

## ABSTRAK

### PENGARUH GAYA HIDUP TERHADAP KECENDERUNGAN IMPULSIVE BUYING

(Studi Kasus Pada Mahasiswa di Lima Universitas Yogyakarta)

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2018

Penelitian ini bertujuan untuk mengetahui apakah gaya hidup berpengaruh terhadap kecenderungan *impulsive buying*. Penelitian ini dilakukan selama bulan Desember 2017 di Lima Universitas di Yogyakarta. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji validitas menggunakan teknik *Korelasi Product Moment* dan uji realibilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data dalam penelitian adalah analisis deskriptif. Dari penelitian ini dapat disimpulkan bahwa gaya hidup berpengaruh terhadap kecenderungan *Impulsive Buying*.

Kata kunci : gaya hidup, *impulsive buying*

## ABSTRACT

### THE EFFECT OF LIFESTYLE ON IMPULSIVE BUYING TENDENCY

(A Case Study In Five Universities In Yogyakarta)

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The aim of this study is to know the effect of lifestyle on the tendency of impulsive buying. This study is conducted during December 2017 in five universities in Yogyakarta. In this study, *nonprobability sampling* is used as the technique of this study. The data in this study is obtained by distributing questionnaires to 100 respondents. The Product Moment Correlation technique is used to Validity test and the Cronbach Alpha formula is used to conduct reliability test. The data analysis in this study a descriptive analysis. From the data analysis, it can be concluded that lifestyle influences the the tendency of impulsive buying.

key words: *Lifestyle, impulsive buying*

