

INTISARI

Pemengaruh media sosial (SMI) telah menjadi faktor penting yang memengaruhi perilaku konsumen dan keputusan pembelian mereka. Dengan popularitas platform seperti TikTok, terutama di kalangan generasi Z, pemasaran melalui pemengaruh menjadi semakin efektif. Fenomena *Fear of Missing Out* (FoMO), di mana seseorang takut ketinggalan tren, turut meningkatkan efektivitas strategi pemasaran ini. Penelitian ini berfokus pada pengaruh kredibilitas SMIs, yang meliputi kepercayaan, daya tarik, dan keahlian, serta bagaimana FoMO memoderasi hubungan tersebut dalam memengaruhi niat beli konsumen.

Penelitian ini menerapkan model kredibilitas sumber dan konsep FoMO untuk menguji dan menganalisis pengaruh kredibilitas SMIs (kepercayaan, daya tarik, keahlian) dan niat beli dengan FoMO sebagai moderator. Penelitian ini bersifat kuantitatif dengan menggunakan program *Statistical Package for the Social Sciences* (SPSS) untuk menganalisis sampel 250 responden yang memenuhi kriteria dan dikumpulkan melalui survei secara daring. Hasil penelitian menunjukkan bahwa kepercayaan merupakan prediktor signifikan terhadap niat membeli pengikut. Selain itu, pengaruh *Fear of Missing Out* (FoMO) yang memoderasi terhadap hubungan antara daya tarik dan niat membeli lebih besar ketika tingkat FoMO seseorang tinggi.

Kata Kunci : Pemengaruh Digital Pemasaran, Pemengaruh Media Sosial, *Fear of Missing Out* (FoMO), Niat Beli, Kredibilitas Pemengaruh Media Sosial, Analisis Regresi Moderasi (MRA)

ABSTRACT

Social media influencers (SMIs) have become an important factor influencing consumer behavior and their purchasing decisions. With the popularity of platforms such as TikTok, especially among Generation Z, influencer marketing has become increasingly effective. The phenomenon of Fear of Missing Out (FoMO), where someone is afraid of missing out on trends, has also increased the effectiveness of this marketing strategy. This study focuses on the influence of SMIs credibility, which includes trustworthiness, attractiveness, and expertise, and how FoMO moderates the relationship in influencing consumer purchase intention.

This study applies the source credibility model and the FoMO concept to test and analyze the influence of SMIs credibility (trustworthiness, attractiveness, expertise) and purchase intention with FoMO as a moderator. This study is quantitative using the Statistical Package for the Social Sciences (SPSS) program to analyze a sample of 250 respondents who met the criteria and were collected through an online survey. The results showed that trust is a significant predictor of followers' purchase intention. In addition, the moderating influence of Fear of Missing Out (FoMO) on the relationship between attractiveness and purchase intention is greater when a person's FoMO level is high.

Key word : *Influencer Marketing, Social Media Influencer, Fear of Missing Out (FoMO), Purchase Intention, Credibility of Social Media Influencers, Moderated Regression Analysis (MRA)*