e-ISSN 2797 - 9237
Vol. 2, No. 1, June, 2022

Analysis of the Effect of Shopping Life Style and Fashion Involvement on Impulse Buying Behavior on Morningclo Thrift Store Consumers

Teta Cyndia Khansa
Lafioré
Cyndiasateta@gmail.com
https://doi.org/10.37715/rmbe.v2i1.3029

***Abstract* — The purpose of this research is to find out the effect of shopping lifestyle and fashion involvement on the impulse buying behavior of Morningclo Thrift Store consumers. The method used is quantitative research. The population used in this study were 85 Morningclo consumer employees. The data technique in this study was carried out by distributing questionnaires using a Likert scale. Based on the results of data analysis, it can be denied that the shopping lifestyle (X1) has a significance value of 0.000 & it 0.05. So it can be said that H1 is accepted which means that the shopping lifestyle has a significant effect on impulsive buying behavior at Morningclo Thrift Store and the fashion engagement variable (X2) has a significance value of 0.000 & it 0.05. So it can be said that H2 is accepted which means that the price has a significant effect on impulsive buying behavior at the Morningclo Thrift Store.**

***Keywords* —** *Shopping Lifestyle, Fashion Involvement and Impulse Buying Behavior.*

1. Introduction

The fashion era will increase along with developments and become one of the consumptions of people's desires to look attractive. This shows that fashion is a very popular lifestyle (Pradina, 2016). Fashion involvement is closely related to a person's personal characteristics, especially women and teenagers. Consumers who follow fashion trends tend to make unintentional purchases because there are things that make them driven to a sense of belonging. Based on this, shopping lifestyle and fashion involvement have a relationship of interest in making a decision to carry out purchasing activities, including buying impulsively (Fauziyyah & Oktafani, 2018).

At the same time that people are interested in buying thrift products, it turns out that a thrift store in Surabaya has also developed, namely Morningclo. Morningclo is a thrift store that has been developing since the beginning of 2019. By utilizing social media as a sales platform, Morningclo is starting to be known to the public. Starting from wanting to sell products that are liked by women, then the thrift store was published with the Morningclo brand which stands for the name Morning Clothing. The number of thrift shops that have just opened is one of the threats for Morningclo to maintain the existence of sales.

During the current COVID-19 pandemic, many things are unexpected in the fashion industry. The impact of the COVID-19 pandemic is not something that must be covered up, but rather a problem in the fashion industry, related to the outbreak, such as nearly 200 mall members having to temporarily close operations (CNBC Indonesia). Things like this are things that should be learned regarding how to deal with unforeseen circumstances, in other words, backing up a boutique store by using social media as a sales platform or what is commonly known as an online shop.

2. Literature Review

2.1. Previous Research

Previous research was conducted by Febriani and Purwanto (2019) with the title "The Effect of Shopping Lifestyle and Fashion Involvement on Impulse Buying on Consumers of Hijab Boutique Rabbani Jombang". The purpose of this study was to determine the effect of lifestyle and fashion involvement on impulse buying for consumers of hijab boutique Rabbani Jombang. The results of the study can be concluded that shopping lifestyle has a positive influence on impulse buying, besides that fashion involvement is proven to have a positive influence

on impulse buying. This relationship can be seen from the shopping lifestyle variable, fashion involvement on impulse buying.

Further research was conducted by Fauziyyah and Oktafani (2018) with the research title "The Effect of Shopping Lifestyle and Fashion Involvement on Impulse Buying Behavior Studies in Bandung City Society". The purpose of this study was to determine the relationship between shopping lifestyle and fashion involvement on impulse buying behavior in the people of Bandung. The results showed that shopping lifestyle and fashion involvement had a significant effect on impulse buying.

