

ABSTRAK

Nama : Fazlun Zarinah Tambunan
Program Studi : Manajemen
Judul : Pengaruh *Price, Satisfaction, Product Knowledge* Dan *Fear Of Missing Out (Fomo)* Terhadap *Purchase Intention* Tiket Konser K-Pop Pada Generasi Z Kota Medan

Penelitian ini dilakukan untuk mengetahui tentang pengaruh *price, satisfaction, product knowledge* dan *fear of missing out (fomo)* terhadap *purchase intention* tiket konser K-Pop pada generasi Z di kota Medan. Penelitian ini dilakukan karena telah terjadi fenomena semakin banyaknya generasi Z yang menyukai K-Pop dan bahkan sampai rela mengeluarkan uang demi menonton konser K-Pop. Di Indonesia sendiri telah banyak konser K-Pop yang berhasil dilakukan dengan jumlah penonton yang sangat fantastis. Banyak hal yang dapat menarik niat beli pelanggan penonton konser K-Pop, diantaranya ada *price* (harga), *satisfaction* (kepuasan), *product knowledge* (pengetahuan produk) dan *fear of missing out* (rasa takut ketinggalan). Dalam penelitian ini menggunakan pendekatan kuantitatif dimana data yang digunakan adalah data primer yang dikumpulkan dari penyebaran kuesioner secara online (*google form*) dan diolah menggunakan SPSS. Sampel dalam penelitian ini sebanyak 130 orang. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda, uji validitas, uji realibilitas, uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, uji heterokedastisitas. Uji hipotesis menggunakan uji T dan uji F. hasil penelitian menunjukkan bahwa *price, satisfaction, product knowledge*, dan *fear of missing out (fomo)* memiliki pengaruh dan signifikan terhadap *purchase intention* tiket konser K-Pop pada generasi Z di kota Medan.

Kata Kunci : *price, satisfaction, product knowledge, fear of missing out (fomo), purchase intention*

ABSTRAK

Name : Fazlun Zarinah Tambunan
Study Program : Management
Titel : *The Influence of Price, Satisfaction, Product Knowledge and Fear of Missing Out (Fomo) on Purchase Intention for K-Pop Concert Tickets in Generation Z in Medan City*

This research was conducted to find out the influence of price, satisfaction, product knowledge and fear of missing out (fomo) on the purchase intention of K-Pop concert tickets among generation Z in the city of Medan. This research was carried out because there has been a phenomenon of increasing numbers of generation Z who like K-Pop and are even willing to spend money to watch K-Pop concerts. In Indonesia itself, there have been many successful K-Pop concerts with a fantastic number of spectators. There are many things that can attract K-Pop concert audience customers' purchasing intentions, including price, satisfaction, product knowledge and fear of missing out. This research uses a quantitative approach where the data used is primary data collected from distributing questionnaires online (Google form) and processed using SPSS. The sample in this study was 130 people. The data analysis techniques used in this research are multiple linear regression, validity test, reliability test, classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test. Hypothesis testing using the T test and F test. The results of the research show that price, satisfaction, product knowledge, and fear of missing out (fomo) have a significant influence on the purchase intention of K-Pop concert tickets among generation Z in the city of Medan.

Keywords : *price, satisfaction, product knowledge, fear of missing out (fomo), purchase intention*