

## **ABSTRAK**

*The development of the fashion world called fashion has experienced rapid progress in Indonesia. At this time the world of fashion has become a common thing as a necessity even shopping becomes a person's lifestyle (Shopping Lifestyle), People have their own satisfaction when getting the goods they want regardless of the benefits (Hedonic Shopping Motivation). The foreign fashion industry has opened many outlets in Indonesia, one of which is ZARA, which has become a well-known brand so that it has many fans of its fashion products (Fashion Involvement,). visitors who are suddenly interested in shopping when visiting the outlet (Impulse Buying).*

*The research method used in this research is quantitative with descriptive and causal types. The population used in this study are visitors who have shopped or transacted at ZARA Paris Van Java Mall and aged 18-35 years. Sampling using probability sampling method and simple random sampling, with a sample of 102 respondents. The data analysis technique used descriptive and causal analysis with smartPLS 3.3.3 software.*

*The results of descriptive analysis show that the Fashion Involvement variable is in the good category, namely 73.78% Hedonic Shopping Motivation is in the very good category, namely 81.02%, Shopping Lifestyle and Impulse Buying are also included in the very good category, namely 85.03% and 88, 82%. The results of the analysis with SmartPLS 3.3.3 state that partially Fashion Involvement, Hedonic Shopping Motivation and Shopping Lifestyle have a positive and significant influence on Impulse Buying on visitors who have transacted at ZARA Paris Van Java Mall.*

**Kata Kunci:** *Fashion Involvement, Hedonic Shopping Motivation, Shopping Lifestyle, dan Impulse Buying.*