The third research was conducted by Andani and Wahyono (2018) with the title "Influence of Sales Promotion, Hedonic Shopping Motivation, and Fashion Involvement Toward Impulse Buying Through A Positive Emotion" with the aim of research to determine the direct and indirect effects of sales promotion, hedonic shopping motivation, fashion involvement and positive emotions as intervening variables on impulse buying. The results show that sales promotion, hedonic shopping motivation and fashion involvement have an effect on impulse buying and positive emotions affect impulse buying and mediate sales promotion, hedonic shopping motivation and fashion involvement on impulse buying. The relationship between shopping motivation, fashion involvement on impulse buying is a link in this study.

2.2. Theoretical basis

2.2.1. Shopping Lifestyle

Everyone has their own way of shopping. Prastia (2012, as cited in Kusumaningsih, 2017) states that shopping lifestyle is a reflection of a person's choice in spending the time and money they have with the availability of time that will make consumers have high purchasing power. Shopping lifestyle refers to consumption patterns that reflect a person's choices about how to spend time and money. In an economic sense, shopping lifestyle shows the way a person chooses to allocate income, both in terms of the allocation of funds for various products and services, as well as certain alternatives in differentiating similar categories (Fauziyyah & Oktafani, 2018). Cobb and Hoyer (1986, as cited in Kusumaningsih, 2017) argues that to find out the relationship between shopping lifestyle and impulse buying behavior is to use the following indicators:

1. Respond to buy any advertising offer regarding fashion products
2. Buy the latest fashion clothes when you see them.
3. Shop for famous brands.
4. Convinced that the well-known brand purchased is best in terms of quality.
5. Often buy different brands than the usual brand.
6. I'm sure it's from another brand that's the same as the one I bought.

2.2.2. Fashion Involvement

Fashion involvement is an interest in a fashion product that describes a person's personal characteristics and is closely related to women and youth who always follow fashion trends (Fauziyyah and Oktafani, 2018). According to Kim (2005, as cited in Hidayat & Tryanti, 2018) the way to find out the relationship between fashion involvement and impulse buying is to use the following indicators:

1. Have more than one outfit with the latest model
2. Feel more comfortable if the clothing model is different from the others
3. Clothing is a personal characteristic of a person
4. Fashion is something that can support activities
5. Wearing your favorite clothes will make people interested to see it

Fauziyyah and Oktafani (2018) concludes the dimensions to measure engagement with fashion, these dimensions are:

1. Fashion innovation and time of purchase
2. Interpersonal fashion communication
3. Fashion knowledge
4. Fashion awareness and reaction to changing fashion trends

e-ISSN 2797 - 9237
Vol. 2, No. 1, June, 2022

2.2.3. Impulse Buying Behavior

Impulse buying is a purchase activity that is carried out outside of an existing shopping list with a method that is not planned beforehand or is done suddenly by consumers spontaneously without thinking about the future (Febriani and Purwanto, 2018). Impulse buying itself is a spontaneous buying activity and sometimes it is difficult to hold it due to pleasant feelings (Umboh et al., 2018). According to Miranda (2016), there are two main factors that can lead to impulse buying, namely internal factors that come from within the individual himself and external factors that come from product attributes and product marketing methods. From the results of research conducted by Tawas et al. (2019), unplanned purchases can be categorized into four types, namely Planned Impulse Buying (purchases made spontaneously where the product is not needed), Suggestion Impulse Buying (purchases that occur when consumers see the usefulness of the product until the consumer decides to buy it), Reminder Impulse Buying (Purchases that occur when consumers remember to buy the product, in other words the consumer has made a purchase before), Pure Impulse Buying (Purchases made because of someone's emotions to make unusual purchases).

3. Research Methods

3.1. Analysis Model

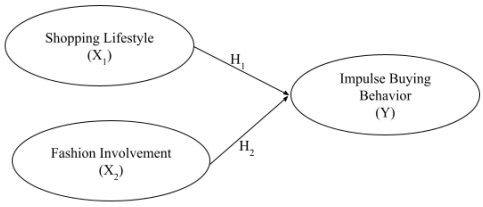

Figure 3.1. Analysis Model
Sources : **Data processed, 2021**

3.2. Research Hypothesis

- H1: Shopping lifestyle has an effect on impulse buying behavior of consumers Morningclo
- H2: Fashion Involvement affects the impulse buying behavior of consumers Morningclo

3.3. Research Approach

The type of research used in this research is quantitative research with a descriptive approach. The sampling technique is generally done randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing the established hypothesis. The population referred to in this study is Morningclo consumers, totaling 85 respondents. The sample in this study were Morningclo consumers as many as 85 respondents. In this study, the sampling used was saturated sampling technique. According to Sugiyono (2018), saturated sampling is a sampling technique when all members of the population are used as samples.

