

Abstrak

Pergeseran perilaku belanja digital di kalangan remaja memicu fenomena *impulsive buying* terhadap produk *fashion* demi menjaga eksistensi dari tren sosial. Penelitian ini bertujuan untuk menguji pengaruh *Fear of Missing Out* (FOMO) dan *Self-Control* terhadap perilaku *Impulsive Buying* pada siswa SMA X Sumedang. Pendekatan kuantitatif korelasional prediktif digunakan dengan teknik *purposive sampling* terhadap 222 siswa kelas XI dan XII. Pengumpulan data menggunakan skala *Likert* dan dianalisis melalui uji regresi linier berganda. Hasil membuktikan bahwa FOMO memberikan pengaruh positif yang signifikan, sedangkan *Self-Control* memberikan pengaruh negatif yang signifikan terhadap *Impulsive Buying*. Secara simultan, FOMO dan *Self-Control* menyumbangkan pengaruh sebesar 64,8% terhadap terbentuknya perilaku *Impulsive Buying*. Kesimpulannya, interaksi antara besarnya kecemasan sosial akan ketinggalan tren dan lemahnya kapasitas regulasi diri menjadi penentu utama tingginya impulsivitas belanja pada remaja.

Kata Kunci : *Fear of Missing Out, Impulsive Buying, Remaja, Self-Control.*

Abstract

The shift in digital shopping behavior among adolescents triggers the phenomenon of *impulsive buying* towards *fashion* products to maintain existence within social trends. This study aims to examine the effect of *Fear of Missing Out* (FOMO) and *Self-Control* on *Impulsive Buying* behavior among students of SMA X Sumedang. A predictive correlational quantitative approach was utilized with a *purposive sampling* technique on 222 students from grades XI and XII. Data were collected using *Likert* scales and analyzed through multiple linear regression. The results prove that FOMO has a significant positive effect, while *Self-Control* has a significant negative effect on *Impulsive Buying*. Simultaneously, FOMO and *Self-Control* contribute 64.8% to the formation of *Impulsive Buying* behavior. In conclusion, the interaction between high social anxiety of missing out on trends and weak self-regulation capacity is the main determinant of shopping impulsivity in adolescents.

Keywords: Adolescent, *Fear of Missing Out, Impulsive Buying, Self-Control.*

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