

ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis gaya hidup konsumsi *experientials*, promosi dan *impulse buying* (2) mengetahui pengaruh gaya hidup konsumsi *experientials* dan promosi terhadap *impulse buying*. Teknik analisis data menggunakan analisis jalur (*path analysis*) dengan metode kuantitatif melalui pendekatan deskriptif dan verifikatif dengan pengambilan sampel sebanyak 129 responden dilakukan pada karyawan PT.Topy Palingda Manufacturing Indonesia sebagai pengguna *online shop* Tokopedia. Hasil penelitian berdasarkan analisis deskriptif menunjukkan bahwa gaya hidup konsumsi *experientials*, promosi dan *impulse buying* pada karyawan PT.Topy Palingda Manufacturing Indonesia sebagai pengguna *online shop* Tokopedia berada dalam kategori sedang dengan masing-masing persentase sebesar 57,6%, 68,38% dan 59,67%. Hasil penelitian juga menunjukkan bahwa gaya hidup konsumsi *experientials* dan promosi berpengaruh signifikan terhadap *impulse buying* sebesar 52,4% pada karyawan PT.Topy Palingda Manufacturing Indonesia sebagai pengguna *online shop* Tokopedia sementara sisanya sebesar 47,6% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian.

Kata Kunci : gaya hidup konsumsi *experientials*, promosi, *impulse buying*



ABSTRACT

This study aims to (1) determine and analyze the lifestyle of experientials consumption, promotion and impulse buying (2) determine the effect of experientials consumption lifestyle and promotion on impulse buying. The data analysis technique uses path analysis with quantitative methods through descriptive and verification approaches with a sample of 129 respondents conducted on employees of PT. Topy Pastida Manufacturing Indonesia as Tokopedia online shop users. The results of the study based on descriptive analysis showed that the experientials consumption lifestyle, promotions and impulse buying of PT.Topy Palingda Manufacturing Indonesia employees as Tokopedia online shop users were in the moderate category with each percentage of 57.6%, 68.38% and 59,67%. The results also show that experientials consumption lifestyle and promotions have a significant effect on impulse buying by 52.4% for employees of PT. Topy Pastida Manufacturing Indonesia as Tokopedia online shop users while the remaining 47.6% is influenced by other variables that are not investigated in research.

Keywords: experientials consumption lifestyle, promotion, impulse buying.



