

ABSTRAK

PENGARUH MOTIVASI HEDONIK DAN *INFLUENCER MARKETING* PADA NIAT BELI DIMEDIASI OLEH *FEAR OF MISSING OUT* PENGGUNA TIKTOK SHOP

(Studi pada Pengguna TikTok Shop di Daerah Istimewa Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh motivasi hedonik pada niat beli, (2) Pengaruh *influencer marketing* pada niat beli, (3) pengaruh *Fear of Missing Out (FoMO)* pada niat beli, (4) Menganalisis peran *Fear of Missing Out (FoMO)* sebagai variabel mediasi dalam hubungan antara *influencer marketing* dan niat beli. Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik pengambilan sampel menggunakan *non probability sampling* dan teknik penentuan sampel menggunakan *purposive sampling*. Selain itu, data diperoleh dengan membagikan kuesioner melalui *google form* kepada 391 responden yang tersebar di seluruh Daerah Istimewa Yogyakarta. Teknik analisis data yang digunakan dalam penelitian ini adalah Partial Least Square (PLS) dengan aplikasi SmartPLS 4 v. 4.0.9.9. Berdasarkan analisis yang telah dilakukan, hasil dari penelitian ini adalah: (1) Motivasi hedonik berpengaruh positif pada niat beli, (2) *Influencer marketing* berpengaruh positif pada niat beli, (3) *Fear of missing out (FoMO)* tidak berpengaruh pada niat beli, (4) *Fear of missing out (FoMO)* tidak memediasi pengaruh *Influencer marketing* pada niat beli.

Kata kunci: motivasi hedonik, *influencer marketing*, *Fear of Missing Out (FoMO)*, niat beli

ABSTRACT

**THE INFLUENCE OF HEDONIC MOTIVATION AND INFLUENCER MARKETING
ON PURCHASE INTENTION MEDIATED BY FEAR OF MISSING OUT TIKTOK
SHOP USERS**

(Study on TikTok Shop Users in the Special Region of Yogyakarta)

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This study aims to determine: (1) The effect of hedonic motivation on purchase intention, (2) The effect of influencer marketing on purchase intention, (3) The effect of Fear of Missing Out (FoMO) on purchase intention, (4) Analyzing the role of Fear of Missing Out (FoMO) as a mediating variable in the relationship between influencer marketing and purchase intention. The research method used is a quantitative method with a non-probability sampling technique and purposive sampling as the sample determination technique. Additionally, data were collected by distributing questionnaires via Google Form to 391 respondents spread across the Special Region of Yogyakarta. The data analysis technique used in this study is Partial Least Square (PLS) with the SmartPLS 4 v. 4.0.9.9 application. Based on the analysis conducted, the results of this study are as follows: (1) Hedonic motivation has a positive effect on purchase intention, (2) Influencer marketing has a positive effect on purchase intention, (3) Fear of Missing Out (FoMO) has no effect on purchase intention, (4) Fear of Missing Out (FoMO) does not mediate the effect of influencer marketing on purchase intention.

Keywords: hedonic motivation, influencer marketing, Fear of Missing Out (FoMO), purchase intention