

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth (e-WOM) dan Flash Sale terhadap perilaku Impulse Buying dengan Fear of Missing Out (FOMO) sebagai variabel mediasi pada mahasiswa Universitas Trunojoyo Madura terhadap produk Momoyo Telang di platform TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) yang diolah menggunakan SmartPLS 4. Populasi penelitian adalah mahasiswa Universitas Trunodjoyo Madura, sedangkan sampel penelitian berjumlah 105 responden yang dipilih menggunakan teknik non-probability sampling dengan pendekatan purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert. Hasil penelitian menunjukkan bahwa Electronic Word of Mouth berpengaruh positif dan signifikan terhadap FOMO, Flash Sale berpengaruh positif dan signifikan terhadap FOMO, Electronic Word of Mouth tidak berpengaruh signifikan terhadap Impulse Buying, Flash Sale tidak berpengaruh signifikan terhadap Impulse Buying, sedangkan FOMO berpengaruh positif dan signifikan terhadap Impulse Buying. Selain itu, FOMO terbukti mampu memediasi pengaruh Electronic Word of Mouth terhadap Impulse Buying serta memediasi pengaruh Flash Sale terhadap Impulse Buying. Temuan ini menunjukkan bahwa kondisi psikologis konsumen berupa FOMO memiliki peran penting dalam menjembatani pengaruh strategi pemasaran digital terhadap munculnya perilaku pembelian impulsif pada produk Momoyo Telang di platform TikTok.

Kata kunci: *Electronic Word of Mouth, Flash Sale, Fear of Missing Out, Impulse Buying, TikTok, Momoyo Telang.*

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (e-WOM) and Flash Sales on impulse buying behavior, with Fear of Missing Out (FOMO) acting as a mediating variable, among Universitas Trunodjoyo Madura students regarding Momoyo Telang products on TikTok. A quantitative approach was employed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, processed via SmartPLS 4. The study population consisted of Universitas Trunojoyo Madura students, with a sample of 105 respondents selected through non-probability sampling using a purposive sampling technique. Data collection was conducted by distributing questionnaires utilizing a Likert scale. The results indicate that e-WOM has a positive and significant effect on FOMO, and Flash Sales have a positive and significant effect on FOMO; however, neither e-WOM nor Flash Sales have a significant effect on impulse buying. Conversely, FOMO has a positive and significant effect on impulse buying. Furthermore, FOMO was found to mediate the influence of both e-WOM and Flash Sales on impulse buying. These findings demonstrate that the consumer psychological state of FOMO plays a crucial role in bridging the impact of digital marketing strategies and the emergence of impulse buying behavior for Momoyo Telang products on TikTok.

Keywords: *Electronic Word of Mouth, Flash Sale, Fear of Missing Out, Impulse Buying, TikTok, Momoyo Telang.*