

ABSTRAK

DAMAI INDAH MAGHFIRAH. 2026. Pengaruh *Content Marketing* dan *FOMO* Terhadap Keputusan Pembelian Generasi Z Pada Platform TikTok Mahasiswa UNISMUH Makassar. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Aulia dan Muhammad Khaedar Sahib.

Penelitian ini menganalisis pengaruh *Content Marketing* dan *Fear of Missing Out (FOMO)* terhadap keputusan pembelian Generasi Z di platform *TikTok*, khususnya mahasiswa Universitas Muhammadiyah Makassar. Menggunakan pendekatan kuantitatif dengan metode *explanatory research*, data dikumpulkan melalui kuesioner *skala Likert* kepada 120 responden dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *Content Marketing* dan *FOMO* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai t sebesar 10,194 dan signifikansi $<0,001$. *FOMO* juga berpengaruh positif dan signifikan dengan nilai t sebesar 2,358 dan signifikansi 0,020. Konten kreatif dan interaktif meningkatkan minat beli, sementara *FOMO* mendorong pembelian impulsif. Strategi pemasaran perlu mengoptimalkan kreativitas konten dan pemahaman psikologis konsumen.

Kata Kunci: *Content Marketing*, *Fear of Missing Out (FOMO)*, Keputusan Pembelian, Generasi Z, *TikTok*.

ABSTRACT

DAMAI INDAH MAGHFIRAH. 2026. *The Influence of Content Marketing and FOMO on Generation Z's Purchasing Decisions on the TikTok Platform of UNISMUH Makassar Students*. Thesis. Department of Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by: Aulia and Muhammad Khaedar Sahib.

This study analyzes the influence of Content Marketing and Fear of Missing Out (FOMO) on the purchasing decisions of Generation Z on the TikTok platform, especially students of the University of Muhammadiyah Makassar. Using a quantitative approach with the explanatory research method, data were collected through a Likert scale questionnaire to 120 respondents and analyzed using multiple linear regression. The results showed that Content Marketing and FOMO had a positive and significant effect on purchase decisions with a t-value of 10.194 and a significance of <0.001 . FOMO also had a positive and significant effect with a t-value of 2.358 and a significance of 0.020. Creative and interactive content increased buying interest, while FOMO encouraged impulse purchases. Marketing strategies need to optimize content creativity and consumer psychological understanding.

Keywords: Content Marketing, Fear of Missing Out (FOMO), Purchase Decisions, Generation Z, TikTok.

