

**HUBUNGAN *FEAR OF MISSING OUT* (FOMO) DENGAN *IMPULSIVE*
BUYING BEHAVIOR DI *E-COMMERCE* TIKTOK SHOP PADA
PEKERJA *EMERGING ADULTHOOD***

NILO DAMAYANTI

212373201036

Fakultas Psikologi

Universitas Darul 'Ulum Jombang

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *Fear of Missing Out* dengan *Impulsive Buying Behavior* di *e-commerce* Tiktok Shop pada pekerja *emerging adulthood*. Subyek penelitian ini yaitu pekerja usia *emerging adulthood* dengan rentang usia 18-29 tahun yang aktif menggunakan platform Tiktok Shop. Jumlah responden pada penelitian ini adalah 105 responden. Teknik pengambilan data dilakukan secara online menggunakan Google Form. Teknik pengambilan data menggunakan teknik *purposive sampling*. Berdasarkan dari hasil analisis uji korelasi *Non Parametric Spearman Rho*, maka diperoleh nilai koefisien korelasi r_{rho} 0,658 dengan nilai sig. 0,001 ($p < 0,05$). Hal ini menunjukkan bahwa terdapat hubungan positif yang signifikan antara *Fear of Missing Out* dengan *Impulsive Buying Behavior* di *e-commerce* Tiktok Shop pada pekerja *emerging adulthood*. Sehingga hipotesis pada penelitian ini diterima.

Kata kunci : Fear of Missing Out, Impulsive Buying Behavior, TikTok Shop, Emerging Adulthood.

**HUBUNGAN FEAR OF MISSING OUT (FOMO) DENGAN IMPULSIVE
BUYING BEHAVIOR DI E-COMMERCE TIKTOK SHOP PADA PEKERJA
EMERGING ADULTHOOD**

NILO DAMAYANTI

212373201036

**Fakultas Psikologi
Universitas Darul 'Ulum Jombang**

ABSTRACT

This study aims to determine the relationship between Fear of Missing Out and Impulsive Buying Behavior on the TikTok Shop e-commerce platform among emerging adult workers. The subjects were emerging adult workers aged 18-29 who actively used the TikTok Shop platform. The number of respondents in this study was 105. Data collection was conducted online using a Google Form. Purposive sampling was used. Based on the results of the non-parametric Spearman Rho correlation test, the correlation coefficient was 0.658 with a significance value of 0,001 ($p < 0.05$). This indicates a significant positive relationship between Fear of Missing Out and Impulsive Buying Behavior on the TikTok Shop e-commerce platform among emerging adult. Therefore, the hypothesis in this study is accepted.

Keywords: Fear of Missing Out, Impulsive Buying Behavior, TikTok Shop, Emerging Adulthood.