1. If r = 1, it means that there is a perfectly positive relationship between variable X and variable Y.
2. If r = -1, it means that the relationship between variable X and variable Y is all perfectly negative.
3. If r = 0, it means there is no relationship between variable X and variable Y.
4. If r is between -1 and 1, then the negative sign (-) indicates an indirect correlation or negative correlation. And the positive sign (+) indicates a direct correlation or positive correlation.

3.7.7 Analysis of Determination Coefficient / R Square (R2)

The coefficient of determination with the symbol R2 is the proportion of variability in a data calculated based on a statistical model. The next definition states that R2 is the ratio of the variability of the values created by the model to the variability of the original data values. In general, R2 is used as information about the suitability of a model.

3.7.8 Hypothesis Testing Partial Test (t-Test)

The t-statistic test is used to test the influence of each independent variable used partially. The testing steps are as follows:

A. Determining the hypothesis

a) H0: b1=0, meaning there is no significant positive influence between shopping lifestyle (influence of advertising, latest models, brands, quality and personality) partially on impulse. buying behavior .

b) H0: b2=0, meaning there is no significant positive influence between Fashion involvement (product involvement, purchase decision involvement, consumption involvement, and advertising involvement) partially on impulse. buying behavior .

c) H1: b1>0, meaning that there is a significant positive influence between shopping lifestyle (influence of advertising, latest models, brands, quality and personality) partially on impulse. buying behavior .

d) H1: b2>0, meaning that there is a significant positive influence between fashion involvement (product involvement, purchase decision involvement, consumption involvement, and advertising involvement) partially on impulse . buying behavior .

B. Determining the level of significance (a) and degrees of freedom.

The level of significance (a) used in this study is 5%, while the value of the degrees of freedom (dk) is found using the formula n-1-k where n is the sample size and k is the size of the independent variable.

C. Determining the magnitude of t count (th)

$$t_{hitung} = \frac{Bi}{Sbi}$$

th = tcount

b = Regression coefficient

a = Slop value of the regression line

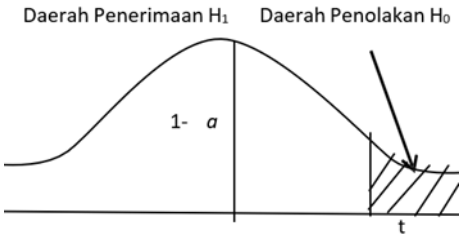
Sbi = Standard error

D. Testing criteria

a) If the significance is < 0.05 then it can be concluded that there is a partial influence between the independent variable and the dependent variable.

b) If the significance > 0.05 then it can be concluded that there is no partial influence between the independent variables and the dependent variable.

c) Draw the area and reject Ho



3.7.9 Simultaneous Test (F Test)

F test, which is a test to determine the influence between independent variables simultaneously on the dependent variable. The test steps are as follows:

A. Determining the hypothesis

a) Ho:b1=b2=0, meaning there is no significant positive influence between shopping lifestyle and fashion involment against impulse buying behavior .

b) H1:b1≠b2≠0, meaning there is a simultaneous influence between shopping lifestyle and fashion involment against impulse buying behavior .

B. Determining the level of significance

Using a significance level (a) = 5% with degrees of freedom (nk-1).

C. Find the F value using the formula

$$F_{reg} = \frac{RKreg}{RKres}$$

D. Testing criteria

a) If the calculated F value > F table then H0 is rejected and H1 is accepted.

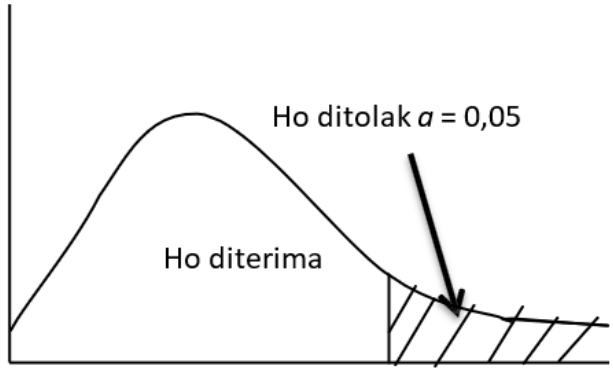
b) If the calculated F value < F table then H0 is accepted and H1 is rejected.

