

THE INFLUENCE OF SHOPPING LIFESTYLE, FASHION INVOLVEMENT, AND PRODUCT QUALITY ON IMPULSE BUYING OF UMAMMA HIJAB PRODUCTS AMONG FEMALE STUDENTS OF THE MANAGEMENT DEPARTMENT, FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY.

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Abstract: This study aims to investigate the influence of Shopping Lifestyle, Fashion Involvement, and Product Quality on Impulse Buying of Umama hijab products among female students in the Management Department of the Faculty of Economics and Business at Malikussaleh University. The sampling method used was non-probability sampling with incidental sampling, involving 105 respondents. Data analysis techniques included multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), and hypothesis testing using SPSS 25.0. The results indicate that Shopping Lifestyle, Fashion Involvement, and Product Quality have a positive and significant effect on Impulse Buying both simultaneously and partially. Each variable—Shopping Lifestyle, Fashion Involvement, and Product Quality—positively and significantly influences Impulse Buying of Umama hijab products. The managerial implications suggest enhancing Shopping Lifestyle, Fashion Involvement, and Product Quality to boost Impulse Buying of Umama hijab products

Keywords Shopping Lifestyle, Product Involvement, Product Quality, Impulse Buying.

INTRODUCTION

Marketing is a process of organizing integrated communication aimed at providing information about goods or services to satisfy human needs and desires. One good and concise definition of marketing is meeting needs in a profitable way. Another definition describes marketing as an organizational function and a series of processes to create, communicate, and deliver value to customers, while managing customer relationships in a way that benefits the organization and its stakeholders.

Shopping lifestyle reflects individual decisions regarding how to spend time and money. This is closely related to consumer involvement with a product, which also influences impulse buying. One intriguing consumer behavior that marketers can investigate is impulsive or unplanned purchasing. Understanding impulsive buying behavior can help marketers identify and develop effective strategies to compete in the market.

One of the most influential factors on impulse buying is shopping lifestyle. For many, shopping is a favored activity, leading customers to sacrifice

other things to obtain what they desire, which often results in impulse purchases.

One group of hijab users at Malikussaleh University is female students. For these students, shopping for hijabs has become a lifestyle, as they are willing to sacrifice other things to obtain products they like. They often prioritize their desires over their needs. The high number of female students wearing hijabs at Malikussaleh University creates an environment for shopping lifestyle and fashion involvement, which can trigger impulse buying of Umama hijab products.

LITERATURE REVIEW

Shopping Lifestyle

Shopping lifestyle refers to an individual's actions or decisions to spend money and time on various fashion items, services, products, technology, entertainment, or pleasures. This evolving lifestyle makes shopping one of the most popular avenues for fulfilling needs. Rising consumer income increases consumer interest. The era of globalization has directly or indirectly led Indonesian society toward a consumer culture, where shopping has become a lifestyle.

Fashion Involvement

Fashion involvement refers to consumer engagement with fashion products, such as clothing, driven by the need and interest in purchasing those products, or in other words, the customer's attention toward fashion items. Individuals with high fashion involvement tend to prefer fashion purchases, own more fashion products, and possess knowledge about each fashion item they buy.

Product Quality

Product quality refers to a product's ability to perform its functions, which includes durability, accuracy, and other valued attributes. Overall product quality can exhibit characteristics that influence its ability to satisfy consumer expectations and preferences.

Impulse Buying

Impulse buying refers to unplanned purchases made by customers when they see a particular item or brand. Subsequently, customers become interested in acquiring it, often due to attractive promotions from the store.

RESEARCH METHODOLOGY

This research is conducted in the Management Department of the Faculty of Economics and Business at Malikussaleh University. The object of the study focuses on the perceptions of all female

students in the Management Department. The data analysis method employed in this research is multiple linear regression to examine the influence of Shopping Lifestyle, Fashion Involvement, and Product Quality on impulse buying of Umama hijab products.

RESULT AND DISCUSSION

Result

Table 1 Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	255.669	24.097		10.610	.000
X1	.168	.067	.229	2.805	.006
X2	.096	.031	.232	3.089	.003
X3	.214	.040	.448	5.389	.002

Source : Research Results Data Processed 2024

From the results of SPSS data processing, the regression results can be written as follows:

$$Y = 255,669 + 0,168 + 0,96 + 214 + e$$

The interpretation of equation above is as follows:

1. The value of α , which is 255.669, represents the constant or baseline when the impulse buying variable is not influenced by other variables, namely Shopping Lifestyle (X1), Fashion Involvement (X2), and Product Quality (X3). If the independent variables are absent, the impulse buying variable will not experience any change.
2. β_1 (Regression Coefficients Value X1)
3. β_2 (Regression Coefficients Value X2)
4. β_3 (Regression Coefficients Value X3)

Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Err	Beta		
(Constant)	25.69	24.097		10.610	,000
X1	,168	,067	,229	2.805	,006
X2	,096	,031	,232	3.089	,003
X3	,214	,040	,448	5.389	,000

Source : Research Results Data Processed 2024

ekonomi individu dan tanpa memberatkan. Abu The results of testing the independent variables against the dependent variable can be observed in the table above by examining the values of t_{count} and comparing them with t_{table} . This can be obtained using the formula $df = n - k = 105 - 4 = 101$ resulting in a t_{table} value of 1,984.

