

**PENGARUH *FEAR OF MISSING OUT (FOMO)*, MOTIVASI
BELANJA HEDONIS, DAN PROMOSI PENJUALAN
TERHADAP PEMBELIAN IMPULSIF *VIRTUAL GOODS*
PADA PEMAIN GAME *MOBILE LEGENDS ; BANG-BANG***

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan membuktikan pengaruh antara *Fear Of Missing Out (Fomo)*, Motivasi Belanja Hedonis, dan Promosi Penjualan terhadap Pembelian Impulsif *virtual goods* pada pemain game *Mobile Legends ; Bang-Bang*. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan teknik purposive sampling yang merupakan teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian. Terdapat dua karakteristik yang diputuskan oleh peneliti yaitu pengguna game *Mobile Legends ; Bang-Bang* di Indonesia dan pernah melakukan pembelian *virtual goods* minimal dua kali. Responden yang di peroleh dalam penelitian ini sejumlah 168 orang. Adapun metode yang digunakan dalam penelitian ini adalah analisis regresi linier berganda yang menggunakan software IBM SPSS *Statistics 25* alat pengolahan data dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa variabel *Fear Of Missing Out (FOMO)* (X_1), Motivasi Belanja Hedonis (X_2), dan Promosi Penjualan (X_3) terhadap Pembelian Impulsif (Y).

Kata kunci: *Fear of Missing Out (Fomo)*, Motivasi Belanja Hedonis, Promosi Penjualan, Pembelian Impulsif

THE EFFECT OF FEAR OF MISSING OUT (FOMO), HEDONIC SHOPPING MOTIVATION, AND SALES PROMOTION OF IMPULSIVE BUYING VIRTUAL GOODS ON PLAYER GAME MOBILE LEGENDS ; BANG-BANG

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ABSTRACT

This study aims to determine and prove the effect between Fear Of Missing Out (Fomo), Hedonic Shopping Motivation, and Sales Promotion on Impulsive Buying virtual goods on players game Mobile Legends ; Bang-Bang. The type of research used is causal research with a quantitative approach. This study used a purposive sampling technique which is a sampling technique based on the researcher's personal considerations or judgments related to the characteristics of the population that are suitable to be used as research samples. There are two characteristics that are decided by researchers, namely users game Mobile Legends ; Bang-Bang in Indonesia and have purchased virtual goods at least twice. The respondents obtained in this study were 168 people. The method used in this study is multiple linear regression analysis using IBM SPSS Statistics 25 software, a data processing tool in this study. The results of this study indicate that variable Fear Of Missing Out (FOMO)(X_1), Hedonic Shopping Motivation (X_2), and Sales Promotion (X_3) against Impulsive Buying (Y).

Keywords : Fear of Missing Out (Fomo), Hedonic Shopping Motivation, Sales Promotion, Impulsive Buying