

Peran *Online Fear of Missing Out* (ON-FoMO) terhadap Kebahagiaan yang dimediasi oleh Reputasi Sosial Media *Influencer* (SMI) pada Generasi Z

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Abstrak

Perkembangan media sosial telah memunculkan berbagai dinamika psikologis di kalangan Generasi Z. Penelitian ini menguji peran *Online Fear of Missing Out* (ON-FoMO) terhadap kebahagiaan Generasi Z, dengan reputasi sosial media *influencer* (SMI) sebagai mediator. Melibatkan 200 responden berusia 18–28 tahun yang aktif di media sosial yang dipilih melalui teknik *non-probability sampling*. Analisis data dilakukan secara deskriptif dan inferensial. Validitas konstruk diuji menggunakan *Confirmatory Factor Analysis* (CFA), dan analisis statistik berdasarkan model mediasi regresi berganda yang dilakukan menggunakan macro PROCESS model 4 dari Hayes (2018). Hasil analisis menunjukkan ON-FoMO berpengaruh positif terhadap kebahagiaan baik secara langsung ($\beta = 0,493$, $p < .001$) maupun tidak langsung melalui reputasi SMI ($\beta = 0,322$, $p < .001$). Secara keseluruhan, model jalur ini menjelaskan 70 % variasi kebahagiaan yang dapat dijelaskan oleh pengaruh langsung dan tidak langsung dari ON-FoMO dan Reputasi SMI. Temuan ini menunjukkan bahwa ON-FoMO dapat meningkatkan kebahagiaan melalui reputasi sosial media *influencer*, yang merupakan temuan penting dalam riset ini.

Kata kunci : *Online Fear of Missing Out* (ON-FoMO), kebahagiaan, reputasi sosial media *influencer* (SMI), Generasi Z.

The role of Online Fear of Missing Out (ON-FoMO) on Happiness mediated by Social Media Influencer (SMI) Reputation in Generation Z

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Abstract

The development of social media has given rise to various psychological dynamics among Generation Z. This study examines the role of Online Fear of Missing Out (ON-FoMO) on Generation Z happiness, with social media influencer reputation (SMI) as a mediator. Involving 200 respondents aged 18-28 years old who are active on social media selected through non-probability sampling techniques. Data analysis was conducted descriptively and inferentially. Construct validity was tested using Confirmatory Factor Analysis (CFA), and statistical analysis based on multiple regression mediation model was conducted using macro PROCESS model 4 from Hayes (2018). The results of the analysis showed that ON-FoMO had a positive effect on happiness both directly ($\beta = 0,493$, $p < .001$) and indirectly through SMI reputation ($\beta = 0,322$, $p < .001$). Overall, this path model explained 70% of the variation in happiness that could be explained by the direct and indirect effects of ON-FoMO and SMI Reputation. These findings suggest that ON-FoMO can increase happiness through social media influencer reputation, which is an important finding in this research.

Key words : Online Fear of Missing Out (ON-FoMO), happiness, social media influencer reputation (SMI), Generation Z.