

ABSTRAK

NUR ISTIQOMAH. 2025. Pengaruh *Fear of Missing Out* (FoMO) Terhadap Perilaku Konsumtif Generasi Z Pada Platform TikTok Shop. Skripsi. Jurusan Manajemen. Fakultas Ekonomi dan Bisnis. Universitas Muhammadiyah Makassar. Dibimbing oleh: Ruliaty dan Samsul Rizal.

Penelitian ini bertujuan untuk menganalisis pengaruh Fear of Missing Out (FoMO) terhadap perilaku konsumtif Generasi Z pada platform TikTok Shop. Perkembangan social commerce yang pesat, khususnya melalui TikTok Shop, mendorong perubahan pola konsumsi generasi muda yang semakin dipengaruhi oleh tren, promosi terbatas, serta konten viral. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah responden sebanyak 296 mahasiswa Program Studi Manajemen Universitas Muhammadiyah Makassar. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima poin untuk mengukur tingkat FoMO dan perilaku konsumtif. Analisis data meliputi statistik deskriptif, uji validitas dan reliabilitas instrumen, uji asumsi klasik, serta analisis regresi linear sederhana. Pengujian hipotesis dilakukan melalui uji t dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa Fear of Missing Out (FoMO) berpengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa Generasi Z pada platform TikTok Shop. Semakin tinggi tingkat FoMO yang dirasakan mahasiswa, semakin tinggi pula kecenderungan mereka melakukan pembelian impulsif, tidak terencana, dan berlebihan. Faktor seperti rasa takut tertinggal tren, promosi dengan batas waktu tertentu, diskon eksklusif, serta pengalaman belanja yang viral di media sosial terbukti memperkuat dorongan konsumsi. Temuan ini mengindikasikan bahwa FoMO memiliki peran penting dalam membentuk perilaku konsumtif Generasi Z di era social commerce serta memberikan implikasi bagi pelaku bisnis dalam merancang strategi pemasaran digital yang efektif, etis, dan berkelanjutan.

Kata kunci: Fear of Missing Out (FoMO), Perilaku Konsumtif, Generasi Z, TikTok Shop.

ABSTRACT

NUR ISTIQOMAH. 2025. *The Effect of Fear of Missing Out (FoMO) on Generation Z's Consumptive Behavior on the TikTok Shop Platform. Undergraduate Thesis. Department of Management. Faculty of Economics and Business. Universitas Muhammadiyah Makassar. Supervised by: Ruliaty and Samsul Rizal.*

This study aims to analyze the influence of Fear of Missing Out (FoMO) on Generation Z's consumer behavior on the TikTok Shop platform. The rapid development of social commerce, particularly through TikTok Shop, is driving changes in the consumption patterns of the younger generation, who are increasingly influenced by trends, limited promotions, and viral content. This study used a quantitative approach with 296 students from the Management Study Program at Muhammadiyah University of Makassar as respondents. Data collection techniques were carried out by distributing questionnaires using a five-point Likert scale to measure the level of FoMO and consumer behavior. Data analysis included descriptive statistics, instrument validity and reliability tests, classical assumption tests, and simple linear regression analysis. Hypothesis testing was conducted using a t-test with the help of the SPSS program. The results showed that Fear of Missing Out (FoMO) had a positive and significant effect on the consumer behavior of Generation Z students on the TikTok Shop platform. The higher the level of FoMO experienced by students, the higher their tendency to make impulsive, unplanned, and excessive purchases. Factors such as the fear of missing out on trends, limited-time promotions, exclusive discounts, and viral shopping experiences on social media have been shown to strengthen consumption drives. These findings indicate that FoMO plays a significant role in shaping Generation Z's consumer behavior in the era of social commerce and provide implications for businesses in designing effective, ethical, and sustainable digital marketing strategies.

Keywords: *Fear of Missing Out (FoMO), Consumer Behavior, Generation Z, TikTok Shop.*