Or by determining the significance value, namely by:

If Sig > 0.05 then H0 is rejected and H1 is accepted

If Sig < 0.05 then H0 is accepted and H1 is rejected.

c) Image of the F Test curve area



4. Results

TABEL 1. RESULTS AVERAGE RESPONSE OF RESPONDENTS REGARDING SHOPPING LIFESTYLE

No	Dimensi	Tanggapan Responden (%)	Rata-rata
	1. INFLUENCE OF ADVERTISING		
1	BUY EVERY FASHION PRODUCT OFFERED THROUGH ADVERTISING	70%	70%
1	INTERESTED IN SHOPPING FOR FASHION PRODUCTS WITH THE LATEST MODELS	74,4%	74,4%
1	ALWAYS WANT TO BUY CLOTHING PRODUCTS FROM WELL-KNOWN BRANDS	62,4%	69,2%
2	SHOP FOR MORE THAN ONE FASHION PRODUCT	76%	
1	BUY GOOD QUALITY CLOTHING PRODUCTS	80,4%	80%
2	BUY FASHION PRODUCTS WITH DIFFERENT BRANDS BUT THE SAME QUALITY	79,6%	
1	BE MORE CONFIDENT BY WEARING THE LATEST FASHION CLOTHES	69,2%	69,8%
2	FASHION CAN SHOW A PERSON'S CHARACTERISTICS	78,2%	
3	FASHION CAN SHOW A PERSON'S SOCIAL STATUS	66,8%	
4	FASHION CAN INFLUENCE A PERSON'S LEVEL OF PRESTIGE	65%	
	AVERAGE	72,68%	

Based on data from 100 respondents can known that the average response Respondent about fifth the dimensions of shopping lifestyle are 72.68 % agreed , which means response Respondent in accordance with fifth dimensions of shopping lifestyle. Based on results recapitulation answer Respondent regarding lifestyle shopping you can concluded that from fifth dimensions in the shopping lifestyle variable , value highest is in the dimension of " quality ", with average value of 80% with the statement “ buy product quality clothing good ” with the average value per item is 80.4%. Which means that consumers from the shopping lifestyle variable agree to buy good quality clothing products. While the lowest score is in the "brand" dimension, with an average value of 69.2% with the statement "always want to buy clothing products with famous brands" with an average value per item of 62.4%.

TABEL 2. RESULTS AVERAGE RESPONSE OF RESPONDENTS REGARDING FASHION INVOLVEMENT

No	Dimensi	Tanggapan Responden (%)	Rata-rata
	1. PRODUCT ENGAGEMENT		
1	FASHION IS ONE OF THE THINGS THAT IS VERY IMPORTANT IN SUPPORTING ACTIVITIES	76,4%	69,1%
2	MORE AWARE OF THE LATEST FASHION THAN OTHER PEOPLE	61,8%	
	2. PURCHASE DECISION INVOLVEMENT		
1	ALWAYS WANT TO BUY MORE THAN ONE CLOTHING PRODUCT	69,8%	66,9%
2	WHEN YOU SEE AN INTERESTING CLOTHING PRODUCT, IMMEDIATELY BUY IT	64%	
	3. CONSUMPTION ENGAGEMENT		
1	ALWAYS WANT TO WEAR FASHION CLOTHES THAT ARE DIFFERENT FROM WHAT OTHER PEOPLE WEAR	71,2%	71,1%
2	HAVE MORE THAN ONE OF THE LATEST TRENDING CLOTHES	71%	
	4. ADVERTISING ENGAGEMENT		
1	BUY FASHION PRODUCTS WHEN YOU GET AN ADVERTISING OFFER	63,2%	63,2%
		67,58	

Based on data from 100 respondents, it can be seen that the average respondent's response regarding the four dimensions of fashion involvement is 67.58% agree, which means that the respondent's response is in accordance with the four dimensions of fashion involvement. Based on the results of the recapitulation of respondents' answers regarding fashion involvement, it can be concluded that of the four dimensions in the fashion involvement variable, the highest value is in the "Consumption Involvement" dimension, with an average value of 71.1% with the statement "Always want to wear different fashion clothes from what other people wear" with an average value per item of 71.2%. Which means that consumers from the fashion involvement variable agree about always wanting to wear different fashion clothes from what other people wear. While the lowest score is in the "Advertising Involvement" dimension, with an average value of 63.2% with the statement "Buying fashion products when getting an advertising offer" with an average value per item of 63.2%.