The measurement of the variables was carried out using a questionnaire tool which was filled out by the respondents through google form. The measurement of the questionnaire in this study used a Likert Scale which was made in the form of multiple choice.

Table 3. Research Likert Scale

Score	Criteria
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Simply Agree (CS)
4	Agree (S)
5	Strongly Agree (SS)

Source: **Sugiyono (2018)**

e-ISSN 2797 - 9237
Vol. 2, No. 1, June, 2022

3.5. Validity and Reliability Test

3.5.1. Validity test

According to Sugiyono (2016) validity is the degree of accuracy between the data that occurs on the object of research and the power that can be reported by researchers. If it is significant < 0.05 then the item can be declared valid, but if it is significant > 0.05 then the item is declared invalid.

3.5.2. Reliability Test

To test the reliability of a questionnaire using Alpha. The results of the instrument reliability analysis will be obtained through the Cronbach Alpha value in the Reliability Statistics Table. An instrument is said to be reliable if it gives Cronbach's Alpha value > 0,60.

3.6. Classic assumption test

3.6.1. Normality test

In this study, the One Sample Solgomorov Sminov Test was used. The basis for decision making is if 2-tailed > 0.05, then the regression model will meet the assumption of normality and vice versa.

3.6.2. Multicollinearity Test

The cutoff value commonly used to indicate the presence of multicollinearity is a tolerance value of less than 0.10 or equal to a VIF value of more than 0.10 (Ghozali, 2018).

3.6.3. Heteroscedasticity Test

The presence or absence of heteroscedasticity can be seen from the probability of its significance, and if the significance value is above the 5% confidence level, it can be concluded that there is no heteroscedasticity (Ghozali, 2018).

3.7. Analysis Method

3.7.1. Multiple Linear Regression Analysis

Sugiyono (2018) states that multiple linear analysis is used to examine the relationship between one dependent variable and one or more independent variables. Here is a multiple linear regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \qquad (1)$$

Information:
Y = Impulse Buying Behavior
= Constant
1, 2, = Regression Coefficient
X_1 = Shopping Lifestyle
X_2 = Fashion Involvement
= Error / error rate

3.8. Hypothesis testing

3.8.1. F Uji test

The criteria for the test used a significance level of 0.05. If there is a significance value < 0.05, then the research model is feasible to use and if a significance value is found > 0.05 then the research model is not feasible to use.

3.8.2. t test

The test uses a significance level of 0.05 (α = 5%). With the following criteria:

a. If the value of sig. 0.05 then it is said to be significant. It must be seen first that the value of the regression coefficient, if the direction is in accordance with the direction of the hypothesis, it can be said that Ha is accepted.
b. If the value of sig. > 0.05 then it is said to be insignificant. This means that Ha is rejected so that there is no effect of the independent variable on the dependent variable.

3.8.3. Correlation Coefficient (R) and Coefficient of Determination (r2)

The value of the coefficient of determination lies in 0 and 1. The classification of the correlation coefficients is, 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51-0.99 (strong correlation), 1.00 (perfect correlation). A small value of R2 means that the ability of the independent variables in explaining the dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018).

4. Results and Discussion

4.1. Object of research

4.1.1. Descriptive Analysis of Respondents Characteristics

Data was collected by distributing questionnaires or questionnaires distributed to respondents. A total of 85 questionnaires were distributed to Morningclo consumers.

