

ABSTRAK

Skripsi dengan judul “Pengaruh FOMO E-WOM dan Gaya Hidup Terhadap Keputusan Pembelian melalui *Market Place* Shopee pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Silvi Armadhita, NIM 126405211015, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Ramatullah Tulungagung, dengan dosen Pembimbing Ibu Lativa Hartiningtyas M.Pd.

Kata Kunci: FoMO, e-WOM, Gaya Hidup, Keputusan Pembelian, Shopee

Penelitian ini dilatarbelakangi oleh perkembangan digital yang telah mendorong perubahan perilaku konsumen, dalam melakukan pembelian secara *online*. Faktor FoMO (*Fear of Missing Out*), e-WOM (*electronic-Word of Mouth*), dan Gaya Hidup dalam mempengaruhi keputusan pembelian, ke tiga faktor tersebut memiliki peran yang penting khususnya pada mahasiswa dalam mengambil keputusan pembelian pada *market place* Shopee. Ketiga faktor tersebut saling berkaitan dalam menciptakan dorongan emosional, penyebaran informasi dan penyesuaian gaya hidup, sehingga menjadi dasar untuk meneliti pengaruhnya terhadap perilaku pembelian mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh FoMO, e-WOM dan Gaya Hidup terhadap Keputusan Pembelian melalui *Market Place* Shopee, (2) menguji pengaruh FoMO terhadap Keputusan Pembelian melalui *Market Place* Shopee, (3) menguji Pengaruh e-WOM terhadap Keputusan Pembelian melalui *Market Place* Shopee, (4) menguji pengaruh Gaya Hidup terhadap Keputusan Pembelian melalui *Market Place* Shopee.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Teknik pengambilan sampel pada penelitian ini menggunakan *probability sampling* dengan metode *proportionate stratified random sampling* dengan jumlah sampel 92 responden yaitu mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021. Metode analisis data berupa Regresi Linier Berganda.

Hasil penelitian ini menunjukkan bahwa (1) secara simultan variabel FoMO, e-WOM dan Gaya Hidup berpengaruh positif signifikan terhadap keputusan pembelian melalui *market place* Shopee, (2) FoMO tidak berpengaruh secara signifikan terhadap keputusan pembelian melalui *market place* Shopee, (3) e-EWOM berpengaruh secara signifikan terhadap keputusan pembelian melalui *market place* Shopee, (4) Gaya Hidup berpengaruh secara signifikan terhadap keputusan pembelian melalui *market place* Shopee.

ABSTRACT

The thesis with the title "The Influence of FoMO, E-WOM and Lifestyle on Purchase Decisions through Shopee Market Place on FEBI Students of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021" was written by Silvi Armadhita, NIM 126405211015, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Ramatullah Tulungagung, with supervisor Mrs. Lativa Hartiningtyas M.Pd.

Keywords: FoMO, e-WOM, Lifestyle, Purchase Decision, Shopee

This research is motivated by digital developments that have encouraged changes in consumer behavior, in making online purchases. FoMO (Fear of Missing Out), e-WOM (electronic-Word of Mouth), and Lifestyle factors in influencing purchase decisions, these three factors have an important role, especially for students in making purchase decisions on the Shopee market place. These three factors are interrelated in creating emotional motivation, disseminating information and adjusting lifestyle, so that they are the basis for researching their influence on the purchasing behavior of FEBI UIN Sayyid Ali Rahmatullah Tulungagung students Class of 2021.

The purpose of this study is to (1) test the influence of FoMO, e-WOM and Lifestyle on Purchase Decisions through Shopee Market Place, (2) test the influence of FoMO on Purchase Decisions through Shopee Market Place, (3) test the Influence of e-WOM on Purchase Decisions through Shopee Market Place, (4) test the influence of Lifestyle on Purchase Decisions through Shopee Market Place.

This study uses a quantitative approach with an associative type. The sampling technique in this study uses probability sampling using the proportionate stratified random sampling method with a sample of 92 respondents, namely FEBI UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021 students. The data analysis method is in the form of Multiple Linear Regression.

The results of this study show that (1) simultaneously the variables FoMO, e-WOM and Lifestyle have a significant positive effect on purchase decisions through Shopee market place, (2) FoMO does not have a significant effect on purchase decisions through Shopee market place, (3) e-EWOM has a significant effect on purchase decisions through market place Shopee, (4) Lifestyle has a significant effect on purchasing decisions through Shopee's marketplace.