

**ABSTRAK**

**PENGARUH GAYA HIDUP HEDONIS DAN *FEAR OF MISSING OUT* (FOMO) TERHADAP PERILAKU KONSUMTIF MAHASISWA  
FAKULTAS EKONOMI UNIVERSITAS SANATA DHARMA**

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Perkembangan teknologi digital yang pesat, tingginya intensitas penggunaan internet, dan kemudahan transaksi di kalangan mahasiswa telah mendorong perubahan pola konsumsi mahasiswa. Perilaku konsumtif merupakan kecenderungan individu untuk melakukan konsumsi barang ataupun jasa secara berlebihan yang didorong oleh keinginan dan kepuasan pribadi dibandingkan pemenuhan kebutuhan yang sebenarnya. Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup hedonis dan *Fear of Missing Out* (FoMO) terhadap perilaku konsumtif mahasiswa Fakultas Ekonomi Universitas Sanata Dharma. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan kausal. Data yang digunakan merupakan data primer yang diperoleh melalui penyebaran kuesioner secara daring kepada 106 mahasiswa aktif program sarjana angkatan 2022-2025 Fakultas Ekonomi Universitas Sanata Dharma yang dipilih menggunakan teknik *proportional random sampling*. Analisis data dilakukan dengan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa gaya hidup hedonis dan *Fear of Missing Out* (FoMO) berpengaruh positif dan signifikan terhadap perilaku konsumtif, baik secara parsial maupun simultan. Penelitian ini menyimpulkan bahwa mahasiswa perlu meningkatkan pengendalian diri dalam mengelola pola konsumsi dan memprioritaskan kebutuhan dibandingkan keinginan agar kecenderungan hedonis dan FoMO dapat diminimalkan.

Kata Kunci: Gaya Hidup Hedonis, *Fear of Missing Out* (FoMO), Perilaku Konsumtif, Mahasiswa.

**ABSTRACT**

***THE INFLUENCE OF HEDONIC LIFESTYLE AND FEAR OF MISSING OUT (FOMO) ON THE CONSUMPTIVE BEHAVIOR OF STUDENTS AT THE FACULTY OF ECONOMICS, SANATA DHARMA UNIVERSITY***

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*The rapid advancement of digital technology, the increasing intensity of internet use, and the ease of online transactions among university students have contributed to changes in their consumption patterns. Consumptive behavior refers to an individual's tendency to purchase goods or services excessively, driven more by personal desires and satisfaction than by actual needs. This study aims to examine the influence of hedonic lifestyle and Fear of Missing Out (FoMO) on the consumptive behavior of students at the Faculty of Economics, Sanata Dharma University. This study employed a quantitative research approach with descriptive and causal designs. Primary data were collected through an online questionnaire distributed to 106 active undergraduate students from the 2022–2025 cohorts of the Faculty of Economics, Sanata Dharma University. The respondents were selected using proportional random sampling. The data were analyzed using multiple linear regression. The findings reveal that both hedonic lifestyle and Fear of Missing Out (FoMO) have a positive and statistically significant influence on students consumptive behavior, both partially and simultaneously. These results indicate that students with stronger hedonic lifestyle tendencies and higher levels of FoMO are more likely to engage in consumptive behavior. The study concludes that students should strengthen their self-control in managing consumption patterns and prioritize needs over wants in order to reduce the influence of hedonic lifestyle and FoMO on their purchasing behavior.*

**Keywords:** *Hedonic Lifestyle, Fear of Missing Out (FoMO), Consumptive Behavior, University Students.*