

ABSTRAK

PENGARUH *PEER INFLUENCE*, *PERCEIVED QUALITY PRODUCT*, DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE DENGAN FOMO SEBAGAI VARIABEL MEDIASI (Studi Pada Pengguna Iphone di Bandar Lampung)

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Penelitian ini bertujuan untuk mengetahui pengaruh *peer influence*, *perceived quality product*, dan *brand image* terhadap keputusan pembelian melalui *fear of missing out* (FOMO) sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Sampel pada penelitian ini ialah pengguna yang pernah melakukan pembelian iphone di kota bandar lampung dengan jumlah sampel sebanyak 97 responden, yang ditentukan melalui teknik *purposive sampling* dan *accidental sampling*. Data diperoleh melalui kuesioner berskala likert dan dianalisis menggunakan metode *Structural Equation Modeling – Partial Least Square* (SEM-PLS) dengan bantuan software SmartPLS versi 4. Hasil penelitian menunjukkan bahwa *peer influence* berpengaruh secara signifikan terhadap FOMO. Selanjutnya, *perceived quality product* dan *brand image* tidak berpengaruh secara signifikan terhadap FOMO. Kemudian, *peer influence* dan *perceived quality product* tidak berpengaruh secara signifikan terhadap keputusan pembelian. Selain itu, *brand image* berpengaruh secara signifikan terhadap keputusan pembelian. Selanjutnya, FOMO tidak berpengaruh secara signifikan dalam memediasi *peer influence*, *perceived quality product*, dan *brand image* terhadap keputusan pembelian. Temuan ini menyimpulkan bahwa citra merek memiliki peran penting dalam mendorong keputusan pembelian produk iPhone, sedangkan pengaruh teman sebaya dan persepsi kualitas produk tidak menjadi faktor utama. Selain itu, *Fear of Missing Out* (FOMO) belum mampu mendorong maupun memediasi keputusan pembelian konsumen. Hasil penelitian ini diharapkan dapat memberikan implikasi praktis bagi perusahaan dalam merumuskan strategi pemasaran yang berfokus pada penguatan citra merek untuk meningkatkan keputusan pembelian konsumen. Selain itu, penelitian ini juga dapat menjadi referensi bagi peneliti selanjutnya dalam mengembangkan kajian mengenai perilaku konsumen, khususnya yang berkaitan dengan faktor sosial dan psikologis dalam keputusan pembelian.

Kata Kunci: *Peer Influence*, *Perceived Quality Product*, *Brand Image*, *Fear Of Missing Out* (FOMO), Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PEER INFLUENCE, PERCEIVED QUALITY PRODUCT, AND BRAND IMAGE ON SMARTPHONE PURCHASE DECISIONS WITH FOMO AS A MEDIATING VARIABLE (A Study of iPhone Users in Bandar Lampung)

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This study aims to determine the influence of peer effects, perceived product quality, and brand image on purchasing decisions through Fear of Missing Out (FOMO) as a mediating variable. This study uses a quantitative approach with an explanatory research type. The sample in this study were users who had purchased an iPhone in Bandar Lampung city with a sample size of 97 respondents, determined through purposive sampling and accidental sampling techniques. Data were obtained through a Likert-scale questionnaire and analyzed using the Structural Equation Modeling – Partial Least Square (SEM-PLS) method with the help of SmartPLS software version 4. The results showed that peer influence significantly influenced FOMO. In addition, perceived product quality and brand image did not significantly influence FOMO. Then, peer influence and perceived product quality did not significantly influence purchasing decisions. In addition, brand image significantly influenced purchasing decisions. Furthermore, FOMO did not significantly mediate peer influence, perceived product quality, and brand image on purchasing decisions. This conclusion concludes that brand image plays a significant role in driving iPhone purchasing decisions, while peer influence and perceived product quality are not major factors. Furthermore, Fear of Missing Out (FOMO) has not been able to drive or mediate consumer purchasing decisions. The results of this study are expected to provide practical impacts for companies in designing marketing strategies that focus on enhancing brand image to increase consumer purchasing decisions. Furthermore, this study can also serve as a reference for future researchers in developing studies on consumer behavior, particularly those related to social and psychological factors in purchasing decisions.

Keywords: Peer Influence, Perceived Product Quality, Brand Image, Fear of Missing Out (FOMO), Purchase Decision