

ABSTRAK

PENGARUH *FEAR OF MISSING OUT (FOMO)* DAN *CELEBRITY ENDORSER* SYIFA HADJU TERHADAP *IMPULSE BUYING* DENGAN *HEDONIC SHOPPING MOTIVATION* SEBAGAI VARIABEL MODERASI

(Studi Pada Konsumen Generasi Z Produk *Glad2Glow* Di Kota Bandar Lampung)

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Perkembangan *e-commerce* dan media sosial telah mendorong perubahan perilaku konsumen, khususnya Generasi Z, dalam melakukan pembelian produk skincare. Fenomena ini ditandai dengan meningkatnya perilaku *impulse buying* yang dipengaruhi oleh faktor psikologis dan pemasaran digital. Penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out (FOMO)* dan *celebrity endorser* Syifa Hadju terhadap *impulse buying*, dengan *hedonic shopping motivation* sebagai variabel moderasi, pada konsumen Generasi Z produk *Glad2Glow* di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada konsumen Generasi Z yang pernah membeli produk *Glad2Glow*, dengan jumlah sampel yang ditentukan menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan *Partial Least Square–Structural Equation Modeling (PLS-SEM)* melalui *software* SmartPLS. Hasil penelitian menunjukkan bahwa *Fear of Missing Out (FOMO)* dan *celebrity endorser* berpengaruh positif dan signifikan terhadap *impulse buying*. Selain itu, *hedonic shopping motivation* terbukti mampu memoderasi pengaruh *Fear of Missing Out (FOMO)* dan *celebrity endorser* terhadap *impulse buying*.

Kata kunci: *Fear of Missing Out (FOMO)*, *Celebrity Endorser*, *Hedonic Shopping Motivation*, *Impulse Buying*, Generasi Z.

ABSTRACT

THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) AND CELEBRITY ENDORSER SYIFA HADJU ON IMPULSE BUYING WITH HEDONIC SHOPPING MOTIVATION AS A MODERATING VARIABLE (A Study on Generation Z Consumers of Glad2Glow Products in Bandar Lampung)

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The development of e-commerce and social media has driven changes in consumer behavior, particularly among Generation Z, in purchasing skincare products. This phenomenon is characterized by an increase in impulse buying behavior influenced by psychological and digital marketing factors. This study aims to analyze the influence of Fear of Missing Out (FOMO) and celebrity endorser Syifa Hadju on impulse buying, with hedonic shopping motivation as a moderating variable, among Generation Z consumers of Glad2Glow products in Bandar Lampung City. This study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to Generation Z consumers who had purchased Glad2Glow products, with the sample size determined using purposive sampling. Data analysis was performed using Partial Least Square–Structural Equation Modeling (PLS-SEM) through SmartPLS software. The results showed that Fear of Missing Out (FOMO) and celebrity endorsers had a positive and significant effect on impulse buying. In addition, hedonic shopping motivation was found to moderate the influence of Fear of Missing Out (FOMO) and celebrity endorsers on impulse buying.

Key words: Fear of Missing Out (FOMO), Celebrity Endorser, Hedonic Shopping Motivation, Impulse Buying, Generation Z.