

## ABSTRACT

*The research carried out races people's lifestyles in shopping, the involvement of a fashion, to the experiences that arise in the purchase decision process. The purpose of this study is to find out how the influence of Shopping Lifestyle, Fashion Involvement, and Customer Experience on purchasing decisions at Ninetynine Store Sidoarjo. This study used a quantitative approach with a total sample of 105 female respondents using a non-probability sampling technique of purposive sampling method. The data analysis used is a multiple linear regression analysis that has gone through classical assumption tests that have been carried out and have met the testing requirements. The results showed that Shopping Lifestyle, Fashion Involvement, and Customer Experience had a significant influence on purchasing decisions at Ninetynine Store Sidoarjo and simultaneous test results showed that Shopping Lifestyle, Fashion Involvement, and Customer Experience had an effect on purchasing decisions at Ninetynine Store Sidoarjo.*

*Keyword: shopping lifestyle, fashion involvement, customer experience and buying decision.*

## ABSTRAK

Penelitian yang dilakukan berpacu pola hidup masyarakat dalam berbelanja, keterlibatan suatu fashion, hingga pengalaman yang timbul dalam proses keputusan pembelian. Tujuan dalam penelitian ini ingin mengetahui bagaimana pengaruh *Shopping Lifestyle*, *Fashion Involvement*, dan *Customer Experience* terhadap keputusan pembelian di Ninety-nine Store Sidoarjo. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 105 responden wanita dengan menggunakan teknik *non probability* sampling metode *purposive sampling*. Analisis data yang digunakan adalah analisis regresi linier berganda yang telah melalui uji asumsi klasik yang dilakukan dan telah memenuhi syarat pengujian. Hasil secara persial pengujian menunjukkan *Shopping Lifestyle*, *Fashion Involvement*, dan *Customer Experience* memiliki pengaruh secara signifikan pada keputusan pembelian di Ninety-nine Store Sidoarjo dan hasil uji secara simultan menunjukkan bahwa *Shopping Lifestyle*, *Fashion Involvement*, dan *Customer Experience* berpengaruh pada keputusan pembelian di Ninety-nine Store Sidoarjo.

Kata kunci : gaya belanja, keterlibatan mode, pengalaman pelanggan dan keputusan pembelian