

ABSTRAK

PENGARUH *FEAR OF MISSING OUT* (FOMO) DAN MEDIA SOSIAL TERHADAP

KEPUTUSAN PEMBELIAN PRODUK *FASHION ONLINE*

(Studi Kasus: Mahasiswa Prodi Ekonomi Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk menganalisis pengaruh *Fear of Missing Out* (FoMO) dan media sosial terhadap keputusan pembelian produk *fashion online* pada mahasiswa Program Studi Ekonomi Universitas Sanata Dharma Yogyakarta. Penelitian ini dilatarbelakangi oleh tingginya penggunaan media sosial di kalangan mahasiswa serta munculnya fenomena FoMO yang diduga memengaruhi keputusan pembelian produk *fashion online*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada mahasiswa Program Studi Ekonomi Universitas Sanata Dharma Yogyakarta yang pernah melakukan pembelian produk *fashion online*. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial *Fear of Missing Out* (FoMO) tidak berpengaruh terhadap keputusan pembelian produk *fashion online*. Sebaliknya, media sosial memiliki pengaruh positif terhadap keputusan pembelian produk *fashion online*. Selain itu, secara simultan FoMO dan media sosial terbukti berpengaruh terhadap keputusan pembelian produk *fashion online*. Temuan ini menunjukkan bahwa media sosial merupakan faktor yang lebih dominan dalam memengaruhi keputusan pembelian produk *fashion online* pada mahasiswa. Sementara itu, FoMO tidak memberikan pengaruh secara langsung terhadap keputusan pembelian, namun bersama media sosial tetap berkontribusi dalam memengaruhi keputusan pembelian produk *fashion online*.

Kata Kunci: *Fear of Missing Out* (FoMO), media sosial, keputusan pembelian, *fashion online*.

ABSTRACT

***THE INFLUENCE OF FEAR OF MISSING OUT (FOMO)
AND SOCIAL MEDIA ON ONLINE FASHION PURCHASE DECISIONS
(A Case Study of Economics Students at Sanata Dharma University, Yogyakarta)***

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This study aims to analyze the influence of Fear of Missing Out (FoMO) and social media on online fashion purchasing decisions among students in the Economics Study Program at Sanata Dharma University, Yogyakarta. This research is motivated by the high use of social media among students and the emergence of the FoMO phenomenon, which is suspected to influence online fashion purchasing decisions. This study used a quantitative approach with a survey method. Data were obtained by distributing questionnaires to students in the Economics Study Program at Sanata Dharma University, Yogyakarta who had previously purchased online fashion products. Data analysis was performed using multiple linear regression with the help of SPSS. The results showed that, partially, Fear of Missing Out (FoMO) had no effect on online fashion purchasing decisions. Conversely, social media had a positive effect on online fashion purchasing decisions. Furthermore, FoMO and social media simultaneously influenced online fashion purchasing decisions. These findings indicate that social media is a more dominant factor in influencing online fashion purchasing decisions among students. While FoMO does not directly influence purchasing decisions, it, along with social media, still contributes to online fashion purchasing decisions.

Keywords: *Fear of Missing Out (FoMO), Social Media, Purchase Decision, Online Fashion.*