

**ABSTRAK**

**PENGARUH *FEAR OF MISSING OUT*, DISKON, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA SHOPEE (*E-COMMERCE*)**

Dita Evelina Patresia  
NIM: 202114129  
Universitas Sanata Dharma Yogyakarta  
2024

Dengan meningkatnya aktivitas di media sosial, konsumen lebih mudah melihat tren dan pengalaman belanja orang lain, yang menyebabkan mereka merasa takut tertinggal informasi atau tidak mendapatkan barang yang sedang populer. Penelitian ini bertujuan untuk mengeksplorasi dampak rasa takut ketinggalan, diskon, dan promosi terhadap keputusan pembelian di *platform e-commerce* Shopee. Dengan semakin banyaknya orang yang menggunakan media sosial dan *platform e-commerce*, fenomena FoMO, Diskon, dan Promosi menjadi faktor yang signifikan dalam mempengaruhi perilaku konsumen.

Penelitian ini menggunakan pendekatan kuantitatif. Data yang digunakan berasal dari jawaban responden atas kuesioner yang telah dibagikan oleh peneliti. Metode pengambilan sampel yang digunakan adalah *convenience sampling*. Jumlah responden dalam penelitian ini mencapai 112 mahasiswa fakultas ekonomi angkatan 2020 dan 2021. Pengumpulan data dilakukan melalui kuesioner, dan analisis data menggunakan teknik analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *fear of missing out* berpengaruh terhadap keputusan pembelian mahasiswa fakultas ekonomi Universitas Sanata Dharma, diskon berpengaruh terhadap keputusan pembelian mahasiswa fakultas ekonomi Universitas Sanata Dharma, dan promosi berpengaruh terhadap keputusan pembelian mahasiswa fakultas ekonomi Universitas Sanata Dharma.

Kata Kunci: *Fear of Missing Out*; Diskon; Promosi; Keputusan Pembelian; Shopee.

**ABSTRACT**

***THE EFFECT OF FEAR OF MISSING OUT,  
DISCOUNTS, AND PROMOTIONS ON PURCHASE  
DECISION ON SHOPEE (E-COMMERCE)***

Dita Evelina Patresia

NIM: 202114129

*Sanata Dharma University Yogyakarta*

*As activity on social media increases, consumers are more easily exposed to other people's trends and shopping experiences, which encourages fear of missing out on popular information or items. This study aims to examine the effect of fear of missing out, discounts, and promotions on purchase decisions on Shopee e-commerce platform. With the increasing use of social media and e-commerce platforms, the FoMO phenomenon has become a significant factor in driving consumer behavior.*

*This type of study is a quantitative one. The data used in this study were the respondents' answers to questionnaires that had been distributed by the author. The sampling technique in this study was carried out using the convenience sampling method. The number of respondents in this study were 112 consisted of economics faculty students Class of 2020 and 2021. The data collection technique used was through questionnaires. The data analysis technique used was multiple linear analysis.*

*The results and discussion of this study showed that the first hypothesis (H1) was accepted, which means that fear of missing out affects purchase decisions. Then, results and discussion of this study showed that the second hypothesis (H2) was accepted, which means that discounts affect purchase decisions. Finally, the results and discussion of this study showed that the third hypothesis (H3) was accepted, which means that promotion affects purchase decisions.*

*Keywords: Fear of Missing Out; Discount; Promotion; Purchase Decision; Shopee*