

ABSTRAK

**PURCHASE INTENTION SEBAGAI MEDIASI DALAM HUBUNGAN ANTARA E-WOM, FEAR OF MISSING OUT DAN PERCEIVED QUALITY TERHADAP KEPUTUSAN PEMBELIAN**

(Studi pada Mixue Ice Cream & Tea Demangan)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *electronic word of mouth* terhadap keputusan pembelian dengan dimediasi oleh *purchase intention*, (2) pengaruh *fear of missing out* terhadap keputusan pembelian dengan dimediasi oleh *purchase intention*, (3) pengaruh *perceived quality* terhadap keputusan pembelian dengan dimediasi oleh *purchase intention*. Teknik pengambilan sampel menggunakan *sampling purposive*. Data diperoleh dengan membagikan kuesioner tentang *electronic word of mouth*, *fear of missing out*, *perceived quality*, *purchase intention*, dan keputusan pembelian kepada 100 responden mahasiswa Universitas Sanata Dharma Yogyakarta. Teknik analisis data menggunakan *Partial Least Square* dengan software SmartPLS 4. Hasil penelitian menunjukkan bahwa: 1) *electronic word of mouth* berpengaruh positif terhadap keputusan pembelian dengan *purchase intention* sebagai variabel mediasi, 2) *fear of missing out* tidak berpengaruh terhadap keputusan pembelian dengan *purchase intention* sebagai variabel mediasi, 3) *perceived quality* berpengaruh positif terhadap keputusan pembelian dengan *purchase intention* sebagai variabel mediasi.

Kata Kunci: Electronic Word of Mouth, Fear of Missing Out, Perceived Quality, Purchase Intention, Keputusan Pembelian

**ABSTRACT**

**PURCHASE INTENTION AS A MEDIATION TOOL IN THE CORRELATION OF E-WOM, FEAR OF MISSING OUT AND PERCEIVED QUALITY TO PURCHASING DECISION**

(A Study on Mixue Ice Cream & Tea Demangan)

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This study aims to determine: (1) the effect of electronic word of mouth on purchasing decisions mediated by purchase intention, (2) the effect of fear of missing out on purchasing decisions mediated by purchase intention, (3) the effect of perceived quality on purchasing decisions mediated by purchase intention. The sampling technique used was purposive sampling. Data was obtained by distributing questionnaires about electronic word of mouth, fear of missing out, perceived quality, purchase intention, and purchasing decisions to 100 student respondents at Sanata Dharma University, Yogyakarta. Data analysis technique uses Partial Least Square with SmartPLS 4 software. The results of the study show that: 1) electronic word of mouth has a positive effect on purchasing decisions with purchase intention as a mediating variable, 2) fear of missing out has no effect on purchasing decisions with purchase intention as a mediating variable, 3) perceived quality has a positive effect on purchasing decisions with purchase intention as a mediating variable.

*Keywords: Electronic Word of Mouth, Fear of Missing Out, Perceived Quality, Purchase Intention, Purchase Decision*