

ABSTRAK

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Pengaruh *Fear of Missing Out* (FoMO) dan Gaya Hidup terhadap Pembelian Impulsif: Studi Kasus pada Gen Z Pengguna TikTok Shop di Kecamatan Kramat Jati, Jakarta Timur

+99 hlm

Perkembangan media sosial dan fitur belanja online telah mendorong perubahan perilaku belanja, khususnya di kalangan Gen Z, yang cenderung melakukan pembelian spontan tanpa perencanaan. Hal ini terlihat jelas di TikTok Shop, yang menggabungkan aktivitas media sosial dan belanja online dalam satu platform, sehingga mendorong perilaku pembelian impulsif. Perilaku ini dapat dipengaruhi oleh *Fear of Missing Out* (FoMO) dan gaya hidup. Meskipun kedua faktor tersebut telah banyak diteliti dalam penelitian sebelumnya, studi yang secara khusus membahas pengaruh FoMO dan gaya hidup terhadap pembelian impulsif di kalangan pengguna TikTok Shop Gen Z masih terbatas. Dalam penelitian ini, Teori Stimulus-Organisme-Respons (SOR) digunakan sebagai teori utama dalam penelitian ini. Teori SOR menjelaskan bahwa stimulus dari lingkungan digital dan aktivitas pemasaran pada TikTok Shop dapat memengaruhi kondisi internal individu berupa *Fear of Missing Out* (FoMO) dan Gaya Hidup, yang kemudian menghasilkan respons berupa Pembelian Impulsif. Tujuan penelitian ini untuk menganalisis pengaruh *Fear of Missing Out* (FoMO) dan Gaya Hidup terhadap Pembelian Impulsif pada Gen Z pengguna TikTok Shop di Kecamatan Kramat Jati, Jakarta Timur.

Penelitian menggunakan pendekatan kuantitatif. Sampel sebanyak 100 responden dari 40.000 populasi yang dihitung dengan rumus slovin dan diambil berdasarkan teknik *purposive sampling*. Data dikumpulkan melalui survei kuesioner skala likert dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 3.

Hasil penelitian menunjukkan bahwa *Fear of Missing Out* (FoMO) dan Gaya Hidup memiliki pengaruh positif dan signifikan terhadap Pembelian Impulsif. *Fear of Missing Out* (FoMO) memiliki koefisien jalur 0,569, t-statistik 7,331, dan nilai p-value 0,000, sedangkan Gaya Hidup memiliki koefisien jalur 0,312, t-statistik 3,970, dan nilai p-value 0,000. Nilai R-Square sebesar 0,633 menunjukkan bahwa kedua variabel tersebut menjelaskan 63,3% variasi dalam pembelian impulsif. Temuan ini menunjukkan bahwa *Fear of Missing Out* (FoMO) dan Gaya Hidup terbukti memiliki pengaruh positif dan signifikan terhadap Pembelian Impulsif pada pengguna TikTok Shop Gen Z di kecamatan Kramat Jati, Jakarta Timur. Untuk Peneliti selanjutnya, disarankan agar memperluas ruang lingkup penelitian dengan menambahkan variabel lain yang diduga mempengaruhi Pembelian Impulsif.

Kata kunci: *Fear of Missing Out* (FoMO), Gaya Hidup, Pembelian Impulsif

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ABSTRACT

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The Influence of Fear of Missing Out (FoMO) and Lifestyle on Impulsive Buying: A Case Study of Gen Z TikTok Shop Users in Kramat Jati District, East Jakarta

+99 pages

The development of social media and online shopping features has driven changes in shopping behavior, particularly among Gen Z, who tend to make spontaneous purchases without prior planning. This is particularly evident on TikTok Shop, which combines social media activities and online shopping on a single platform, thereby encouraging impulsive buying behavior. This behavior may be influenced by Fear of Missing Out (FoMO) and lifestyle. Although these two factors have been widely examined in previous studies, research specifically examining the influence of FoMO and lifestyle on impulsive buying among Gen Z TikTok Shop users remains limited. This study uses the Stimulus-Organism-Response (SOR) Theory as its main theoretical framework. SOR Theory explains that stimuli from the digital environment and marketing activities on TikTok Shop can influence individuals' internal conditions in the form of Fear of Missing Out (FoMO) and lifestyle, which subsequently result in a behavioral response in the form of impulsive buying. The purpose of this study is to analyze the influence of Fear of Missing Out (FoMO) and lifestyle on impulsive buying among Gen Z TikTok Shop users in Kramat Jati District, East Jakarta.

This study employed a quantitative approach. A sample of 100 respondents was selected from a population of 40,000 using the Slovin formula and a purposive sampling technique. Data were collected through a questionnaire survey using a Likert scale and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3.

The results show that Fear of Missing Out (FoMO) and lifestyle have a positive and significant influence on impulsive buying. Fear of Missing Out (FoMO) has a path coefficient of 0.569, a t-statistic of 7.331, and a p-value of 0.000, while lifestyle has a path coefficient of 0.312, a t-statistic of 3.970, and a p-value of 0.000. The R-Square value of 0.633 indicates that the two variables explain 63.3% of the variance in impulsive buying. These findings indicate that Fear of Missing Out (FoMO) and lifestyle have a positive and significant influence on impulsive buying among Gen Z TikTok Shop users in Kramat Jati District, East Jakarta. Future researchers are recommended to expand the scope of the study by including other variables that may influence impulsive buying.

Keywords: *Fear of Missing Out (FoMO), Lifestyle, Impulsive Buying*

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