Table 4.1. Characteristics of Research Respondents

Variable		Frequency	Percentage
Gender	Woman	64	75.3%
	Man	21	24.7%
Age	15 th – 25 th	57	67.1%
	25 th – 30 th	28	32.9%
Work	Student / Student	28	32.9%
	Worker	40	47.1%
	Other	17	20%
Monthly Income	< Rp. 1,000,000	17	20%
	Rp. 1.000.000 – Rp. 2,500,000	35	41.2%
	Rp. 2,500,000 – Rp. 4,000,000	16	18.8%
	> Rp. 4,000,000	17	20%

Source: **Processed Data (2021).**

4.2. Descriptive Analysis of Variable Characteristics

In this study used is Shopping Lifestyle (X1), Fashion Involvement (X2), and Impulse Buying Behavior (Y). In this study, a discussion of descriptive statistical analysis was carried out for normalized data.

Table 4.2. Category

Average value	Category
1 – 1.79	Very less
1.8 – 2.59	Not enough
2.6 – 3.39	Pretty good
3.4 – 4.19	Well
4.2 – 5.00	Very good

Source: **Processed Data (2020).**

4.2.1. Shopping Lifestyle (X_1)

Table 4.3. The *Mean* and *Standard Deviation Values of Shopping Lifestyle* Variable Indicators

No.	Statement	Number of Answers					*mean*	*Standard Deviaton*
		STS	TS	CS	S	SS		
1	X1.1	2 (2.4%)	4 (4.7%)	19 (22.4%)	39 (45.9%)	21 (24.7%)	3.86	1.002

2	X1.2	1 (1.2%)	4 (4.7%)	16 (18.8%)	48 (56.5%)	16 (18.8%)	3.87	0.898
3	X1.3	1 (1.2%)	3 (3.5%)	15 (17.6%)	53 (61.2%)	14 (16.2%)	3.87	0.898
4	X1.4	0 (-)	1 (1.2%)	20 (23.5%)	45 (52.9%)	19 (22.4%)	3.96	0.747
5	X1.5	0 (-)	2 (2.4%)	10 (11.8%)	39 (45.9%)	34 (40.0%)	4.24	0.782
6	X1.6	0 (-)	2 (2.4%)	15 (17.6%)	44 (51.8%)	24 (28.2%)	4.06	0.809
Overall Average							4.00	

Source : **Processed Data (2021).**

Table 4.3. showing the highest mean value on the shopping lifestyle variable (XI) is the indicator (X1.5) "I often buy different fashion brands" with the highest mean value of 4.24 while (X1.1) "I tend to respond to buy every offer advertisements about fashion products" has the smallest mean value of 3.86. In the impulse buying variable, there is the lowest standard deviation, namely (X1.4) "I believe that the fashion product brand I bought has a good quality" of 0.747, which means the smaller the standard deviation, the more homogeneous the responses given by the respondents.

Table 4.4. *Mean* Value and *Standard Deviation* Indicator Variable

Variable	statement	*mean*	*Standard Deviaton*
Shopping Lifestyle (X 1)	I tend to respond to buy every advertising offer regarding fashion products	3.86	1.002
	I tend to buy the newest particular style of clothes when I see them	3.87	0.898
	I tend to shop for famous brands	3.87	0.898
	I am sure that the brand of fashion products that I buy are of good quality	3.96	0.747
	I often buy different fashion brands	4.24	0.782
	I know that there are other fashion brands with the same quality as the one I bought	4.06	0.809

Source : **Processed Data (2021).**

4.2.2. Fashion Involvement (X 2)

The fashion involvement variable in this study was measured by 5 questions. The results of the answer and answer score index analysis on fashion involvement are presented in the following table.

