

ABSTRAK

Skripsi dengan judul “Peran *Fear of missing out* (Fomo) dalam Memoderasi Pengaruh *Brand image* Dan *Social media marketing* Terhadap Keputusan Pembelian Produk Kosmetik Hanasui Pada Mahasiswi Angkatan 2021 Uin Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Miftakhul Kharisma, NIM. 126405212111 dengan Dosen Pembimbing Doni Fitriyanto, S.E., M.E.

Kata kunci: *Fear of missing out*, *Brand image*, *Social media marketing*, Keputusan Pembelian.

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan di industri kosmetik serta tingginya paparan informasi dan tren di media sosial yang memengaruhi keputusan pembelian konsumen, khususnya mahasiswi. Pada era digital, banyak berseliweran konten promosi media sosial dari banyak *brand* kosmetik, salah satunya Hanasui. Hal ini, membuat adanya kondisi psikologis muncul yaitu *Fear of missing out* yang menyebabkan Keputusan pembelian konsumen terkadang tidak mementingkan *brand image* suatu produk dan isi konten *social media marketing* suatu *brand*.

Tujuan penelitian ini adalah untuk mengetahui pengaruh: *Brand image* dan *social media marketing* secara simultan terhadap keputusan pembelian Kosmetik Hanasui, *Brand image* terhadap keputusan pembelian Kosmetik Hanasui, *social media marketing* terhadap keputusan pembelian, *brand image* dan *social media marketing* secara simultan terhadap keputusan pembelian dengan *Fear of missing out* (FOMO) sebagai variabel moderasi pada Kosmetik Hanasui, *Brand image* terhadap keputusan pembelian dengan *Fear of missing out* (FOMO) sebagai variabel moderasi pada Kosmetik Hanasui, *social media marketing* terhadap keputusan pembelian dengan *Fear of missing out* (FOMO) sebagai variabel moderasi pada Kosmetik Hanasui.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini yakni Mahasiswi Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung yang menggunakan Produk Kosmetik Hanasui. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Adapun sampelnya berjumlah 100 responden.

Hasil penelitian menunjukkan bahwa: *brand image* dan *social media marketing* berpengaruh positif dan signifikan secara simultan terhadap Keputusan pembelian produk kosmetik Hanasui, *brand image* berpengaruh positif dan signifikan terhadap Keputusan pembelian kosmetik Hanasui, *social media marketing* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Hanasui, *fear of missing out* memoderasi hubungan *brand image* dan *social media marketing* terhadap Keputusan pembelian kosmetik Hanasui secara positif dan signifikan, *fear of missing out* memoderasi hubungan *brand image* terhadap Keputusan pembelian kosmetik Hanasui secara negating dan signifikan, *fear of missing out* tidak dapat memoderasi hubungan *social media marketing* dan Keputusan pembelian kosmetik Hanasui.

ABSTRACT

This undergraduate thesis, entitled "The Role of Fear of missing out (FoMO) in Moderating the Influence of Brand image and Social media marketing on the Purchase Decision of Hanasui Cosmetic Products among 2021 Female Students of UIN Sayyid Ali Rahmatullah Tulungagung", was written by Miftakhul Kharisma, Student ID: 126405212111, under the supervision of Doni Fitriyanto, S.E., M.E.

Keywords: Fear of missing out, Brand image, Social media marketing, Purchase Decision.

This research is based on the increasing competition in the cosmetics industry and the high exposure to information and trends on social media that influence consumer behavior, especially among the younger generation. In the digital era, a lot of promotional content from various cosmetic brands, one of which is Hanasui, is circulating on social media. This creates a psychological condition known as Fear of missing out, which causes consumer purchase decisions to sometimes ignore the brand image of a product and the content of a brand's social media marketing.

The purpose of this research is to determine the influence of: Brand image and social media marketing simultaneously on the purchase decision of Hanasui cosmetics, Brand image on the purchase decision of Hanasui cosmetics, Social media marketing on the purchase decision, Brand image and social media marketing simultaneously on the purchase decision with Fear of missing out (FOMO) as a moderating variable on Hanasui cosmetics, Brand image on the purchase decision with Fear of missing out (FOMO) as a moderating variable on Hanasui cosmetics, Social media marketing on the purchase decision with Fear of missing out (FOMO) as a moderating variable on Hanasui cosmetics.

This research uses a quantitative approach with an associative research type. The population in this study is 2021 female students of UIN Sayyid Ali Rahmatullah Tulungagung who use Hanasui cosmetic products. The sampling technique used is non-probability sampling with a purposive sampling method. The sample consisted of 100 respondents.

The results showed that: Brand image and social media marketing had a positive and significant simultaneous effect on the purchase decision of Hanasui cosmetic products, Brand image had a positive and significant effect on the purchase decision of Hanasui cosmetics, Social media marketing did not have a positive and significant effect on the purchase decision of Hanasui cosmetics, Fear of missing out moderated the relationship between brand image and social media marketing on the purchase decision of Hanasui cosmetics positively and significantly, Fear of missing out moderated the relationship between brand image and the purchase decision of Hanasui cosmetics negatively and significantly, Fear of missing out could not moderate the relationship between social media marketing and the purchase decision of Hanasui cosmetics.