

ABSTRAK

Dian Ardenia Soesanti. 170541100091. Pengaruh Gaya Hidup Brand Minded Terhadap Impulsive Buying Pada Model di Jawa Timur. Program Studi Psikologi, Fakultas Ilmu Sosial dan Budaya, Universitas Trunojoyo Madura, 2024.

Seorang model cenderung berpersepsi bahwa benda-benda mahal atau *branded* yang dimiliki menjadi patokan dan harga diri ataupun derajat status sosial sehingga memunculkan sebuah gaya hidup *brand minded* kecenderungan mengikuti gaya hidup *brand minded* dengan membeli produk *branded* atau bermerek terkenal tanpa berdasarkan kebutuhan, melainkan dilakukan hanya demi kepuasan sesaat saja agar dipandang keren oleh publik, tanpa memperhitungkan konsekuensinya sehingga mengakibatkan model cenderung melakukan *impulsive buying*. Penelitian ini bertujuan untuk menguji pengaruh gaya hidup *brand minded* terhadap *impulsive buying* pada model di Jawa Timur. Penelitian ini menggunakan pendekatan kuantitatif. Subjek dalam penelitian ini adalah 221 model di Jawa Timur dengan pengambilan sampel menggunakan teknik *purposive sampling*. Pengumpulan data menggunakan kuesioner yang disebarluaskan secara *online*. Instrumen penelitian ini menggunakan dua skala yaitu skala gaya hidup yang mengacu pada aspek menurut Hawkins dkk (2007) diperoleh reliabilitas 0,955 dan skala *impulsive buying* mengacu pada aspek Engel dkk (2009) diperoleh hasil reliabilitas 0,962. Analisis data dalam penelitian ini menggunakan uji regresi linier sederhana. Hasil penelitian uji regresi linier sederhana diperoleh nilai F sebesar 36,858 dengan signifikansi 0,000 ($p < 0,05$). Dengan demikian, hipotesis yang diajukan diterima, artinya terdapat pengaruh yang signifikan antara variabel gaya hidup *brand minded* terhadap variabel *impulsive buying* pada model di Jawa Timur. Berdasarkan nilai (*R square*) sebesar 0,144 atau sebesar 14,4% kontribusi yang disumbangkan variabel gaya hidup terhadap *impulsive buying*. Dapat disimpulkan bahwa variabel gaya hidup memberikan pengaruh yang rendah terhadap variabel *impulsive buying*. Sementara selebihnya, 85,6% dipengaruhi oleh variabel lain.

Kata Kunci: Gaya Hidup, *Brand Minded*, *Impulsive Buying*, Model di Jawa Timur.

ABSTRACT

Dian Ardenia Soesanti. 170541100091. *The Influence of a Brand Minded Lifestyle on Impulsive Buying in Models in East Java. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo University Madura, 2024.*

A model tends to perceive that expensive or branded objects that are owned become a benchmark for self-esteem or social status, giving rise to a brand-minded lifestyle. The tendency to follow a brand-minded lifestyle by buying branded or well-known branded products is not based on need, but is done just for the sake of it. just a moment's satisfaction to be seen as cool by the public, without considering the consequences, which results in models tending to do impulsive buying. This research aims to examine the influence of a brand-minded lifestyle on impulsive buying in models in East Java. This study uses a quantitative approach. The subjects in this research were 221 models in East Java with samples taken using a purposive sampling technique. Data collection uses a questionnaire distributed online. This research instrument uses two scales, namely the lifestyle scale which refers to aspects according to Hawkins et al (2007), obtaining a reliability of 0.955 and the impulsive buying scale referring to aspects of Engel et al (2009), obtaining a reliability result of 0.962. Data analysis in this study used a simple linear regression test. The results of the simple linear regression test research obtained an F value of 36.858 with a significance of 0.000 ($p < 0.05$). Thus, the proposed hypothesis is accepted, meaning that there is a significant influence between the brand-minded lifestyle variable on the impulsive buying variable in the model in East Java. Based on the value (R square) of 0.144 or 14.4% of the contribution made by lifestyle variables to impulsive buying. It can be concluded that the lifestyle variable has a low influence on the impulsive buying variable. Meanwhile, the remaining 85.6% is influenced by other variables.

Keywords: Lifestyle, Brand Minded, Impulsive Buying, Model in East Java.