

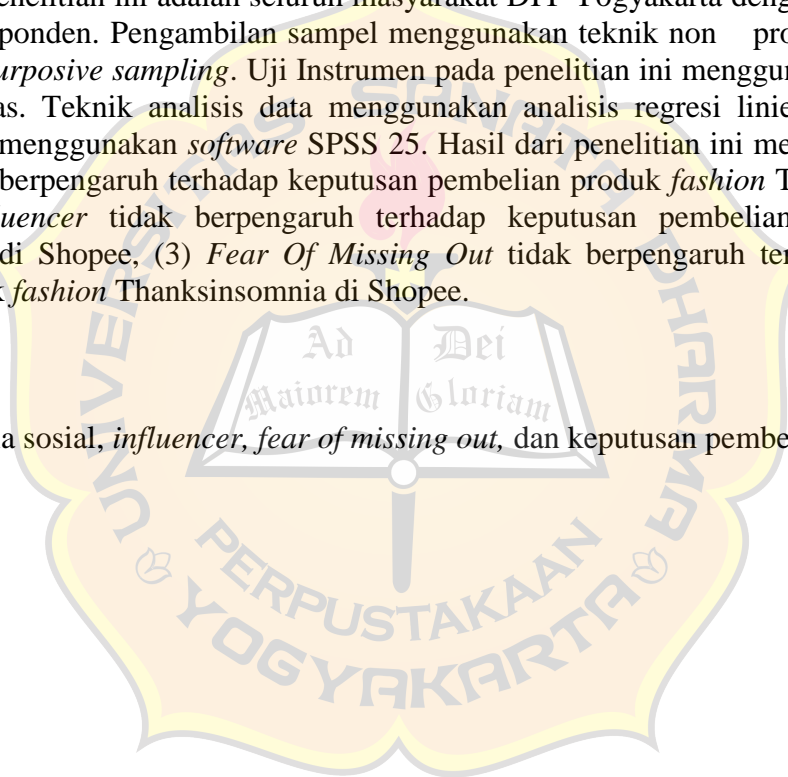
**ABSTRAK**

**PENGARUH MEDIA SOSIAL, *INFLUENCER*, DAN *FEAR OF MISSING OUT* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION THANKSINSOMNIA* DI SHOPEE**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh media sosial terhadap keputusan pembelian produk *fashion* Thanksinsomnia di Shopee, (2) pengaruh *influencer* terhadap keputusan pembelian produk *fashion* Thanksinsomnia di Shopee, (3) pengaruh *fear of missing out* terhadap keputusan pembelian produk *fashion* Thanksinsomnia di Shopee. Data diperoleh dengan menyebarkan kuesioner secara *online* kepada konsumen Thanksinsomnia di DIY Yogyakarta. Populasi dalam penelitian ini adalah seluruh masyarakat DIY Yogyakarta dengan jumlah sampel sebanyak 119 responden. Pengambilan sampel menggunakan teknik non probability sampling dengan metode *purposive sampling*. Uji Instrumen pada penelitian ini menggunakan uji validitas dan uji reliabilitas. Teknik analisis data menggunakan analisis regresi linier berganda. Data penelitian diolah menggunakan *software* SPSS 25. Hasil dari penelitian ini menunjukkan bahwa (1) Media Sosial berpengaruh terhadap keputusan pembelian produk *fashion* Thanksinsomnia di Shopee, (2) *Influencer* tidak berpengaruh terhadap keputusan pembelian produk *fashion* Thanksinsomnia di Shopee, (3) *Fear Of Missing Out* tidak berpengaruh terhadap Keputusan pembelian produk *fashion* Thanksinsomnia di Shopee.

Kata kunci : media sosial, *influencer*, *fear of missing out*, dan keputusan pembelian.



**ABSTRACT**  
**THE INFLUENCE OF SOCIAL MEDIA, INFLUENCER, AND FEAR OF MISSING OUT ON PURCHASE DECISIONS FOR THANKSINSOMNIA FASHION PRODUCTS ON SHOPEE**

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This study aims to determine: (1) the influence of social media on purchasing decisions for Thanksinsomnia fashion products on Shopee, (2) the influence of *influencers* on purchasing decisions for Thanksinsomnia fashion products on Shopee, (3) the influence of fear of missing out (*FOMO*) on purchasing decisions for Thanksinsomnia fashion products on Shopee. Data was obtained by distributing an online questionnaire to Thanksinsomnia consumers in Special Region of Yogyakarta . The population for this study is the entire population of Special Region of Yogyakarta, with a sample size of 119 respondents. Sampling was conducted using a non-probability sampling technique with purposive sampling method. The instrument test in this study used validity and reliability tests. Data analysis was performed using multiple linear regression analysis. The research data was processed using SPSS 25 software. The results of this study indicate that (1) Social Media had an influence on purchasing decisions for Thanksinsomnia fashion products on Shopee, (2) *Influencers* did not have an influence on purchasing decisions for Thanksinsomnia fashion products on Shopee, (3) Fear of Missing Out did not have an influence on purchasing decisions for Thanksinsomnia fashion products on Shopee.

Keywords: social media, influencer, fear of missing out, and purchase decision.