

Peran *Fear of Missing Out* dan *Neuroticism* Terhadap Perilaku Pembelian Impulsif Produk *Fashion* di *E-Marketplace*

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Abstract: Online shopping has become a common thing, especially for the Z Generation as a generation that is closely related to technology. One of the products that are widely purchased on the internet is fashion products. The e-marketplaces make it easier for people to transact. One of the behaviors that can be influenced by the convenience of a shopping platform is impulse buying. Several studies have linked neuroticism and impulse buying, but there have been discrepancies in the results. Research on FoMo and impulse buying is also very limited. On the other hand, FoMo and neuroticism are also often associated with each other. Therefore, this study aims to find out the role of Fear of Missing Out (FoMo) and the personality factor of neuroticism, and both simultaneously on the impulsive buying behavior of fashion products in e-marketplaces in generation Z aged 18-24 years. This study used a survey method for data collection. The results show that both FoMo and neuroticism have a positive role on the impulsive buying behavior of fashion products in e-marketplaces, but not simultaneously.

Keywords: *impulsive buying, Fear of missing out, neuroticism*

Abstrak: Belanja daring menjadi hal yang biasa dilakukan masyarakat, terutama bagi generasi Z sebagai generasi yang erat kaitannya dengan teknologi. Salah satu produk yang banyak dibeli di internet adalah *fashion*. Medium berbelanja berupa *e-marketplace* sangat memudahkan masyarakat dalam bertransaksi. Salah satu perilaku yang dapat dipengaruhi kemudahan suatu situs adalah pembelian impulsif. Beberapa penelitian telah mengaitkan *neuroticism* dan pembelian impulsif namun terjadi perbedaan hasil. Penelitian terkait FoMo dan pembelian impulsif juga masih sangat terbatas. Di sisi lain, FoMo dan *neuroticism* juga sering dikaitkan satu sama lain. Oleh karena itu, penelitian ini bertujuan untuk mencari tahu peran *Fear of Missing Out* (FoMo) dan faktor kepribadian *neuroticism*, serta keduanya secara simultan terhadap perilaku pembelian impulsif produk *fashion* di *e-marketplace* pada generasi Z berumur 18-24 tahun. Penelitian ini menggunakan metode survei untuk pengumpulan data. Hasil menunjukkan bahwa baik FoMo maupun *neuroticism* memiliki peran positif terhadap perilaku pembelian impulsif produk *fashion* di *e-marketplace* namun tidak berlaku secara simultan.

Kata kunci: *pembelian impulsif, Fear of missing out, neuroticism*