1. *Shopping Lifestyle* (X₁) has a t_{count} value of 2,805 > t_{table} (1,984) with a significance level of 0,006 < 0,05. This indicates that *Shopping Lifestyle* (X₁) has a positive and significant effect on *Impulse Buying* (Y) among female students using Umama hijabs in the Management Department of the Faculty of Economics and Business at Malikussaleh University. Based on these results, it can be concluded that Hypothesis 1 is accepted.
2. *Fashion Involvement* (X₂) has a t_{count} value of 3,089 > t_{table} (1,984) with a significance level of 0.003 < 0,05. This indicates that *Fashion Involvement* (X₂) has a positive and significant effect on *Impulse Buying* (Y) among female students using Umama hijabs in the Management Department of the Faculty of Economics and Business at Malikussaleh University. Based on these results, it can be concluded that Hypothesis 2 is accepted.
3. *Product Quality* (X₃) has a t_{count} value of 5,389 > t_{table} (1,984) With a significance level of 0,000 < 0,05. this indicates that *Product Quality*

(X₃) has a positive and significant effect on *Impulse Buying* (Y) among female students using Umama hijabs in the Management Department of the Faculty of Economics and Business at Malikussaleh University. Based on these results, it can be concluded that the hypothesis is accepted.

Discussion

The Influence of Shopping Lifestyle on Impulse Buying

Based on the results of the multiple linear regression analysis using the t-test, it is concluded that *Shopping Lifestyle* (X₁) has a significant effect on *Impulse Buying* (Y) for Umama hijab products, thereby accepting H₁. This finding is supported by research from Wijaya et al. (2017) and Sopiyan & Kusumadewi (2020), which states that shopping lifestyle positively and significantly influences impulse buying. To fulfill their lifestyle, individuals are willing to make sacrifices to achieve purchases of desired products, even without prior plans, leading to impulsive buying (Febriani & Purwanto, 2019). This is reflected in the majority of responses from respondents to the survey items, indicating a positive attitude toward the shopping lifestyle associated with Umama hijabs. Consumers show a desire to keep up with the evolving lifestyle trends, further driving impulse buying behavior.

The Influence of Fashion Involvement on Impulse Buying

Based on the multiple linear regression analysis using the t-test, it is concluded that *Fashion Involvement* (X₂) has a significant effect on *Impulse Buying* (Y) for Umama hijab products, thereby accepting H₂. This finding corroborates previous research by Andani & Wahyono (2018), which indicates that high consumer involvement with fashion products can lead to increased impulsive buying decisions, demonstrating that fashion items, particularly clothing, significantly influence impulse purchases

The positive relationship between involvement levels and clothing purchase behavior suggests that consumers with high fashion involvement are more inclined to make clothing purchases. Therefore, it is assumed that Umama hijab consumers are more likely to engage in impulse buying. This result also supports earlier research conducted by Wijaya,

which explored the impact of fashion involvement on hijab purchases among female students at the Faculty of Economics at Universitas Islam Malang (Wijaya et al., 2017).

The influence of Product Quality on Impulse Buying

Based on the multiple linear regression analysis using the t-test, it is concluded that Product Quality (X3) has a significant effect on Impulse Buying (Y) for Umama hijab products, thereby accepting H3. Research conducted by Daulay et al. (2020) indicates that product quality influences impulse buying. Further studies by Angela and Paramita (2020), Kurniati (2021), Ruqayah (2019), and Hikmah (2020) have also concluded that product quality has a positive impact on impulse buying..

Conclusion

Implikasi dari pemikiran ekonomi Abu Yusuf Based on the results of the research titled "Shopping Lifestyle, Fashion Involvement, and Product Quality on Impulse Buying for Umama Hijab Products," the conclusions of this study are as follows:

1. **Shopping Lifestyle** has a positive and significant effect on impulse buying for Umama hijab products.
2. **Fashion Involvement** has a positive and significant effect on impulse buying for Umama hijab products.
3. **Product Quality** has a positive and significant effect on impulse buying for Umama hijab products.

Suggestion

Based on the discussion above, the author offers the following recommendations

1. It is recommended that Umama hijab company maintains the positive customer experience that has been established, continues to provide high-quality products, and assists consumers in addressing any issues related to the use of Umama hijabs.
2. The Umama hijab company is expected to sustain the customer experience when using Umama hijab products.

It is suggested that the Umama hijab company continuously improve its relationship with consumers and actively listen to all feedback and concerns regarding Umama hijab products.

Research Limitation

In this study, the researcher acknowledges several limitations that may affect the completeness of this writing, including:

1. This study has limitations regarding the reference journals available, as there has not been much prior research on this topic, making it challenging to find relevant references.
2. This research only utilizes the variable Impulse Buying, consisting of Shopping Lifestyle, Fashion Involvement, and Product Quality as independent variables. Therefore, it is hoped that future research will incorporate various additional variables.

The author's limited knowledge in compiling this thesis contributes to the fact that this research is still far from perfect, highlighting the need for continued research in the future

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