

## ABSTRACT

Mayoutfit Bandung is a clothing store booming that can compete in the fashion industry at the moment and have many consumers among female adolescents to adulthood. The purpose of this research is to know the influence of Shopping Lifestyle and Fashion a simultaneous Involvement against Impulse Buying and Lifestyle and Fashion Shopping influence Involvement partially against Impulse Buying.

The variables used in this study i.e. Shopping Lifestyle (X 1) Activities, interest, and opinion, Fashion Involvement (X 2) Inovativeness Fashion, Fashion, Fashion conecction Interpersonal interest, Fashion shaering ability, and Fashion awaness and reaction to changing fashion trends, Impulse Buying (X 3) kompulasi strength, spontaneity, and the intensity, excitement and stimultan, and shopping in MayOutfit without thinking of their risks.

The research method used is the quantitative methods with this type of research is causal. The sample used as many as 100 respondents and population are not known with certainty, the sampling done by the method of non-probability sampling and methods of analysis, incidental data used in this research is a method of analysis descriptive, and multiple linear regression analysis.

Based on the results of the analysis of the two variables are independent variable (X) consisting of Shopping Lifestyle (X 1) and Fashion Involvement (X 2) the dependent variables against Impulse Buying (Y) can be seen that Shopping Lifestyle (X 1) influential partially against Impulse Buying (Y), (x 2) Involvement of the Fashion effect partially against Impulse Buying (Y), Shopping and Lifestyle (X 1) and Fashion Involvement (X 2) together or simultaneous effect significantly to Impulse Buying in MayOutfit Bandung with a value of 72.1% to 76.16% stating either.

Keyword: *Shopping Lifestyle, Fashion Involvement, and Impulse Buying*