

ABSTRAK

Pengaruh *Influencer Marketing* dan *Fear of Missing Out (FOMO)* terhadap *Impulsive Buying* Produk Skincare di TikTok Shop pada Mahasiswa Semester 6 Fakultas Ekonomi dan Bisnis Universitas Kadiri

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Penelitian ini dilakukan untuk menganalisis pengaruh *influencer marketing* dan *Fear of Missing Out (FOMO)* terhadap *impulsive buying* produk skincare di TikTok Shop pada mahasiswa semester 6 Fakultas Ekonomi dan Bisnis Universitas Kadiri. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Jumlah sampel dalam penelitian ini sebanyak 139 responden yang ditentukan menggunakan teknik sampel jenuh. Data penelitian diperoleh melalui penyebaran kuesioner dengan skala Likert dan dianalisis menggunakan bantuan SPSS melalui uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, serta koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa *influencer marketing* memiliki pengaruh positif dan signifikan terhadap *impulsive buying*. Selain itu, *Fear of Missing Out (FOMO)* juga berpengaruh positif dan signifikan terhadap *impulsive buying*. Secara simultan, *influencer marketing* dan *Fear of Missing Out (FOMO)* terbukti berpengaruh signifikan terhadap *impulsive buying* produk skincare di TikTok Shop pada mahasiswa semester 6 Fakultas Ekonomi dan Bisnis Universitas Kadiri.

Kata kunci: *influencer marketing*, *Fear of Missing Out (FOMO)*, *impulsive buying*.

ABSTRACT

The Influence of Influencer Marketing and Fear of Missing Out (FOMO) on Impulsive Buying of Skincare Products on TikTok Shop among 6th-Semester Students of the Faculty of Economics and Business, Universitas Kadiri

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This study was conducted to analyze the influence of *influencer marketing* and *Fear of Missing Out (FOMO)* on *impulsive buying* of skincare products on TikTok Shop among sixth-semester students of the Faculty of Economics and Business, Kadiri University. This research used a quantitative approach with a survey method. The sample consisted of 139 respondents selected using a saturated sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using SPSS through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results showed that *influencer marketing* had a positive and significant effect on *impulsive buying*. In addition, *Fear of Missing Out (FOMO)* also had a positive and significant effect on *impulsive buying*. Simultaneously, *influencer marketing* and *Fear of Missing Out (FOMO)* were proven to have a significant effect on *impulsive buying* of skincare products on TikTok Shop among sixth-semester students of the Faculty of Economics and Business, Kadiri University.

Keywords: *influencer marketing, Fear of Missing Out (FOMO), impulsive buying.*