

ABSTRAK

PENGARUH PROMOSI PENJUALAN DAN FOMO TERHADAP PEMBELIAN IMPULSIF DENGAN METODE PEMBAYARAN *PAYLATER* SEBAGAI VARIABEL MODERASI PADA SAAT *LIVE STREAMING* TIKTOK

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Perkembangan *e-commerce* berbasis *live streaming* pada platform TikTok telah mengubah perilaku konsumen menjadi lebih interaktif dan emosional, sehingga meningkatkan kecenderungan pembelian impulsif. Fenomena ini dipengaruhi oleh promosi penjualan yang bersifat *real-time* dan FoMO yang memicu tekanan psikologis konsumen. Selain itu, kemudahan metode pembayaran digital seperti *paylater* turut mempercepat keputusan pembelian dengan mengurangi hambatan finansial. Penelitian ini bertujuan untuk menganalisis pengaruh promosi penjualan dan FoMO terhadap pembelian impulsif dengan metode pembayaran *paylater* sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 200 responden yang pernah melakukan pembelian pada saat *live streaming* TikTok. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa promosi penjualan dan FoMO berpengaruh signifikan terhadap pembelian impulsif. Metode pembayaran *paylater* juga terbukti mampu memoderasi pengaruh promosi penjualan dan FoMO terhadap pembelian impulsif, sehingga memperkuat kecenderungan konsumen dalam melakukan pembelian secara spontan. Penelitian ini menunjukkan bahwa kombinasi faktor pemasaran, psikologis, dan kemudahan pembayaran berperan penting dalam meningkatkan pembelian impulsif pada *live streaming* TikTok. Penelitian ini memberikan implikasi bagi pelaku bisnis untuk mengoptimalkan strategi promosi dan sistem pembayaran digital guna meningkatkan efektivitas pemasaran.

Kata kunci: promosi penjualan, FoMO, pembelian impulsif, metode pembayaran (*paylater*), *live streaming* TikTok

ABSTRACT

THE INFLUENCE OF SALES PROMOTION AND FOMO ON IMPULSIVE BUYING WITH PAYLATER PAYMENT METHODS AS A MODERATING VARIABLE DURING TIKTOK LIVE STREAMING

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The development of live streaming-based e-commerce on the TikTok platform has transformed consumer behavior into a more interactive and emotional experience, thereby increasing the tendency toward impulsive buying. This phenomenon is influenced by real-time sales promotions and Fear of Missing Out (FoMO), which triggers psychological pressure in consumers. Additionally, the convenience of digital payment methods such as paylater further accelerates purchasing decisions by reducing financial barriers. This study aims to analyze the effect of sales promotion and FoMO on impulsive buying, with the paylater payment method serving as a moderating variable. This research adopts a quantitative approach using a survey method. Data were obtained through questionnaires distributed to 200 respondents who had previously made purchases during TikTok live streaming sessions. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results indicate that sales promotion and FoMO have a significant influence on impulsive buying. The paylater payment method was also proven to moderate the influence of sales promotion and FoMO on impulsive buying, thereby strengthening the consumer's tendency to make spontaneous purchases. This study demonstrates that the combination of marketing factors, psychological elements, and payment convenience plays a vital role in increasing impulsive buying in TikTok live streaming. These findings provide implications for business practitioners to optimize promotional strategies and digital payment systems to enhance marketing effectiveness.

Keywords: sales promotion, FoMO, impulsive buying, payment method (paylater), TikTok live streaming