

# **PENGARUH FEAR OF MISSING OUT (FOMO) TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z DI SHOPEE**

## **ABSTRAK**

Perkembangan teknologi digital dan media sosial mendorong meningkatnya aktivitas belanja online, khususnya pada Generasi Z. Salah satu faktor psikologis yang memengaruhi perilaku konsumen adalah *Fear of Missing Out* (FOMO), yaitu perasaan takut tertinggal dari tren atau promo tertentu. Penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out* (FOMO) terhadap keputusan pembelian Generasi Z di platform e-commerce Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 95 mahasiswa Universitas Quality yang termasuk Generasi Z dan merupakan pengguna aktif Shopee. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan uji validitas, uji reliabilitas, analisis regresi linier sederhana, uji t, serta koefisien determinasi ( $R^2$ ) dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *Fear of Missing Out* (FOMO) berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai koefisien determinasi menunjukkan bahwa FOMO mampu menjelaskan sebesar 60,4% variasi keputusan pembelian. Dengan demikian, dapat disimpulkan bahwa semakin tinggi tingkat FOMO yang dirasakan, semakin besar kecenderungan Generasi Z dalam melakukan keputusan pembelian di Shopee.

**Kata kunci:** *Fear of Missing Out* (FOMO), Keputusan Pembelian, Generasi Z, Shopee.

# ***FEAR OF MISSING OUT (FOMO), PURCHASE DECISIONS, GENERATION Z, SHOPEE***

## **ABSTRAC**

*The development of digital technology and social media has encouraged an increase in online shopping, especially among Generation Z. One of the psychological factors that influence consumer behavior is Fear of Missing Out (FOMO), which is the fear of being left behind by certain trends or promotions. This study aims to determine the effect of Fear of Missing Out (FOMO) on Generation Z's purchasing decisions on the Shopee e-commerce platform. This study uses a quantitative approach with a survey method of 95 Quality University students who belong to Generation Z and are active users of Shopee. Data were collected through a Likert scale questionnaire and analyzed using validity tests, reliability tests, simple linear regression analysis, t-tests, and the coefficient of determination ( $R^2$ ) with the help of SPSS. The results of the study indicate that Fear of Missing Out (FOMO) has a positive and significant effect on purchasing decisions. The coefficient of determination value shows that FOMO can explain 60.4% of the variation in purchasing decisions. Thus, it can be concluded that the higher the level of FOMO felt, the greater the tendency for Generation Z to make purchasing decisions on Shopee.*

***Keywords: Fear of Missing Out (FOMO), Purchase Decisions, Generation Z, Shopee.***