

ABSTRAK

**PENGARUH FOMO BEHAVIOR, PERSONALITY TRAITS, DAN
HEDONIC SHOPPING MOTIVATION TERHADAP IMPULSE BUYING
GENERASI Z DENGAN POSITIVE EMOTION
SEBAGAI VARIABEL MEDIASI
Studi pada Konsumen CRSL Store**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung *FoMO behavior* terhadap *impulse buying*, 2) pengaruh secara langsung *personality traits* terhadap *impulse buying*, 3) pengaruh secara langsung *hedonic shopping motivation* terhadap *impulse buying*, 4) pengaruh *FoMO behavior* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 5) pengaruh *personality traits* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 6) pengaruh *hedonic shopping motivation* terhadap *impulse buying* dengan dimediasi oleh *positive emotion*. Populasi dalam penelitian ini adalah konsumen CRSL yang sudah pernah melakukan *impulse buying* minimal dua kali. Data diperoleh dengan membagikan kuesioner menggunakan Google Form kepada 96 responden konsumen generasi z CRSL Store di Yogyakarta. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 4. Hasil penelitian menunjukkan bahwa: 1) *FoMO behavior* secara langsung berpengaruh terhadap *impulse buying*, 2) *personality traits* secara langsung tidak berpengaruh terhadap *impulse buying*, 3) *hedonic shopping motivation* secara langsung berpengaruh terhadap *impulse buying*, 4) *FoMO behavior* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 5) *personality traits* tidak berpengaruh terhadap *impulse buying* dengan dimediasi oleh *positive emotion*, 6) *hedonic shopping motivation* berpengaruh terhadap *impulse buying* dengan dimediasi sebagian (*complementary-partial mediation*) oleh *positive emotion*.

Kata Kunci: *FoMO behavior*, *personality traits*, *hedonic shopping motivation*, *impulse buying*, dan *positive emotion*.

ABSTRACT

**THE INFLUENCE OF FOMO BEHAVIOR, PERSONALITY TRAITS,
AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING
AMONG GENERATION Z WITH POSITIVE EMOTION AS A
MEDIATING VARIABLE**

Studies on CRSL Store Consumers

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This study aims to find out: 1) the direct influence of FoMO behavior on impulse buying 2) the direct influence of personality traits on impulse buying, 3) the direct influence of hedonic shopping motivation on impulse buying, 4) the influence of FoMO behavior on impulse buying mediated by positive emotion, 5) the influence of personality traits on impulse buying mediated by positive emotion, 6) the influence of hedonic shopping motivation on impulse buying mediated by positive emotion. The population in this study consists of CRSL consumers who have made impulse purchases at least twice. Data were collected by distributing questionnaires via Google Form to 96 generation z respondents who are consumers in Yogyakarta. The data analysis technique uses Partial Least Square, namely SmartPLS 4. The results of the study showed that: 1) FoMO behavior has a direct effect on impulse buying, 2) personality traits have no direct effect on impulse buying, 3) hedonic shopping motivation has a direct effect on impulse buying, 4) personality traits have no effect on impulse buying when mediated by positive emotion, 6) hedonic shopping motivation affects impulse buying with partial (complementary) mediation by positive emotion.

Keywords: FoMO behavior, personality traits, hedonic shopping motivation, impulse buying, and positive emotion.