

ABSTRAK

Perkembangan *e-commerce* telah mengubah perilaku belanja masyarakat, khususnya Generasi Z yang aktif memanfaatkan teknologi digital. Berbagai strategi pemasaran, seperti *Discount* dan *Live Shopping*, serta faktor psikologis *Fear of Missing Out (FoMO)* diduga memengaruhi perilaku *Impulse Buying* pada platform Shopee. Penelitian ini bertujuan untuk menganalisis pengaruh *Discount*, *Live Shopping*, dan *Fear of Missing Out (FoMO)* terhadap *Impulse Buying* Generasi Z pengguna Shopee di Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 96 responden yang dipilih menggunakan teknik *Accidental Sampling*. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *Discount* berpengaruh positif dan signifikan terhadap *Impulse Buying* (sig. 0,007; *t*-hitung = 2,756), sedangkan *Live Shopping* tidak berpengaruh signifikan (sig. 0,095; *t*-hitung = 1,688). Sementara itu, *Fear of Missing Out (FoMO)* berpengaruh positif dan signifikan terhadap *Impulse Buying* (sig. 0,001; *t*-hitung = 5,860). Secara simultan, ketiga variabel berpengaruh signifikan terhadap *Impulse Buying* dengan nilai *F*-hitung sebesar 24,689 dan signifikansi 0,001. Nilai *Adjusted R Square* sebesar 0,428 menunjukkan bahwa *Discount*, *Live Shopping*, dan *Fear of Missing Out (FoMO)* mampu menjelaskan 42,8% variasi *Impulse Buying*, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Penelitian ini menyimpulkan bahwa *Discount* dan *Fear of Missing Out (FoMO)* merupakan faktor yang berpengaruh terhadap *Impulse Buying* Generasi Z pengguna Shopee di Kota Tanjungpinang.

Kata kunci: *Discount*, *Live Shopping*, *Fear of Missing Out (FoMO)*, *Impulse Buying*, Generasi Z, Shopee

ABSTRACT

The rapid development of e-commerce has transformed consumer purchasing behavior, particularly among Generation Z, who actively utilize digital technology. Digital marketing strategies such as Discount and Live Shopping, as well as the psychological factor of Fear of Missing Out (FoMO), are presumed to influence Impulse Buying behavior on the Shopee platform. This study aims to analyze the effects of Discount, Live Shopping, and Fear of Missing Out (FoMO) on Impulse Buying among Generation Z Shopee users in Tanjungpinang City. This study employed a quantitative approach using a survey method. The sample consisted of 96 respondents selected through the Accidental Sampling technique. Data were collected using a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of SPSS. The results indicate that Discount has a positive and significant effect on Impulse Buying (sig. = 0.007; t-value = 2.756), whereas Live Shopping has no significant effect (sig. = 0.095; t-value = 1.688). Meanwhile, Fear of Missing Out (FoMO) has a positive and significant effect on Impulse Buying (sig. = 0.001; t-value = 5.860). Simultaneously, the three independent variables have a significant effect on Impulse Buying (F-value = 24.689; sig. = 0.001). The Adjusted R Square value of 0.428 indicates that Discount, Live Shopping, and Fear of Missing Out (FoMO) explain 42.8% of the variation in Impulse Buying, while the remaining 57.2% is explained by other variables not examined in this study. The findings conclude that Discount and Fear of Missing Out (FoMO) significantly influence Impulse Buying among Generation Z Shopee users in Tanjungpinang City.

Keywords: Discount, Live Shopping, Fear of Missing Out (FoMO), Impulse Buying, Generation Z, Shopee