

ABSTRAK

**PENGARUH VIRAL MARKETING, SCARCITY MESSAGE, DAN
FLASH SALE TERHADAP IMPULSE BUYING DENGAN FEAR OF
MISSING OUT SEBAGAI VARIABEL MEDIASI**
Studi pada Konsumen *Deodorant Jennskin* di Universitas Sanata Dharma

M Amelia Pratiwi
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *viral marketing* terhadap *impulse buying*, (2) pengaruh *scarcity message* terhadap *impulse buying*, (3) pengaruh *flash sale* terhadap *impulse buying*, (4) pengaruh *viral marketing* terhadap *impulse buying* melalui *fear of missing out* sebagai variabel mediasi, (5) pengaruh *scarcity message* terhadap *impulse buying* melalui *fear of missing out* sebagai variabel mediasi, (6) pengaruh *flash sale* terhadap *impulse buying* melalui *fear of missing out* sebagai variabel mediasi. Sampel dalam penelitian adalah 96 mahasiswa Universitas Sanata Dharma yang pernah melakukan pembelian tanpa terencana produk *deodorant Jennskin* dalam kurun waktu 6 bulan terakhir secara online dan mengetahui konten viral dan program *flash sale* yang dilakukan *Jennskin*. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh dari hasil kuesioner melalui Google Form. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan software SmartPLS4. Hasil penelitian ini menunjukkan bahwa: (1) *viral marketing* berpengaruh terhadap *impulse buying*, (2) *Scarcity message* tidak berpengaruh terhadap *impulse buying*, (3) *flash sale* tidak berpengaruh terhadap *impulse buying*, (4) *viral marketing* tidak berpengaruh terhadap *impulse buying* dengan di mediasi *fear of missing out*, (5) *Scarcity message* berpengaruh terhadap *impulse buying* dengan di mediasi *fear of missing out*, (6) *flash sale* tidak berpengaruh terhadap *impulse buying* dengan di mediasi *fear of missing out*.

Kata kunci: *Viral marketing, Scarcity message, Flash sale, Impulse buying, Fear of missing out*

ABSTRACT

**THE INFLUENCE OF VIRAL MARKETING, SCARCITY MESSAGE,
AND FLASH SALE ON IMPULSE BUYING WITH FEAR OF MISSING
OUT AS A MEDIATING VARIABLE**

Research on Jennskin Deodorant Consumers at Sanata Dharma University

M Amelia Pratiwi
Sanata Dharma University
Yogyakarta
2024

This study aims to determine: (1) the effect of viral marketing on impulse buying, (2) the effect of scarcity message on impulse buying, (3) the effect of flash sale on impulse buying, (4) the effect of viral marketing on impulse buying through fear of missing out as a mediating variable, (5) the effect of scarcity message on impulse buying through fear of missing out as a mediating variable, (6) the effect of flash sale on impulse buying through fear of missing out as a mediating variable. The research sample consists of 96 Sanata Dharma University students who have made unplanned purchases of Jennskin deodorant products online within the last 6 months and are aware of Jennskin's viral content and flash sale programs. Sampling was conducted using non-probability sampling technique with purposive sampling method. Data was collected through questionnaires distributed via Google Forms. The data analysis technique used in this study was Partial Least Square (PLS) with SmartPLS4 software. The results of this study show that: (1) Viral marketing influences impulse buying, (2) Scarcity messages do not influence impulse buying, (3) Flash sales do not influence impulse buying, (4) Viral marketing does not influence impulse buying when mediated by fear of missing out, (5) Scarcity messages influence impulse buying when mediated by fear of missing out, (6) Flash sales do not influence impulse buying when mediated by fear of missing out.

Keywords: *Viral marketing, Scarcity message, Flash sale, Impulse buying, Fear of missing out*