TABEL 3. RESULTS AVERAGE RESPONSE OF RESPONDENTS REGARDING IMPULSE BUYING BEHAVIOR

No	Dimensi	Tanggapan Responden (%)	Rata-rata
	1. CONSUMER SPONTANEITY		
1	WHEN YOU GO TO A SHOPPING CENTER, YOU IMMEDIATELY BUY FASHION PRODUCTS WITHOUT WARNING PLANNED.	67,2%	63,9%
2	SHOP WITHOUT THINKING BEFOREHAND OR SPONTANEOUS PURCHASE	60,6%	
	2. URGE TO BUY IMMEDIATELY		
1	SHOP MORE WHEN THERE ARE SPECIAL OFFERS	68,8%	70,4%
2	TENDENCY TO WANT TO ENTER A CLOTHING STORE WHEN VISITING A SHOPPING CENTER (CENTER SHOPPING)	72%	
	3. FUN AND STIMULATION		
1	BUYING FASHION WITH THE LATEST MODELS WILL BE VERY POPULAR AND BUY IMMEDIATELY	62,8%	62,8%
	4. INDIFFERENCE TO THE CONSEQUENCES		
1	OBSESSED WITH SPENDING ALL OR PART OF THE MONEY HE HAS ON CLOTHING PRODUCTS	55,6%	55,2%
2	BUYING FASHION PRODUCTS EVEN THOUGH YOU DON'T REALLY NEED THEM TENDENCY TO WANT TO ENTER A CLOTHING STORE WHEN VISITING A SHOPPING CENTER (SHOPPING CENTER)	54,8%	
	AVERAGE	**63,08**	

Based on data from 100 respondents can known that the average response Respondent about to four The dimensions of impulse buying behavior are 63.08 % agreed , which means Where response Respondent in accordance with to four dimensions of impulse buying behavior. Based on results recapitulation answer Respondent regarding impulse buying behavior can concluded that from to four dimensions in the impulse buying behavior variable , value highest is in the dimension of “ Impulse ” For Buy With Soon ”, with average value of 70.4% with statement “ Tendency want to enter shop clothes when visit to the shopping center (center) shopping)”, with the average value per item is 72%. Which means that consumer from Impulse buying behavior variable agree when in shop own trend want to enter shop clothes when visit to the shopping center (center) shopping). While the lowest score is in the dimension of "Indifference to Consequences", with an average value of 55.2% with the

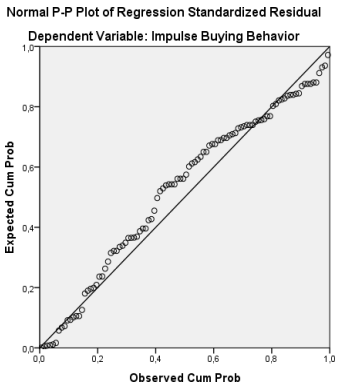
statement "Buying fashion products even though you don't really need them", with an average value per item of 54.8%.

4.1 Data Analysis

4.1.1Classical Assumption Test

4.1.1.1 Normality Test

normality test is done by looking at the normal probability plot graph that compares the cumulative distribution and the normal distribution. If the data distribution is normal, then the line that describes the actual data will follow the diagonal line. The output results of SPSS version 23 for the normality test shown in Figure 4.2 as follows:



From the picture above shows that the data is spread around the diagonal line and follows the direction of the diagonal line. Therefore, it can be stated that the data in these variables are normally distributed .

Multicollinearity Test

multicollinearity test aims to test whether the regression model finds a correlation between independent variables (Astuti, 2020) . The multicollinearity test can be seen from the tolerance and variance values. inflation factor (VIF). Multicollinearity can be detected by the cut off value which shows a tolerance value > 0.1 or equal to a VIF value < 10. The results of the multicollinearity test can be seen in table 4.2 as follows:

Tabel 5 Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Shopping Lifestyle	.528	1.895
Fashion Involvement	.528	1.895

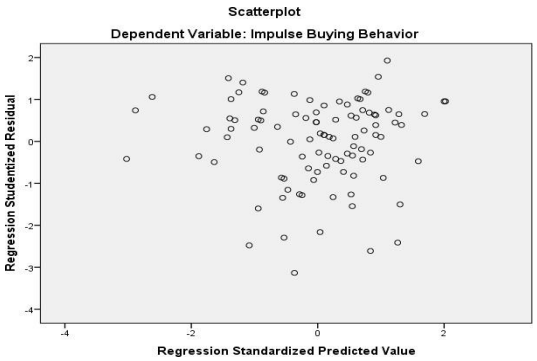
Sumber : Data primer, diolah 2022

From the table it shows that the regression model does not experience multicollinearity interference . This shows that the tolerance value for both independent variables is more than

0.10. While the calculation of the VIF value shows that all independent variables have a value of less than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

4.1.1.3 Heteroscedasticity Test

Heteroscedasticity testing is done using Scatterplot . The test results can be seen in the following image:



Heteroscedasticity test results shows that the dots do not form a pattern certain And dot, dot, dot spread above and below the number 0 on the Y axis. This shows that the regression model does not experience heteroscedasticity .

