

Peran *Fear of Missing Out (FoMO)* terhadap *Post-Purchase Guilt* dengan *Impulsive Buying* sebagai Variabel Mediasi pada Pembelian Produk *Fashion Gen Z* di *E-commerce*

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Abstrak. Penelitian ini bertujuan untuk mengkaji peran *Fear of Missing Out (FoMO)* terhadap *Post-Purchase Guilt (PPG)* dengan *Impulsive Buying* sebagai variabel mediator pada konsumen Generasi Z dalam pembelian produk *fashion* di *e-commerce*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 420 responden Generasi Z berusia 18–25 tahun. Analisis data dilakukan menggunakan analisis mediasi berbasis regresi. Hasil penelitian menunjukkan bahwa FoMO berperan positif terhadap *Impulsive Buying* serta berperan terhadap *Post-Purchase Guilt* baik secara langsung maupun tidak langsung. *Impulsive Buying* berperan sebagai mediator parsial pada peran FoMO terhadap *post-purchase guilt*. Temuan ini menunjukkan bahwa pembelian impulsif merupakan mekanisme psikologis penting yang menjembatani peran FoMO terhadap rasa bersalah pasca pembelian pada konsumen Generasi Z. Penelitian ini memberikan kontribusi teoretis dalam psikologi konsumen digital serta implikasi praktis bagi strategi pemasaran *e-commerce* yang lebih berorientasi pada kesejahteraan konsumen.

Kata kunci: *Fear of Missing Out, impulsive buying, post-purchase guilt, Generasi Z, e-commerce*



Abstract. This study aims to examine the effect of Fear of Missing Out on Post-Purchase Guilt, with Impulsive Buying as a mediating variable among Generation Z consumers in online *fashion* purchases. A quantitative approach was employed using a survey method involving 420 Generation Z respondents aged 18–25 years. Data were analyzed using regression-based mediation analysis. The results indicate that FoMO has a positive effect on Impulsive Buying and influences Post-Purchase Guilt both directly and indirectly. Impulsive Buying functions as a partial mediator in the relationship between FoMO and Post-Purchase Guilt. These findings suggest that impulsive buying represents a key psychological mechanism through which FoMO contributes to post-purchase guilt among Generation Z consumers. This study provides theoretical contributions to digital consumer psychology and offers practical implications for *e-commerce* marketing strategies that are more oriented toward consumer well-being.

Keywords: *Fear of Missing Out, impulsive buying, post-purchase guilt, Generasi Z, e-commerce*