

ABSTRAK

Desca Cahyaningtyas. 21.05.411.00149. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. 2025. Pengaruh Kontrol Diri dan *Fear of Missing Out* (FoMO) Terhadap *Impulsive Buying* Promo *Double Days* Di *E-Commerce* Pada Remaja Akhir.

Pengguna *e-commerce* identik dengan remaja salah satunya remaja akhir, terutama pengguna belanja *online*. Dengan data yang menunjukkan bahwa pengguna internet sebanyak 185,3% di Indonesia. *Impulsive buying* merupakan kecenderungan seseorang yang ditandai dengan adanya reaksi emosional yang membuat individu akan melakukan tindakan tanpa dipikir terlebih dahulu. Penelitian ini bertujuan untuk mengetahui Pengaruh Kontrol Diri dan *Fear of Missing Out* (FoMO) Terhadap *Impulsive Buying* Promo *Double Days* Di *E-Commerce* Pada Remaja Akhir. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*. Subjek dalam penelitian ini adalah 272 remaja akhir usia 18 – 22 tahun di Surabaya. Instrumen yang digunakan terdiri dari empat skala, yaitu Skala Kontrol Diri, Skala *Fear of Missing Out* (FoMO), dan Skala *Impulsive Buying*. Dengan nilai reliabilitas yang diperoleh Skala Kontrol Diri sebesar 0,907, Skala *Fear of Missing Out* (FoMO) sebesar 0,862, dan Skala *Impulsive Buying* sebesar 0,882. Ketiga skala dinyatakan reliabel karena memiliki nilai reliabilitas di atas 0,80. Teknik analisis data menggunakan regresi linier berganda, yang menghasilkan nilai F sebesar 321.576 dengan nilai signifikansi (p) sebesar 0,000 ($< 0,05$), sedangkan nilai T nya adalah skala kontrol diri ($0.000 < 0.05$), dan *fear of missing out* (fomo) ($0.000 < 0.05$) artinya bahwa berpengaruh secara parsial terhadap *impulsive buying*. Dengan nilai *R Square* 70,5% yang artinya bahwa kontrol diri dan fomo memberikan sumbangsi sebesar 70.5% secara simultan terhadap *impulsive buying*, sedangkan sisanya 29.5% dipengaruhi oleh variabel yang tidak ada pada penelitian ini, misal *motivation* hedonis, *mood*, regulasi diri. Hasil ini menunjukkan bahwa kontrol diri dan *fear of missing out* (fomo) berpengaruh secara signifikan terhadap *impulsive buying*. Dengan demikian, semakin tinggi tingkat kontrol diri, maka semakin rendah seseorang melakukan *impulsive buying* dan sebaliknya. Sedangkan, semakin tinggi *fear of missing out* (fomo), maka semakin rendah pula seseorang melakukan *impulsive buying* dan sebaliknya.

Kata kunci: *impulsive buying*, kontrol diri, *fear of missing out* (fomo), remaja akhir

ABSTRACT

Desca Cahyaningtyas. 21.05.411.00149. Psychology Program, Faculty of Social and Cultural Sciences, Trunojoyo University of Madura. 2025. The Influence of Self-Control and Fear of Missing Out (FoMO) on Impulsive Buying During Double Days Promotions in E-Commerce Among Late Adolescents.

E-commerce users are often associated with adolescents, particularly late adolescents, especially those who engage in online shopping. Data indicates that internet users in Indonesia account for 185.3% of the population. Impulsive buying refers to a tendency characterized by emotional reactions that lead individuals to act without prior consideration. This study aims to investigate the influence of self-control and Fear of Missing Out (FoMO) on impulsive buying during Double Days promotions in e-commerce among late adolescents. The study employs a quantitative approach using purposive sampling techniques. The subjects of this study were 272 late adolescents aged 18–22 years in Surabaya. The instruments used consisted of four scales: the Self-Control Scale, the Fear of Missing Out (FoMO) Scale, and the Impulsive Buying Scale. The reliability coefficients obtained were 0.907 for the Self-Control Scale, 0.862 for the Fear of Missing Out (FoMO) Scale, and 0.882 for the Impulsive Buying Scale. All three scales were deemed reliable as they had reliability coefficients above 0.80. Data analysis techniques used multiple linear regression, which produced an F value of 321.576 with a significance value (p) of 0.000 (<0.05), while the T value was $0.000 < 0.05$ for the Self-Control Scale and $0.000 < 0.05$ for the Fear of Missing Out (FoMO) Scale. ($0.000 < 0.05$), meaning that they partially influence impulsive buying. With an R Square value of 70.5%, this indicates that self-control and FOMO contribute 70.5% simultaneously to impulsive buying, while the remaining 29.5% is influenced by variables not included in this study, such as hedonistic motivation, mood, and self-regulation. These results indicate that self-control and fear of missing out (FOMO) significantly influence impulsive buying. Thus, the higher the level of self-control, the lower the likelihood of engaging in impulsive buying, and vice versa. Similarly, the higher the level of fear of missing out (FOMO), the lower the likelihood of engaging in impulsive buying, and vice versa.

Keywords: *impulsive buying, self-control, fear of missing out (FOMO), late adolescents*