4.1.1.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether or not there is a relationship or influence between more than one variable and the dependent variable. Before conducting a hypothesis test regarding the significance of the relationship between the independent variable and the dependent variable, it must first be known whether the model has a linear relationship. After conducting a regression test with SPSS 23 then the results obtained can be seen in the following table:

Tabel 6 Uji Regresi Linear Berganda

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	7,693	3,115		2,469	,015
Shopping lifestyle	,101	,118	,103	,853	,396
Fashion Involvement	,450	,129	,422	3,486	,001

Sumber : Data primer, diolah 2022

Based on the table above , there is a regression coefficient value by looking at the results in the coefficients table in the unstandardized column in column B. In this sub-column there is a constant value , with a constant value of 7.693, while the regression coefficient value for shopping lifestyle (X1) = 0.101 and for fashion involvement (X2) = 0.450. Based on these results, a multiple regression equation model can be formulated in this study, which will then be interpreted as follows:

$Y = a + \beta 1X1 + \beta 2X2 + e$

$Y = 7.693 + 0.101\ X1 + 0.450\ X2 + e$

The interpretation of the regression equation model above is as follows:

1. Regression coefficient of shopping lifestyle (X1) is positive. The increase in the level of shopping lifestyle will be followed by an increase in impulse buying behavior , the assumption is fashion constant involvement .

2. Regression coefficient of fashion involvement (X2) with a positive value can be interpreted as an increase in the level of fashion involvement will be followed by an increase in impulse buying behavior , the assumption is shopping constant lifestyle .

4.1.2 Hypothesis Testing

4.1.2.1 Partial Test (T-Test)

The t-test is a test to determine the significance of the influence of independent variables partially or individually on the dependent variable. The results of the t-test in this study can be seen in table 4.4 as follows:

Tabel 7 Uji Parsial (Uji-T)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	7,693	3,115		2,469	,015
Shopping lifestyle	,101	,118	,103	,853	,396
Fashion Involvement	,450	,129	,422	3,486	,001

Sumber : Data primer, diolah 2022

From the output results of SPSS 23 partial test (t-test), it can be explained as follows:

1. Shopping lifestyle has a positive coefficient value, and the results of the t-test with SPSS obtained a significance level of 0.396. By using a significance limit of 0.05, the significance value is above the 5% level. So shopping lifestyle lifestyle has no effect on impulse buying behavior .

2. Based on the results of the regression analysis, it shows that fashion involvement has a coefficient value of 0.450. While the results of the t-test with SPSS obtained a significance level of 0.001. By using a significance limit of 0.05, the significance value is below the 5% level. So fashion involvement has a positive and significant effect on impulse buying behavior .

4.1.2.2 Simultaneous Test (F-Test)

The F-test in this study uses the ANOVA test. The F-test is basically conducted to

test whether all independent or free variables entered in the model have a simultaneous influence on the dependent variable.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	595,529	2	297,764	16,076	,000[b]
	Residual	1796,661	97	18,522		
	Total	2392,190	99			

a. Dependent Variable: Impulse Buying Behavior

b. Predictors: (Constant), Fashion Involvement, Shopping lifestyle

Testing the influence of independent variables simultaneously on the dependent variable is done using the F-test. The results of statistical calculations show the calculated F value = 16.076 ≥ F table = 3.09 and a significance of 0.000 ≤ 0.05. Impulse buying behavior is influenced simultaneously and significantly by shopping variables lifestyle and fashion involvement .