Table 4.5. The *Mean* and *Standard Deviation Values of the Fashion Involvement* Variable Indicator

No.	Statement	Number of Answers					*mean*	*Standard Deviaton*
		STS	TS	CS	S	SS		
1	X2.1	0 (-)	0 (-)	23 (27.1%)	44 (51.8%)	18 (21.2%)	3.95	0.785
2	X2.2	0 (-)	2 (2.4%)	19 (22.4%)	41 (48.2%)	23 (27.1%)	4.04	0.851
3	X2.3	0 (-)	5 (5.9%)	28 (32.9%)	30 (35.3%)	22 (25.9%)	3.81	0.932
4	X2.4	0 (-)	2 (2.4%)	30 (35.3%)	33 (38.8%)	20 (23.5%)	3.85	0.809
5	X2.5	0 (-)	1 (1.2%)	24 (28.2%)	42 (49.4%)	18 (21.2%)	3.89	0.756
Overall Average							3.91	

Source : **Processed Data (2021).**

Table 4.5 shows the highest mean value for the fashion involvement variable (X2) is the indicator (X2.2) "I tend to ask the product I want first to the people closest to me" with the highest mean value of 4.04 while (X2.3) "I have a high level of interest in fashion" has the smallest mean value of 3.81. In the impulse buying variable, there is the lowest standard deviation, namely (X2.5) "I tend to observe fashion" of 0.756, which means that the smaller the standard deviation, the more homogeneous the responses given by the respondents.

Table 4.6. *Mean* Value and *Standard Deviation* Indicator Variable

Variable	statement	*mean*	*Standard Deviaton*

Fashion Involvement (X 1)	I tend to try a product before I decide to buy it	3.95	0.785
	I tend to ask the product I want first to the people closest to me	4.04	0.851
	I have a high level of interest in fashion	3.81	0.932
	I understand fashion to trending models	3.85	0.809
	I tend to observe fashion trends	3.89	0.756

Source : **Processed Data (2021).**

4.2.3. Impulse Buying Behavior (Y)

The impulse buying behavior variable in this study was measured by 4 questions. The results of answers and analysis of the answer score index on impulse buying behavior are presented in the table as follows.

Table 4.7. *Mean* Value and *Standard Deviation* Indicator Variable *Impulse Buying*

No.	Statement	Number of Answers					*mean*	*Standard Deviaton*
		STS	**TS**	**CS**	**S**	**SS**		
1	Y.1	0 (-)	6 (7.1%)	17 (20.0%)	41 (48.2%)	21 (24.7%)	3.91	0.854
2	Y.2	0 (-)	7 (8.2%)	24 (28.2%)	33 (38.8%)	21 (24.7%)	3.80	0.910
3	Y.3	0 (-)	5 (5.9%)	34 (40.0%)	28 (32.9%)	18 (21.2%)	3.69	0.873
4	Y.4	4 (4.7%)	10 (11.8%)	24 (28.2%)	25 (29.4%)	22 (25.9%)	3.60	1.136
Overall Average							3.75	

Source : **Processed Data (2021).**

Table 4.7 shows the highest mean value for the Impulse Buying Behavior (Y) variable is the indicator (Y.2) "I tend to make unexpected purchases just by seeing and trying the product" with the highest mean value of 3.80 while (Y.4) “I tend to make unexpected purchases because of emotions” has the smallest mean value of 3.60. In the impulse buying variable, there is the lowest standard deviation, namely (Y.1) "I tend to make unexpected purchases if there are special prices and certain products" of 0.854, which means the smaller the standard deviation, the more homogeneous the responses given by the respondents.

Table 4.8. Mean Value and Standard Deviation Indicator Variable

Variable	statement	*mean*	*Standard Deviaton*
Impulse Buying Behavior (Y)	I tend to make unexpected purchases if there are special prices for certain products	3.91	0.854
	I tend to make unexpected purchases just by seeing and trying the product	3.80	0.910
	I tend to make unexpected purchases when I remember the product I want	3.69	0.873
	I tend to make unexpected purchases because of emotions	3.60	1.136

Source : **Processed Data (2021).**

4.3. Data analysis

4.3.1. Validity and Reliability Test

a. Validity test

Test the validity of each indicator of the questionnaire statement as follows:

Table 4.9. Validity Test Results

Variable	Indicator	Validity test		
		Corrected item-total correlation	Sig.	Conclusion
Shopping Lifestyle (X 1)	X1.1	0.659	0.000	Valid
	X1.2	0.784	0.000	Valid
	X1.3	0.819	0.000	Valid

