

ABSTRACT

The purpose of this study is to examine and analyze the effect of rarity scarcity strategy on impulse buying decisions through fear of missing out (FOMO). This study uses quantitative methods and primary data types with Structural Equation Modeling (SEM) analysis based on Partial Least Squares (PLS). The research location was conducted on Universitas Trunojoyo Madura students who use the TikTok application. This study uses a purposive sampling technique with a total of 160 respondents. Data analysis was performed using the SmartPLS version 3.0 application. The results of this study indicate that rarity scarcity strategy has a positive and significant effect on (FOMO), (FOMO) has a positive and significant effect on impulse buying decisions, rarity scarcity strategy has a positive and significant effect on impulse buying decisions, and (FOMO) is proven to mediate the effect of rarity scarcity strategy on impulse buying decisions. This study suggests that Aerostreet management maintain the product scarcity strategy and limited edition sales to continue triggering consumer enthusiasm.

Keywords: *Rarity Scarcity, Fear of Missing Out (FOMO), Impulse Buying, TikTok Shop, Neuromarketing.*

ABSTRAK

Tujuan penelitian ini adalah untuk meneliti dan menganalisis pengaruh strategi *rarity scarcity* terhadap keputusan pembelian impulsif melalui *fear of missing out* (FOMO). Penelitian ini menggunakan metode kuantitatif dan jenis data primer dengan analisis *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Lokasi penelitian dilakukan pada mahasiswa Universitas Trunojoyo Madura yang menggunakan aplikasi TikTok. Penelitian ini menggunakan teknik pengambilan sampel *purposive sampling* dengan total 160 responden. Analisis data dilakukan menggunakan aplikasi SmartPLS versi 3.0. Hasil dari penelitian ini menunjukkan bahwa strategi *rarity scarcity* berpengaruh positif dan signifikan terhadap *fear of missing out* (FOMO), *fear of missing out* (FOMO) berpengaruh positif dan signifikan terhadap keputusan pembelian impulsif, strategi *rarity scarcity* berpengaruh positif dan signifikan terhadap keputusan pembelian impulsif, serta *fear of missing out* (FOMO) terbukti memediasi pengaruh strategi *rarity scarcity* terhadap keputusan pembelian impulsif. Penelitian ini menyarankan agar manajemen Aerostreet mempertahankan strategi kelangkaan produk dan penjualan edisi terbatas untuk terus memicu antusiasme konsumen.

Kata Kunci: *Rarity Scarcity, Fear of Missing Out (FOMO), Impulse Buying, TikTok Shop, Neuromarketing.*