

## ABSTRAK

### **PENGARUH SHOPPING LIFESTYLE, E-WOM, DAN FOMO TERHADAP IMPULSE BUYING KONSUMEN PRODUK FASHION GENERASI Z MELALUI MEDIASI BRAND IMAGE**

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Penelitian ini bertujuan untuk menganalisis: (1) pengaruh *shopping lifestyle* terhadap *brand image*, (2) pengaruh *e-WOM* terhadap *brand image*, (3) pengaruh FOMO terhadap *brand image*, (4) pengaruh *shopping lifestyle* terhadap *impulse buying*, (5) pengaruh *e-WOM* terhadap *impulse buying*, (6) pengaruh FOMO terhadap *impulse buying*, (7) pengaruh *shopping lifestyle* terhadap *impulse buying* yang dimediasi *brand image*, (8) pengaruh *e-WOM* terhadap *impulse buying* yang dimediasi *brand image*, (9) pengaruh FOMO terhadap *impulse buying* yang dimediasi *brand image*, dan (10) pengaruh *brand image* terhadap *impulse buying*. Populasi penelitian ini adalah konsumen Generasi Z berdomisili di Daerah Istimewa Yogyakarta dan sekitarnya yang pernah membeli produk *fashion* via platform digital. Pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data dihimpun melalui kuesioner daring dan dianalisis menggunakan metode PLS-SEM via SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *shopping lifestyle* tidak berpengaruh terhadap *brand image*, (2) *e-WOM* berpengaruh positif terhadap *brand image*, (3) FOMO berpengaruh positif terhadap *brand image*, (4) *shopping lifestyle* berpengaruh positif terhadap *impulse buying*, (5) *e-WOM* berpengaruh positif terhadap *impulse buying*, (6) FOMO berpengaruh positif terhadap *impulse buying*, (7) *shopping lifestyle* tidak berpengaruh terhadap *impulse buying* tanpa mediasi *brand image*, (8) *e-WOM* tidak berpengaruh terhadap *impulse buying* tanpa mediasi *brand image*, (9) FOMO berpengaruh positif terhadap *impulse buying* dengan dimediasi sebagian (*complementary partial mediation*) oleh *brand image*, serta (10) *brand image* berpengaruh positif terhadap *impulse buying*.

Kata kunci: *Shopping Lifestyle, E-WOM, FOMO, Brand Image, Impulse Buying*.

**ABSTRACT**

**THE INFLUENCES OF SHOPPING LIFESTYLE, E-WOM, AND FOMO  
ON IMPULSE BUYING AMONG GENERATION Z CONSUMERS  
OF FASHION PRODUCTS THROUGH THE  
MEDIATION OF BRAND IMAGE**

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This study aims to analyze: (1) the influences of shopping lifestyle on brand image, (2) the influences of e-WOM on brand image, (3) the influences of FOMO on brand image, (4) the influences of shopping lifestyle on impulse buying, (5) the influences of e-WOM on impulse buying, (6) the influences of FOMO on impulse buying, (7) the influences of shopping lifestyle on impulse buying mediated by brand image, (8) the influences of e-WOM on impulse buying mediated by brand image, (9) the influences of FOMO on impulse buying mediated by brand image, and (10) the influences of brand image on impulse buying. The population of this study consists of Generation Z consumers residing in the Special Region of Yogyakarta and its surrounding areas who have purchased fashion products via digital platforms. Sampling was conducted using non-probability sampling with a purposive sampling method. Data were collected through an online questionnaire and analyzed using the PLS-SEM method via SmartPLS 4. The results of the study show that: (1) shopping lifestyle has no influences on brand image, (2) e-WOM has a positive influences on brand image, (3) FOMO has a positive influences on brand image, (4) shopping lifestyle has a positive influences on impulse buying, (5) e-WOM has a positive influences on impulse buying, (6) FOMO has a positive influences on impulse buying, (7) shopping lifestyle has no influences on impulse buying without the mediation of brand image, (8) e-WOM has no influences on impulse buying without the mediation of brand image, (9) FOMO has a positive influences on impulse buying, partially mediated (complementary partial mediation) by brand image, and (10) brand image has a positive influences on impulse buying.

**Keywords:** Shopping Lifestyle, E-WOM, FOMO, Brand Image, Impulse Buying.