

ABSTRAK

Pengaruh *Fear of Missing Out* (FOMO), *Flash Sale*, dan Citra Merek terhadap Keputusan Pembelian Generasi Z di Kabupaten Jombang pada Platform Shopee

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Tujuan penelitian ini adalah untuk menganalisis pengaruh *fear of missing out* (FOMO), *flash sale*, dan citra merek terhadap keputusan pembelian Generasi Z di Kabupaten Jombang pada platform Shopee. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Sumber data pada penelitian ini yaitu data primer dimana metode pengumpulan data dilakukan melalui kuesioner yang disebarakan secara *online* kepada Generasi Z di Kabupaten Jombang. Penentuan jumlah sampel menggunakan rumus Lemeshow sehingga diperoleh sampel sebanyak 100 responden. Alat uji yang digunakan adalah uji instrument, uji asumsi klasik, uji statistik, dan uji hipotesis. Hasil penelitian secara parsial menunjukkan bahwa variabel *fear of missing out* (FOMO) tidak memiliki pengaruh terhadap keputusan pembelian pada platform Shopee, sedangkan variabel *flash sale* dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian pada platform Shopee. Dan secara simultan menunjukkan bahwa variabel *fear of missing out* (FOMO), *flash sale*, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian pada platform Shopee.

Kata kunci: *fear of missing out* (FOMO), *flash sale*, citra merek, keputusan pembelian

ABSTRACT

The Influence of Fear of Missing Out (FOMO), Flash Sale, and Brand Image on Generation Z Purchasing Decisions in Jombang Regency on the Shopee Platform

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The purpose of this study is to analyze the influence of fear of missing out (FOMO), flash sales, and brand image on purchasing decisions of Generation Z in Jombang Regency on the Shopee platform. The type of research used is quantitative research. The data source in this study is primary data where the data collection method is carried out through a questionnaire distributed online to Generation Z in Jombang Regency. Determination of the number of samples using the Lemeshow formula so that a sample of 100 respondents was obtained. The test tools used are instrument tests, classical assumption tests, statistical tests, and hypothesis tests. The results of the study partially indicate that the fear of missing out (FOMO) variable has no influence on purchasing decisions on the Shopee platform, while the flash sale and brand image variables have a positive and significant effect on purchasing decisions on the Shopee platform. And simultaneously shows that the fear of missing out (FOMO), flash sales, and brand image variables have a positive and significant effect on purchasing decisions on the Shopee platform.

Keywords: fear of missing out (FOMO), flash sale, brand image, purchasing decisions