

ABSTRAK

PENGARUH *FEAR OF MISSING OUT* (FOMO) DAN *HEDONIC SHOPPING* TERHADAP PEMBELIAN IMPULSIF PADA MAHASISWA PENDIDIKAN EKONOMI UNILA

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Penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out* (FoMO) dan *Hedonic Shopping Motivation* terhadap pembelian impulsif pada mahasiswa Pendidikan Ekonomi Universitas Lampung. Penelitian ini merupakan penelitian kuantitatif dengan metode deskriptif verifikatif menggunakan pendekatan *ex post facto* dan survei. Populasi dalam penelitian ini adalah mahasiswa Pendidikan Ekonomi FKIP Universitas Lampung angkatan 2022–2023 dengan jumlah responden sebanyak 125 mahasiswa, yang ditentukan menggunakan teknik *non-probability sampling* dengan teknik *convenience sampling*. Pengumpulan data dilakukan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan regresi linear berganda, uji parsial (uji t), dan uji simultan (uji F).

Hasil penelitian menunjukkan bahwa *Fear of Missing Out* (FoMO) dan *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap pembelian impulsif, baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa kecenderungan takut tertinggal tren serta dorongan belanja yang berorientasi pada kesenangan emosional berperan penting dalam mendorong perilaku pembelian impulsif di kalangan mahasiswa. Dengan demikian, FoMO dan motivasi belanja hedonis menjadi faktor psikologis yang berkontribusi besar dalam membentuk pola konsumsi impulsif pada mahasiswa Pendidikan Ekonomi FKIP Universitas Lampung.

Kata Kunci: *Fear of Missing Out* (FoMO), *Hedonic Shopping*, Pembelian Impulsif.

ABSTRACT

***The Influence of Fear of Missing Out (FoMO) and Hedonic Shopping
on Impulsive Buying among Economic Education
Students at the University of Lampung***

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This study aims to examine the influence of Fear of Missing Out (FoMO) and Hedonic Shopping Motivation on impulsive buying among students of the Economic Education Study Program at the University of Lampung. This research employed a quantitative approach using a descriptive-verify method with an ex post facto and survey design. The population consisted of 125 students from the 2022–2024 cohorts, determined using non-probability sampling with a convenience sampling technique. Data were collected through questionnaires that had been tested for validity and reliability, and analyzed using multiple linear regression, partial tests (t-test), and simultaneous tests (F-test). The results indicate that Fear of Missing Out (FoMO) and Hedonic Shopping Motivation have a positive and significant influence on impulsive buying, both partially and simultaneously. These findings suggest that anxiety over missing trends and emotionally driven shopping Motivation play a crucial role in encouraging impulsive buying behavior among students. Therefore, FoMO and Hedonic Shopping Motivation are key psychological factors influencing impulsive consumption patterns among Economic Education students at the University of Lampung.

Keywords: Fear of Missing Out (FoMO), Hedonic Shopping Motivation, Impulsive Buying.