	X1.4	0.527	0.000	Valid
	X1.5	0.529	0.000	Valid
	X1.6	0.634	0.000	Valid
Fashion Involvement (X_2)	X2.1	0.532	0.000	Valid
	X2.2	0.537	0.000	Valid
	X2.3	0.644	0.000	Valid
	X2.4	0.571	0.000	Valid
	X2.5	0.654	0.000	Valid
Impulse Buying Behavior (Y)	Y.1	0.574	0.000	Valid
	Y.2	0.715	0.000	Valid
	Y.3	0.624	0.000	Valid
	Y.4	0.694	0.000	Valid

Source: **Processed Data (2021).**

Based on Table 4.9. The test results in this study indicate that all indicators in the statements in the questionnaire on the Shopping Lifestyle variable (X_1), the Fashion Investment variable (X_2), and Impulse Buying Behavior (Y) have a significant value of 0.000 <0.05. So it can be said that all indicators in this research questionnaire are valid because the significance value of all variables is below 0.05 and can be used to measure the Shopping Lifestyle variable (X_1), the Fashion Inveolvement variable (X_2), and Impulse Buying Behavior (Y).

b. Reliability Test

Further reliability test of the validity test because the items tested are valid items only.

Table 4.10. Reliability Test Results All Variables

Variable	Indicator	Cronbach Alpha	Criteria Value	Conclusion
Shopping Lifestyle (X1)	X1.1	0.862	0.6	Reliable
	X1.2			
	X1.3			
	X1.4			
	X1.5			
	X1.6			
Fashion Involvement (X2)	X2.1	0.802	0.6	Reliable
	X2.2			
	X2.3			
	X2.4			
	X2.5			
Impulse Buying Behavior (Y)	Y.1	0.821	0.6	Reliable
	Y.2			
	Y.3			
	Y.4			

Source: **Processed Data (2021).**

Based on Table 4.10 it can be seen that the shopping lifestyle variable (X1), fashion involvement variable (X2), and impulse buying (Y) each have a Cronbach's Alpha value greater than 0.6 so it can be concluded that all indicators used for measuring the variables in this study is reliable. In addition, the value of Cronbach's Alpha if indicator is deleted in each statement < than the value of Cronbach's Alpha in general. So the questionnaire can be said to be reliable.

4.3.2. Classic assumption test

a. Normality test

Table 4.11. Normality Test Results

	Unstandardized Residual
N	85
Test Statistics	0.088
asymp. Sig. (2-tailed)	0.151

Source : **Processed Data (2021).**

Based on Table 4.11. it can be seen that the value of asymp. The significance is 0.151 > 0.05, so it can be said that the residual value is normally distributed or in other words the assumption of normality is met.

b. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between the independent variables. A good regression model should not have a correlation between the independent variables.

Table 4.12. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Shopping Lifestyle (X 1)	0.694	1,440	There is no multicollinearity
Fashion Involvement (X 2)	0.694	1,440	There is no multicollinearity

Source: **Processed Data (2021)**

Table 4.12. shows that the value of the Shopping Lifestyle and Fashion Involvement variables has the same tolerance value, which is 0.694. Likewise, the VIF value also looks the same, which is 1.440. Therefore, based on the data above, the tolerance value is 0.694 > 0.1 and the VIF value is 1.440 < 10, so it can be concluded that the two variables above do not have problems in the multicollinearity test.

c. Heteroscedasticity Test

Table 4.13. Heteroscedasticity Test Results

Variable	Sig. (2-tailed)	Conclusion
hopping Lifestyle (X 1)	0.181	Homoscedasticity
ashion Involvement (X 2)	0.498	Homoscedasticity

Source: **Processed Data (2021).**

In Table 4.13. shows that the model proposed in this study occurs heteroscedasticity because the level of significance of the two variables exceeds 0.05 or sig greater than 0.05. the existing results show the significance value of Shopping Lifestyle with 0.181 and Fashion Involvement with 0.498 so it can be seen that the results are greater than 0.05 so it can be concluded that in this study there was no heteroscedasticity problem.

