

ABSTRACT

Impulsive buying is an unplanned tendency to buy products massively with a relatively short period of consideration. This study was formulated with the aim of knowing the effect of FoMO (desire for belonging and anxiety of isolation) and sales promotion (monetary rewards and non-monetary rewards) on impulsive buying behavior by consumers.

The research was done using a quantitative approach through the method of collecting data using survey with data collection in the form of questionnaire. The results were collected from 275 respondents who are Millennials and Gen Z social media users. The data is processed by using the validity and reliability test model, multicollinearity test, and multiple linear regression.

The results of the study imply that the overall hypothesis is accepted so that Desire of belonging (X_1), anxiety of isolation (X_2), monetary rewards (X_3), and non-monetary rewards (X_4) partially and simultaneously affect impulsive buying behavior by consumers (Y) evidenced by the T test, F test, and the coefficient of determination. The results of the research also contribute to the development of marketing science and its application in product marketing through a buzz marketing and sales promotion.

Keyword: Fear of Missing Out, Desire for Belonging, Anxiety of Isolation, Sales Promotion, Monetary and Non-Monetary Reward, Impulsive Buying Behavior



ABSTRAK

Pembelian impulsif adalah kecenderungan yang tidak direncanakan untuk membeli produk secara besar-besaran dengan pertimbangan yang relatif singkat. Penelitian ini dirumuskan dengan tujuan untuk mengetahui pengaruh FoMO (*desire for belonging and anxiety of isolation*) dan promosi penjualan (imbalan moneter dan imbalan non-moneter) terhadap perilaku pembelian impulsif oleh konsumen.

Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif melalui metode pengumpulan data menggunakan survei dengan pengumpulan data berupa kuesioner. Hasil penelitian dikumpulkan dari 275 responden yang merupakan pengguna media sosial kalangan Milenial dan Gen Z. Pengolahan data menggunakan model uji validitas dan reliabilitas, uji multikolinearitas, dan regresi linier berganda.

Hasil penelitian mengimplikasikan bahwa keseluruhan hipotesis diterima sehingga *desire for belonging* (X1), *anxiety of isolation* (X2), imbalan moneter (X3), dan imbalan non-moneter (X4) secara parsial dan simultan mempengaruhi perilaku pembelian impulsif oleh konsumen (Y) dibuktikan dengan uji T, uji F, dan koefisien determinasi. Hasil penelitian juga memberikan kontribusi bagi pengembangan ilmu pemasaran dan penerapannya dalam pemasaran produk melalui *buzz marketing* dan promosi penjualan.

Kata Kunci: *Fear of Missing Out, Desire for Belonging, Anxiety of Isolation, Promosi Penjualan, Imbalan Moneter dan Non-moneter, Perilaku Pembelian Impulsif*