

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Fear of Missing Out* (FOMO) dan *Flash Sale* terhadap Perilaku Pembelian Impulsif pada Pengguna Tiktok Shop Di kalangan Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunodjoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini berjumlah 3.066 mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunodjoyo Madura. Sampel penelitian ditentukan menggunakan rumus Slovin sehingga diperoleh sebanyak 97 responden dengan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 4.

Hasil penelitian menunjukkan bahwa variabel *Fear of Missing Out* (FOMO), *Flash Sale*, dan Pembelian Impulsif berada pada kategori baik. Hasil pengujian hipotesis menunjukkan bahwa *Fear of Missing Out* (FOMO) berpengaruh positif dan signifikan terhadap Pembelian Impulsif dengan nilai t-statistic sebesar 2,785 dan p-value sebesar 0,005. Sementara itu, *Flash Sale* tidak berpengaruh signifikan terhadap Pembelian Impulsif dengan nilai t-statistic sebesar 1,422 dan p-value sebesar 0,155. Selain itu, hasil uji R-Square sebesar 0,379 menunjukkan bahwa variabel *Fear of Missing Out* (FOMO) dan *Flash Sale* mampu menjelaskan variasi Pembelian Impulsif sebesar 37,9%, sedangkan sisanya sebesar 62,1% dipengaruhi oleh faktor lain di luar model penelitian. Temuan penelitian menunjukkan bahwa *Fear of Missing Out* (FOMO) merupakan faktor yang lebih dominan dalam memengaruhi perilaku pembelian Impulsif dibandingkan *Flash Sale*.

Kata kunci: *Fear of Missing Out* (FOMO), *Flash Sale*, Pembelian Impulsif, TikTok Shop.

ABSTRACT

This study aims to analyze the influence of Fear of Missing Out (FoMO) and Flash Sale on Impulsive Buying Behavior among TikTok Shop users at the Faculty of Economics and Business, Universitas Trunojoyo Madura. This study employed a quantitative approach with an associative research design. The population consisted of 3,066 students from the Faculty of Economics and Business, Universitas Trunojoyo Madura. The sample was determined using the Slovin formula, resulting in 97 respondents selected through a purposive sampling technique. Data were collected by distributing questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software.

The results indicate that the variables of Fear of Missing Out (FoMO), Flash Sale, and Impulsive Buying Behavior are categorized as good. The hypothesis testing results reveal that Fear of Missing Out (FoMO) has a positive and significant effect on Impulsive Buying Behavior, with a t-statistic value of 2.785 and a p-value of 0.005. Meanwhile Flash Sale has no significant effect on Impulsive Buying Behavior, with a t-statistic value of 1.422 and a p-value of 0.155. Furthermore, the R-square value of 0.379 indicates that Fear of Missing Out (FoMO) and Flash Sale explain 37.9% of the variance in Impulsive Buying Behavior, while the remaining 62.1% is explained by other factors outside the research model. The findings suggest that Fear of Missing Out (FoMO) is a more dominant factor influencing impulsive buying behavior than Flash Sale.

Keywords: *Fear of Missing Out (FOMO), Flash Sale, Impulse Buying, TikTok Shop.*