4.4.3. Analysis Method

a. Multiple Linear Regression Analysis

Table 4.14. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.561	1.509		-2,359	.021		
	Shopping Lifestyle	.399	.066	.474	6.065	.000	.694	1,440
	Fashion Involvement	.464	.082	.443	5.670	.000	.694	1,440

Source: **Processed Data (2021)**

Based on Table 4.11, it can be seen that the results of the multiple linear regression test, obtained the following regression model:

$$\mathbf{Y = -3.561 + 0.399\ X_1 + 0.464\ X_2} \qquad \mathbf{(1)}$$

The results of the regression equation can be explained as follows:

a. The shopping lifestyle regression coefficient (X1) is 0.399 which can be said that if the shopping lifestyle indicator increases, there will be an increase in impulse buying of 0.399 units with the assumption that the fashion involvement variable is considered constant. If the indicator of the shopping lifestyle variable (X1) has decreased by one unit point, it means that it will reduce the impulsive buying towards the level of shopping lifestyle, then the impulse buying variable will decrease by 0.247 units with the assumption that the fashion involvement variable is considered constant.
b. The fashion involvement coefficient (X_2) is 0.464 which can be said that if the Morningclo fashion involvement indicator is increased by one unit point, it means that it will increase impulsive buying activities, then the impulse buying variable will increase by 0.464 units assuming the shopping lifestyle variable is considered constant. If the indicator of the fashion involevment variable (X2) has decreased by one unit point, it can be interpreted $_{\text{that it}}$ will reduce impulsive buying activities against Morningclo, it can be concluded that the impulse buying variable will decrease by 0.464 units assuming the shopping lifestyle variable is considered constant.

4.4.4. Hypothesis testing

a. F Uji test

Table 4.15. F Test Results

ANOVA		
Model	**F**	**Sig**
Regression	77.013	0.000

Source : **Processed Data (2021)**

Based on Table 4.15 it can be seen that the F test produces a calculated F of 77,013 with a significance level of 0.000 <0.05, so it can be concluded that the *shopping lifestyle variable* (X1) and the *fashion involvement variable* (X2) together (simultaneously) have an effect significant to *impulse buying behavior* (Y).

b. t test

Table 4.16. t test results

Variable	Coefficient	Significant	Conclusion
Shopping Lifestyle (X_1)	6.065	0.000	H1 accepted
Fashion Involvement (X_2)	5.670	0.000	H2 accepted

Source : **Processed Data (2021).**

Based on Table 4.16. it can be seen that the shopping lifestyle variable (X1) has $_a$ significance value of 0.000 <0.05. So it can be said that H1 is accepted which means that shopping lifestyle has a significant effect on impulse buying behavior at the Morningclo Thrift Store. It can also be seen that the fashion involvement variable (X_2) has a significance value of 0.000 < 0.05. So it can be said that H2 is accepted which means that the price has a significant effect on impulse buying behavior at the Morningclo Thrift Store.

c. Correlation Coefficient (R) and Determination Coefficient (r^2)

Based on the results of data processing, the correlation coefficient (R) and the coefficient of determination (R2) as follows:

Table 4.17. Coefficient of Determination (R^2) and Correlation Coefficient (R)

Correlation Coefficient (R)	Coefficient of Determination (R^2)	Adjusted R2 -
0.808	0.653	0.644

Source : **Processed Data (2021).**

Based on Table 4.17, it can be seen that the correlation coefficient (R) is 0.808, which means that there is a strong relationship between shopping lifestyle (X1) fashion involvement (X2) and impulse buying behavior (Y). Meanwhile, the coefficient of determination (R2) is 0.653 or 65.3 %. The value of the coefficient of determination shows that the variables between shopping lifestyle (X1), fashion involvement (X2) are able to contribute to changes that occur in the impulsive buying variable in buying thrift products by 65.3%, while the remaining 34.7% is explained by other variables outside the study.