4.1.2.3 Coefficient of Determination

The determination coefficient aims to determine how much the independent variable is able to explain the dependent variable seen through the Adjusted R Square . The greater the R2 number, the better the model used to explain the relationship between the independent variable and the dependent variable.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,499[a]	,249	,233	4,30375	1,968

a. Predictors: (Constant), Fashion Involvement, Shopping lifestyle

b. Dependent Variable: Impulse Buying Behavior

From the calculation results using the SPSS 23 program, it can be seen that the coefficient of determination (adjusted R2) obtained is 0.233. This means 23.3% impulse buying behavior can be explained by shopping variables lifestyle and fashion involvement . While the rest, namely 76.6%, is impulse buying behavior explained by other variables besides the independent variables in this study, these other variables are such as sales promotion and hedonic shopping motivation . According to (Ayu et al., 2021) sales Promotion (sales promotion) is a key element in a marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate quicker or greater purchase of particular products or services by trade consumers.

5. Discussion

5.1 The Influence of Shopping Lifestyle on Impulse Buying Behavior

Based on results analysis show that shopping lifestyle variable does not own influence on impulse buying behavior. Factors that trigger Respondent that is Because consumer more

notice from aspect benefits , price and quality No only consider from aspect brand only . This is show a good shopping lifestyle No increasing impulse buying behavior, so hypothesis First rejected which states that shopping lifestyle has an influence positive on impulse buying behavior, this This depart behind with research conducted by (Ayu et al., 2021) which states that shopping lifestyle has an influence positive and significant on impulse buying behavior.

5.2 The Influence of Fashion Involvement on Impulse Buying Behavior

Based on results analysis show that fashion involvement variable has influence on impulse buying behavior. This is shows high fashion involvement will increasing impulse buying behavior, so hypothesis second accepted which states that fashion involvement has an influence on impulse buying behavior. Research This in line with study (Deviana & KT. Giantari, 2016) who stated that fashion involvement has an influence positive and significant on impulse buying behavior results This show If the more high fashion involvement then will the more high impulse buying behavior, and also supports study from (Khansa, 2022) which states that fashion involvement is element most important from impulse buying behavior. This can be seen from the fashion involvement indicator that matches the respondent's personality, namely having one or more clothes with the latest models. And rejecting research from (Hidayat & Tryanti, 2018) which states that the fashion involvement variable has a negative but significant effect on the impulse buying behavior variable.

5.3 The Influence of Shopping Lifestyle and Fashion Involvement in General Simultan Against Impulse Buying Behavior

Based on results analysis show that influence the variables of shopping lifestyle and fashion involvement in impulse buying behavior are low , only by 23.3% but after simultaneous testing was carried out it turns out second variable the have influence in a way together on impulse buying behavior. This is show good shopping lifestyle and fashion involvement variables will increasing impulse buying behavior, so hypothesis second accepted which states shopping lifestyle and fashion involvement in general simultaneous influential positive on impulse buying behavior. The results of the study This supported by research that has been conducted by (Hidayat & Tryanti, 2018) .

6. Conclusion, Implications, and Recommendations

Study This implemented For test influence variables of shopping lifestyle and fashion involvement on impulse buying behavior of middle income society in Bogor Tengah District , Bogor City. From the results of data analysis and discussion in the previous chapter, it can be concluded as follows:

1. Shopping Lifestyle does not affect the impulse buying behavior of middle-income people in Bogor Tengah District, Bogor City.
2. Fashion Involvement has a positive influence on the impulse buying behavior of middle-income people in Bogor Tengah District, Bogor City.
3. Shopping Lifestyle and fashion involvement simultaneously have a positive influence on the impulse buying behavior of middle-income people in Bogor Tengah District, Bogor City with a contribution of 23.3%.

Based on the results of the analysis and conclusions that have been presented in this study, the author provides several suggestions in the hope that they can provide benefits and input for related parties:

1. For BTM Mall companies, it is expected to maintain the innovation that has been built and further improve the facilities that are not good and must always pay attention to cleanliness. This step is expected to further increase customer satisfaction and improve customer comfort in the future.
2. For consumers, especially BTM Mall customers, when making purchases, they must pay more attention to the benefits, price and quality, especially consumers who like to buy clothes must be smarter in choosing fashion items with more affordable prices that are still comfortable to wear and fashionable. And the results of this study are expected to be input for consumer knowledge, and increase insight as scientific reading.
3. Based on the Determination Coefficient Test, Shopping Lifestyle and Fashion Involvement have a small influence on Impulse Buying Behavior, which is 23.3%. Therefore, marketers and manufacturers should increase innovation in fashion products and pay more attention to product quality so that it can arouse interest and Impulse Buying behavior in consumers.

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