

ABSTRACT

This study analyzes the relationship between the credibility of influencer Reizuka Ari and the FOMO attitude towards the purchasing interest of TikTok users. The quantitative method was used by distributing questionnaires to 97 students from the Faculty of Economics and Business at Trunojoyo University Madura. Data were processed using SmartPLS 4.1.

The results showed that Reizuka Ari's influencer credibility has a significant effect on purchase intention, with a t-statistic value of $2.019 > 1.96$ and a p-value of $0.044 < 0.05$. FOMO behavior is also proven to have a significant effect on purchase intention, with a t-statistic of 12.307 and a p-value of 0.000 . In addition, influencer credibility has a significant effect on the formation of FOMO behavior, indicated by a t-statistic of 9.419 and a p-value of 0.000 . The R-Square (R^2) value for the Purchase Intention variable is 0.701 , which means that 70.1% of the variation in purchase intention can be explained by influencer credibility and FOMO behavior. All hypotheses in this study are accepted and statistically significant.

These findings emphasize the importance of building credibility as an influencer and leveraging FOMO psychology in digital marketing strategies. Influencers need to maintain consistency and transparency to retain audience trust. Future research can explore more diverse demographic variables and other mediating factors across various social media platforms.

Keyword : *Influencer Credibility, FOMO, Purchase Interest, TikTok, Digital Marketing*

ABSTRAK

Penelitian ini menganalisis hubungan antara kredibilitas influencer Reizuka Ari dan sikap FOMO terhadap minat beli pengguna TikTok. Metode kuantitatif digunakan dengan menyebarkan kuesioner kepada 97 mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Data diolah menggunakan SmartPLS 4.1.

Hasil penelitian menunjukkan bahwa kredibilitas influencer Reizuka Ari berpengaruh signifikan terhadap minat beli, dengan nilai t-statistik sebesar $2,019 > 1,96$ dan p-value sebesar $0,044 < 0,05$. Perilaku FOMO juga terbukti berpengaruh signifikan terhadap minat beli, dengan t-statistik sebesar 12,307 dan p-value sebesar 0,000. Selain itu, kredibilitas influencer berpengaruh signifikan terhadap terbentuknya perilaku FOMO, ditunjukkan oleh t-statistik sebesar 9,419 dan p-value sebesar 0,000. Nilai R-Square (R^2) untuk variabel Minat Beli sebesar 0,701, yang berarti bahwa 70,1% variasi minat beli dapat dijelaskan oleh kredibilitas influencer dan perilaku FOMO. Seluruh hipotesis dalam penelitian ini dinyatakan diterima dan signifikan secara statistik..

Temuan ini menekankan pentingnya membangun kredibilitas sebagai influencer dan memanfaatkan psikologi FOMO dalam strategi pemasaran digital. *influncer* perlu menjaga konsistensi dan transparansi untuk mempertahankan kepercayaan audiens. Penelitian selanjutnya dapat mengeksplorasi variabel demografis yang lebih beragam dan faktor mediasi lainnya di berbagai platform media sosial.

Kata Kunci: Kredibilitas Influencer, FOMO, Minat Beli, TikTok, Pemasaran Digital