5. Conclusions and Practical Implication

5.1. Conclusion

Based on the results of the research and discussion that has been stated previously, it can be concluded. Based on the results of the t-test, it can be seen that the shopping lifestyle variable (X1) has a significance value of 0.000 < 0.05. So it can be said that H1 is accepted which means that shopping lifestyle has a significant effect on impulse buying behavior at the Morningclo Thrift Store. Based on the results of the t-test, the fashion involvement variable (X2) has a significance value of 0.000 < 0.05. So it can be said that H2 is accepted which means that the price has a significant effect on impulse buying behavior at the Morningclo Thrift Store.

5.2. Practical Implication

Table 5.1. Managerial Implications

No	Variable	Before Research	After Research
1	*Shopping Lifestyle*	Consumers tend to respond to buy every advertising offer regarding fashion products	• Companies need to increase promotions and develop innovations to pursue *fashion trends* in the Covid-19 pandemic era so that they can be accepted by the public. • Companies need to pay attention to what consumers want during the current pandemic era regarding clothing models or designs.
2	*Fashion Involvement*	Consumers tend to make unexpected purchases because of emotions	• Companies at this stage need to pay attention to the products that will be offered to consumers through the company's social media, especially increasing impulse buying tendencies, namely by arranging social media concepts or themes according to ongoing trends so that companies can follow community trends or developing world trends in order to attract attention and help consumers to better observe, examine, and choose products until they finally make a purchase. • Companies need to increase market share so that the total value of the company's sales percentage increases.
3	*Impulse Buying Behavior*	Consumers tend to make unexpected purchases when they are reminded of the product I want.	• The company is expected to have the right strategy in targeting the impulsive buying factor • Utilizing social media to develop sales in carrying out all activities so that companies can compete in an increasingly complex business world, especially in the *fashion industry.*

6. References

Andani, K., & Wahyono, W. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion. *Management Analysis Journal*, *7*(4), 448–457.

Fauziyyah, A. N., & Oktafani, F. (2018). Pengaruh shopping lifestyle dan fashion involvement terhadap impulse buying behavior. *JURISMA : Jurnal Riset Bisnis & Manajemen*, *8*(1). https://doi.org/10.34010/jurisma.v8i1.994

Febriani, S. F., & Purwanto, N. (2019). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse

e-ISSN 2797 - 9237
Vol. 2, No. 1, June, 2022

Buying Pada Konsumen Hijab Butik Rabbani Jombang. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, *2*(2), 53–62. https://doi.org/10.26533/jmd.v2i2.372

Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Undip.

Hidayat, R., & Tryanti, I. K. (2018). Pengaruh fashion involvement dan shopping lifestyle terhadap impulsive buying mahasiswa politeknik negeri batam. *Journal Of Applied Business Administration*, *2*(2), 174–180. https://doi.org/10.30871/jaba.v2i2.1117

Kusumaningsih, A. (2017). *Pengaruh shopping lifestyle dan fashion involvement terhadap impulse buying behavior konsumen Karita Muslim Square Yogyakarta*. Manajemen-FE.

Miranda, Y. C. (2016). Kajian Terhadap FaktorYang Mempengaruhi Impulse BuyingDalam Online Shopping. *Competence: Journal of Management Studies*, *10*(1).

Pradina, A. (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Pada Konsumen Matahari Department Store Kota Malang. *Jurnal Ilmiah Mahasiswa FEB*, *4*(2).

Sugiyono. (2016). *Memahami penelitian kualitatif*. Bandung: Alfabeta.

Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Tawas, I. F. N., Tamengkel, L. F., & Punuindoong, A. Y. (2019). Pengaruh shopping lifestyle, fashion involvement dan sales promotion terhadap impulse buying behaviour konsumen wanita di MTC Manado. *Jurnal Administrasi Bisnis*, *9*(1), 137. https://doi.org/10.35797/jab.9.1.2019.23713.137-146

Umboh, Z., Mananeke, L., & Samadi, R. L. (2018). Pengaruh Shopping Lifestyle, Fashion Involvement dan Sales Promotion Terhadap Impulse Buying Behavior Konsumen Wanita di MTC Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *6*(3).