

ABSTRAK

Sifa Silviani, 2025. “Pengaruh *Shopping Lifestyle* dan *Flash Sale* Terhadap Perilaku *Impulsive Buying* Mahasiswa Pelaku *Online Shopping* (Survei Pada Mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi)”. Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Dibawah bimbingan Iis Aisyah, S.Pd, M.Pd dan Astri Srigustini, S.Pd, M.Pd.

Penelitian ini bertujuan untuk mengetahui pengaruh *shopping lifestyle* dan *flash sale* terhadap perilaku *impulsive buying* mahasiswa pelaku *online shopping*. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Populasi pada penelitian ini adalah Mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi sebanyak 494 mahasiswa. Sampel penelitian ini berjumlah 221 mahasiswa dengan pengambilan sampel menggunakan *proportionate stratified random sampling*. Teknik pengumpulan data penelitian ini menggunakan teknologi formulir online, yaitu google form. Hasil penelitian menunjukkan adanya pengaruh *shopping lifestyle* dan *flash sale* terhadap perilaku *impulsive buying* mahasiswa baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa *shopping lifestyle* dan *flash sale* memiliki kontribusi yang nyata dalam membentuk perilaku *impulsive buying* mahasiswa dalam berbelanja online.

Kata Kunci: *Shopping Lifestyle, Flash Sale, Impulsive Buying*

ABSTRACT

Sifa Silviani, 2025. "The Effect of Shopping Lifestyle and Flash Sale on Impulsive Buying Behavior of Online Shopping Students (Survey of Students of the Department of Economic Education, Siliwangi University)". Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University Tasikmalaya. Under the guidance of Iis Aisyah, S.Pd, M.Pd and Astri Srigustini, S.Pd, M.Pd.

This study aims to determine the effect of shopping lifestyle and flash sale on impulsive buying behavior of students who do online shopping. The research method used is a survey method with a quantitative approach. The population in this study were 494 students of the Economics Education Department of Siliwangi University. The sample of this study amounted to 221 students with sampling using proportionate stratified random sampling. This research data collection technique uses online formular technology, namely google form. The results showed the influence of shopping lifestyle and flash sale on impulsive buying behavior of students both partially and simultaneously. This finding shows that shopping lifestyle and flash sales have a real contribution in shaping students' impulsive buying behavior in online shopping.

Keywords: Shopping Lifestyle, Flash Sale, Impulsive Buying