

ABSTRAK

Perkembangan teknologi digital telah mendorong transformasi dalam perilaku belanja konsumen, salah satunya melalui *platform social commerce* seperti TikTok Shop. Pertumbuhan *social commerce* yang cukup pesat mendorong perilaku belanja konsumen menjadi lebih impulsif. *Impulsive buying* muncul karena faktor internal dan eksternal, yang mana faktor internal yaitu dorongan emosional dalam diri seperti FOMO dan gaya hidup berbelanja, serta faktor eksternal seperti *sales promotion*, diduga kuat menjadi penyebab perilaku pembelian tanpa rencana. Studi ini bertujuan untuk menganalisis pengaruh FOMO (*Fear of Missing Out*), *sales promotion*, dan *shopping lifestyle* terhadap *impulsive buying* pada produk *skincare* di TikTok Shop, khususnya pada konsumen di Kota Purbalingga. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner dengan jumlah responden sebanyak 107 orang berusia 15–35 tahun yang pernah melakukan pembelian produk *skincare* melalui TikTok Shop. Analisis data dilakukan dengan uji regresi linear berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa variabel FOMO dan *sales promotion* secara parsial berpengaruh terhadap *impulsive buying* sedangkan, variabel *shopping lifestyle* tidak memiliki pengaruh terhadap *impulsive buying*. Penelitian ini mengungkapkan bahwa variabel FOMO, *sales promotion* dan *shopping lifestyle* secara simultan berpengaruh signifikan terhadap *impulsive buying* pada produk *skincare* di TikTok Shop.

Kata Kunci: FOMO, *sales promotion*, *shopping lifestyle*, *impulsive buying*, TikTok Shop.

ABSTRACT

The development of digital technology has driven a transformation in consumer shopping behavior, one of which is through social commerce platforms such as TikTok Shop. The rapid growth of social commerce has significantly encouraged more impulsive consumer purchasing behavior. Impulsive buying arises from both internal and external factors. Internal factors include emotional drives such as FOMO and shopping lifestyle, while external factors such as sales promotions are strongly suspected to be key triggers of unplanned purchasing behavior. This study aims to analyze the influence of FOMO (Fear of Missing Out), sales promotion, and shopping lifestyle on impulsive buying of skincare products on TikTok Shop, specifically among consumers in Purbalingga City. This research employs a quantitative approach using a survey method through questionnaires, with a total of 107 respondents aged 15–35 years who have previously purchased skincare products via TikTok Shop. Data analysis was conducted using multiple linear regression tests with SPSS. The results show that the FOMO and sales promotion variabels partially have a significant effect on impulsive buying meanwhile, the shopping lifestyle variabel does not have an effect on impulsive buying. The study reveals that FOMO, sales promotion, and shopping lifestyle simultaneously have a significant influence on impulsive buying of skincare products on TikTok Shop.

Keywords: FOMO, sales promotion, shopping lifestyle, impulsive buying, TikTok Shop.