

ABSTRAK

**PENGARUH *SHOPPING LIFESTYLE* DAN *CELEBRITY ENDORSER*
TERHADAP MINAT BELI**

Studi pada Konsumen Toko *Fashion Rabbani* Yogyakarta

Wina Fatmaningrum
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui (1) pengaruh *shopping lifestyle* terhadap minat beli konsumen, serta (2) pengaruh *celebrity endorser* terhadap minat beli konsumen di toko *Fashion Rabbani* Yogyakarta. Pengambilan sampel menggunakan teknik *purposive sampling*. Data penelitian diperoleh dengan membagikan kuesioner tentang *shopping lifestyle*, *celebrity endorser*, dan minat beli kepada 100 responden yang merupakan masyarakat Yogyakarta yang pernah mengunjungi dan melakukan pembelian di toko *fashion Rabbani* minimal 1 kali dan minimal berusia 15 tahun. Teknik analisis data dalam penelitian ini adalah analisis regresi berganda menggunakan IBM SPSS 16. Hasil penelitian menunjukkan bahwa (1) *shopping lifestyle* tidak berpengaruh terhadap minat beli, dan (2) *celebrity endorser* berpengaruh terhadap minat beli di toko *Fashion Rabbani* Yogyakarta.

Kata kunci : *Shopping Lifestyle*, *Celebrity Endorser*, Minat Beli

ABSTRACT

THE INFLUENCE OF SHOPPING LIFESTYLE AND CELEBRITY ENDORSERS ON THE PURCHASE INTENTION

A Study on Rabbani Fashion Store of Yogyakarta

Wina Fatmaningrum
Sanata Dharma University
Yogyakarta
2018

This study aims to determine (1) the influence of shopping lifestyle on the consumers' purchase intention, and (2) the influence of celebrity endorsers on the consumers' purchase intention in Rabbani Fashion Store of Yogyakarta. This research employed purposive sampling technique. The data were obtained by distributing questionnaires about shopping lifestyle, celebrity endorsers, and purchase intention to 100 respondents. The respondents were people in Yogyakarta who have visited and purchased goods at Rabbani Fashion Store at least once. The minimum age of the respondent is 15 years old. Multiple regression analysis using IBM SPSS 16 was employed to analyze the data. The result showed that (1) shopping lifestyle has no effect on the purchase intention, and (2) the celebrity endorsers influence the purchase intention in Rabbani Fashion Store of Yogyakarta.

Keywords: Shopping Lifestyle, Celebrity Endorsers, Purchase Intention