

ABSTRAK

PENGARUH SELF CONCEPT, SELF MANAGEMENT, FOMO DAN REFERENCE GROUP TERHADAP PERILAKU KONSUMTIF Studi Komparatif pada Gen Z dan Milenial

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2026

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *self concept*, *self management*, FOMO, dan *reference group* secara bersama-sama terhadap perilaku konsumtif, 2) pengaruh *self concept* terhadap perilaku konsumtif, 3) pengaruh *self management* terhadap perilaku konsumtif, 4) pengaruh FOMO terhadap perilaku konsumtif, 5) pengaruh *reference group* terhadap perilaku konsumtif, 6) perbedaan signifikan rata-rata persepsi *self concept* antara Gen Z dan Milenial, 7) perbedaan signifikan rata-rata persepsi *self management* antara Gen Z dan Milenial. 8) perbedaan signifikan rata-rata persepsi FOMO antara Gen Z dan Milenial. 9) perbedaan signifikan rata-rata persepsi *reference group* antara Gen Z dan Milenial. Populasi dari penelitian ini adalah individu Gen Z dan Milenial yang menggunakan teknik *purposive sampling*. Penelitian ini menggunakan 278 responden, 143 responden Gen Z dan 135 responden Milenial sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner melalui *Google Form*. Teknik analisis data menggunakan analisis linier berganda, uji f, uji t, dan *independent sample t-test* yang diolah menggunakan aplikasi SPSS 26. Hasil dari penelitian ini menunjukkan bahwa: 1) *self concept*, *self management*, FOMO, dan *reference group* secara bersama-sama berpengaruh terhadap perilaku konsumtif Gen Z dan Milenial, 2) *self concept* berpengaruh terhadap perilaku konsumtif Gen Z tetapi tidak berpengaruh terhadap perilaku konsumtif Milenial, 3) *self management* berpengaruh terhadap perilaku konsumtif Gen Z dan Milenial, 4) FOMO berpengaruh terhadap perilaku konsumtif Gen Z dan Milenial, 5) *reference group* berpengaruh terhadap perilaku konsumtif Gen Z dan Milenial, 6) terdapat perbedaan signifikan rata-rata persepsi *self concept* antara Gen Z dan Milenial, 7) terdapat perbedaan signifikan rata-rata persepsi *self management* antara Gen Z dan Milenial. 8) terdapat perbedaan signifikan rata-rata persepsi FOMO antara Gen Z dan Milenial. 9) Tidak terdapat perbedaan signifikan rata-rata persepsi *reference group* antara Gen Z dan Milenial.

Kata Kunci : FOMO, perilaku konsumtif, *reference group*, *self concept*, dan *self management*

ABSTRACT

**THE INFLUENCE OF SELF-CONCEPT, SELF-MANAGEMENT, FOMO,
AND REFERENCE GROUPS ON CONSUMPTIVE BEHAVIOR
Comparative Study on Gen Z and Millennials**

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This study aims to determine: 1) the combined effects of self-concept, self-management, FOMO, and reference group on consumer behavior; 2) the effect of self-concept on consumer behavior; 3) the effect of self-management on consumer behavior; 4) the effect of FOMO on consumer behavior; 5) the effect of reference group on consumer behavior; 6) differences in self-concept perceptions between Gen Z and Millennials; 7) differences in self-management perceptions between Gen Z and Millennials; 8) differences in FOMO perceptions between Gen Z and Millennials; and 9) differences in reference group perceptions between Gen Z and Millennials. This study involved 278 respondents, 143 Gen Z and 135 Millennials selected through purposive sampling, with data collected through Google Forms questionnaires. Data were analyzed using multiple linear regression, F-tests, t-tests, and independent samples t-tests with SPSS 26. The results show that: 1) self-concept, self-management, FOMO, and reference group simultaneously influence consumer behavior, 2) self-concept influences Gen Z consumer behavior but not Millennials, 3) self-management influences both generations; 4) FOMO influences both generations, 5) reference group influences both generations, 6) there are significant differences in self-concept perceptions, 7) there are significant differences in self-management perceptions, 8) there are significant differences in FOMO perceptions, and 9) there are no significant differences in reference group perceptions between Gen Z and Millennials.

Keywords: Consumptive behavior, FOMO, reference group, self concept, and self management.