

ABSTRAK

Wardah, sebagai pelopor kosmetik halal di Indonesia, berhasil mempertahankan posisinya sebagai *Top Muslim Friendly Cosmetic Brand in the World*. Kepercayaan konsumen terhadap *brand personality* Wardah serta fenomena *Fear of Missing Out* (FOMO) akibat tren kosmetik di media sosial diduga mendorong perilaku *impulsive buying*, dengan *hedonic value* sebagai mediasi. Penelitian ini bertujuan menganalisis pengaruh *brand personality* dan *Fear of Missing Out* terhadap *impulsive buying*, baik secara langsung maupun melalui *hedonic value*, pada konsumen produk kosmetik Wardah di Surabaya.

Penelitian menggunakan metode kuantitatif deskriptif dengan 190 responden konsumen Wardah di *offline store* Surabaya, dipilih melalui teknik *purposive sampling*. Data dikumpulkan via kuesioner *online* dan dianalisis menggunakan PLS-SEM dengan SmartPLS versi 4.0. Hasil menunjukkan *brand personality* dan *Fear of Missing Out* berpengaruh positif dan signifikan terhadap *impulsive buying* maupun *hedonic value*. *Hedonic value* juga berpengaruh positif signifikan terhadap *impulsive buying*, serta terbukti memediasi pengaruh *brand personality* dan *Fear of Missing Out* terhadap *impulsive buying* secara positif dan signifikan. Temuan ini menunjukkan bahwa kepribadian merek yang kuat, dipadukan dengan kecemasan konsumen akan ketinggalan tren, menciptakan pengalaman emosional yang mempercepat keputusan pembelian spontan.

Kata kunci : *Brand Personality, Fear of Missing Out, Hedonic Value, Impulsive Buying*, Kosmetik Halal.

ABSTRACT

Wardah, as a pioneer of halal cosmetics in Indonesia, has successfully maintained its position as the Top Muslim-Friendly Cosmetic Brand in the World. Consumer trust in Wardah's brand personality, along with the Fear of Missing Out (FOMO) phenomenon driven by cosmetic trends on social media, is believed to drive impulsive buying behavior, with hedonic value acting as a mediator. This study aims to analyze the influence of brand personality and Fear of Missing Out on impulsive buying both directly and through hedonic value among consumers of Wardah cosmetic products in Surabaya.

The study employed a descriptive quantitative method with 190 Wardah consumers at offline stores in Surabaya, selected through purposive sampling. Data were collected via an online questionnaire and analyzed using PLS-SEM with SmartPLS version 4.0. The results indicate that brand personality and the Fear of Missing Out have a positive and significant effect on both impulsive buying and hedonic value. Hedonic value also has a significant positive effect on impulsive buying and was found to positively and significantly mediate the effects of brand personality and Fear of Missing Out on impulsive buying. These findings suggest that a strong brand personality, combined with consumers' anxiety about missing out on trends, creates an emotional experience that accelerates spontaneous purchasing decisions.

Keywords : *Brand Personality, Fear of Missing Out, Hedonic Value, Impulsive Buying, Halal Cosmetics.*