

ABSTRAK

Rurun Masruroh. 220541100137. Pengaruh *Fear of Missing Out* (FoMO) dan *Impulsive Buying* Produk *Skincare* terhadap *Subjective Well-Being* (SWB) pada Generasi Z Pengguna Aktif Media Sosial. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunodjoyo Madura. 2026

Perkembangan media sosial yang semakin pesat menjadikan generasi Z sebagai kelompok yang paling aktif dalam mengakses berbagai informasi dan berinteraksi secara digital. Tingginya intensitas penggunaan media sosial dapat memunculkan *Fear of Missing Out* (FoMO), yaitu perasaan takut tertinggal informasi, aktivitas, atau pengalaman yang dimiliki orang lain. Selain itu, paparan berbagai promosi dan tren yang beredar di media sosial juga dapat meningkatkan kecenderungan melakukan *Impulsive Buying*. Kondisi tersebut berpotensi memengaruhi *Subjective Well-Being* (SWB) individu. Penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out* (FoMO) dan *Impulsive Buying* terhadap *Subjective Well-Being* (SWB) pada generasi Z pengguna aktif media sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode regresi linear berganda. Sampel penelitian berjumlah 386 generasi Z pengguna aktif media sosial yang diperoleh menggunakan teknik purposive sampling. Pengumpulan data dilakukan menggunakan skala *Fear of Missing Out* (FoMO), skala *Impulsive Buying*, dan skala *Subjective Well-Being* (SWB). Data dianalisis menggunakan uji regresi linear berganda dengan bantuan program SPSS versi 21. Hasil penelitian menunjukkan bahwa *Fear of Missing Out* (FoMO) dan *Impulsive Buying* berpengaruh secara signifikan terhadap *Subjective Well-Being* (SWB) pada generasi Z pengguna aktif media sosial. Temuan tersebut didukung oleh nilai signifikansi sebesar 0,000 ($p < 0,05$), nilai koefisien korelasi (R) sebesar 0,895, dan koefisien determinasi (R^2) sebesar 0,800. Hasil analisis juga menunjukkan koefisien regresi *Fear of Missing Out* (FoMO) sebesar -0,496 dan *Impulsive Buying* sebesar -0,382, yang menunjukkan arah hubungan negatif terhadap *Subjective Well-Being* (SWB). Artinya, semakin tinggi tingkat *Fear of Missing Out* (FoMO) dan *Impulsive Buying* yang dimiliki individu, maka semakin rendah tingkat *Subjective Well-Being* (SWB) yang dirasakan. Dengan demikian, dapat disimpulkan bahwa *Fear of Missing Out* (FoMO) dan *Impulsive Buying* memiliki peran penting dalam memengaruhi *Subjective Well-Being* (SWB) pada generasi Z pengguna aktif media sosial.

Kata kunci: *Fear of Missing Out* (FoMO), *Impulsive Buying*, *Subjective Well-Being* (SWB), Generasi Z, Media Sosial

ABSTRACT

Rurun Masruroh. 220541100137. *The Influence of Fear of Missing Out (FoMO) and Impulsive Buying of Skincare Products on Subjective Well-Being (SWB) among Generation Z Active Social Media Users. Psychology Study Program, Faculty of Social and Cultural Sciences, Universitas Trunodjoyo Madura. 2026*

The rapid development of social media has made Generation Z the group most actively engaged in accessing information and interacting digitally. The high intensity of social media use can lead to Fear of Missing Out (FoMO), which is the feeling of being afraid of missing information, activities, or experiences possessed by others. In addition, exposure to various promotions and trends circulating on social media can also increase the tendency to engage in Impulsive Buying. These conditions have the potential to affect an individual's Subjective Well-Being (SWB). This study aims to determine the influence of Fear of Missing Out (FoMO) and Impulsive Buying on Subjective Well-Being (SWB) among Generation Z active social media users. This study employed a quantitative approach using a multiple linear regression method. The research sample consisted of 386 Generation Z active social media users selected through purposive sampling techniques. Data were collected using the Fear of Missing Out (FoMO) Scale, the Impulsive Buying Scale, and the Subjective Well-Being (SWB) Scale. The data were analyzed using multiple linear regression with the assistance of SPSS version 21. The results of the study indicate that Fear of Missing Out (FoMO) and Impulsive Buying have a significant influence on Subjective Well-Being (SWB) among Generation Z active social media users. These findings are supported by a significance value of 0.000 ($p < 0.05$), a correlation coefficient (R) value of 0.895, and a coefficient of determination (R^2) value of 0.800. The analysis also showed a regression coefficient of -0.496 for Fear of Missing Out (FoMO) and -0.382 for Impulsive Buying, indicating a negative relationship with Subjective Well-Being (SWB). This means that the higher the level of Fear of Missing Out (FoMO) and Impulsive Buying experienced by individuals, the lower their level of Subjective Well-Being (SWB). Therefore, it can be concluded that Fear of Missing Out (FoMO) and Impulsive Buying play an important role in influencing Subjective Well-Being (SWB) among Generation Z active social media users.

Keywords: *Fear of Missing Out (FoMO), Impulsive Buying, Subjective Well-Being (SWB), Generation Z, Social Media*