

ABSTRAK

Perkembangan e-commerce telah mendorong perubahan perilaku konsumen dalam melakukan pembelian secara online, khususnya pada Generasi Z yang dekat dengan penggunaan teknologi digital. Kemudahan berbelanja melalui Shopee serta berbagai fitur dan promosi yang ditawarkan dapat mendorong konsumen melakukan pembelian secara spontan atau *Impulse Buying*. Kondisi tersebut dapat dipengaruhi oleh FOMO (*Fear of Missing Out*) dan *Shopping Lifestyle*. Penelitian ini bertujuan untuk menganalisis pengaruh FOMO dan *Shopping Lifestyle* terhadap *Impulse Buying* pada pengguna Shopee Generasi Z di Kota Lhokseumawe. Penelitian ini menggunakan metode kuantitatif. Populasi penelitian adalah Generasi Z yang berdomisili di Kota Lhokseumawe dan menggunakan e-commerce Shopee. Sampel penelitian berjumlah 100 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa FOMO berpengaruh positif dan signifikan terhadap *Impulse Buying* dengan nilai t hitung sebesar 6,453 dan nilai signifikansi $0,000 < 0,05$. *Shopping Lifestyle* juga berpengaruh positif dan signifikan terhadap *Impulse Buying* dengan nilai t hitung sebesar 3,813 dan nilai signifikansi $0,000 < 0,05$. Secara simultan, FOMO dan *Shopping Lifestyle* berpengaruh positif dan signifikan terhadap *Impulse Buying* dengan nilai F hitung sebesar 66,363 dan nilai signifikansi $0,000 < 0,05$. Nilai *R Square* sebesar 0,578 menunjukkan bahwa FOMO dan *Shopping Lifestyle* mampu menjelaskan variasi *Impulse Buying* sebesar 57,8%, sedangkan sisanya sebesar 42,2% dipengaruhi oleh faktor lain di luar penelitian. FOMO merupakan variabel yang lebih dominan terhadap *Impulse Buying* dengan nilai *Standardized Coefficients Beta* sebesar 0,530 dibandingkan *Shopping Lifestyle* sebesar 0,313. Dengan demikian, semakin tinggi FOMO dan *Shopping Lifestyle*, maka semakin tinggi pula kecenderungan Generasi Z melakukan *Impulse Buying* pada e-commerce Shopee di Kota Lhokseumawe.

Kata Kunci: FOMO, *Fear of Missing Out*, *Shopping Lifestyle*, *Impulse Buying*, Shopee, Generasi Z.

ABSTRACT

The development of e-commerce has encouraged changes in consumer purchasing behavior, particularly among Generation Z, who are closely connected to digital technology. The convenience of shopping through Shopee, along with various features and promotions offered by the platform, can encourage consumers to make spontaneous purchases or Impulse Buying. This condition can be influenced by FOMO (Fear of Missing Out) and Shopping Lifestyle. This study aims to analyze the effect of FOMO and Shopping Lifestyle on Impulse Buying among Generation Z Shopee users in Lhokseumawe City. This study used a quantitative method. The population consisted of Generation Z residing in Lhokseumawe City who use the Shopee e-commerce platform. The sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of SPSS. The results showed that FOMO had a positive and significant effect on Impulse Buying, with a t-value of 6.453 and a significance value of $0.000 < 0.05$. Shopping Lifestyle also had a positive and significant effect on Impulse Buying, with a t-value of 3.813 and a significance value of $0.000 < 0.05$. Simultaneously, FOMO and Shopping Lifestyle had a positive and significant effect on Impulse Buying, with an F-value of 66.363 and a significance value of $0.000 < 0.05$. The R Square value of 0.578 indicates that FOMO and Shopping Lifestyle explain 57.8% of the variation in Impulse Buying, while the remaining 42.2% is influenced by other factors outside the study. FOMO was the more dominant variable affecting Impulse Buying, with a Standardized Coefficients Beta value of 0.530 compared to 0.313 for Shopping Lifestyle. Therefore, the higher the levels of FOMO and Shopping Lifestyle, the higher the tendency of Generation Z to engage in Impulse Buying on the Shopee e-commerce platform in Lhokseumawe City.

Keywords: *FOMO, Fear of Missing Out, Shopping Lifestyle, Impulse Buying, Shopee, Generation Z.*