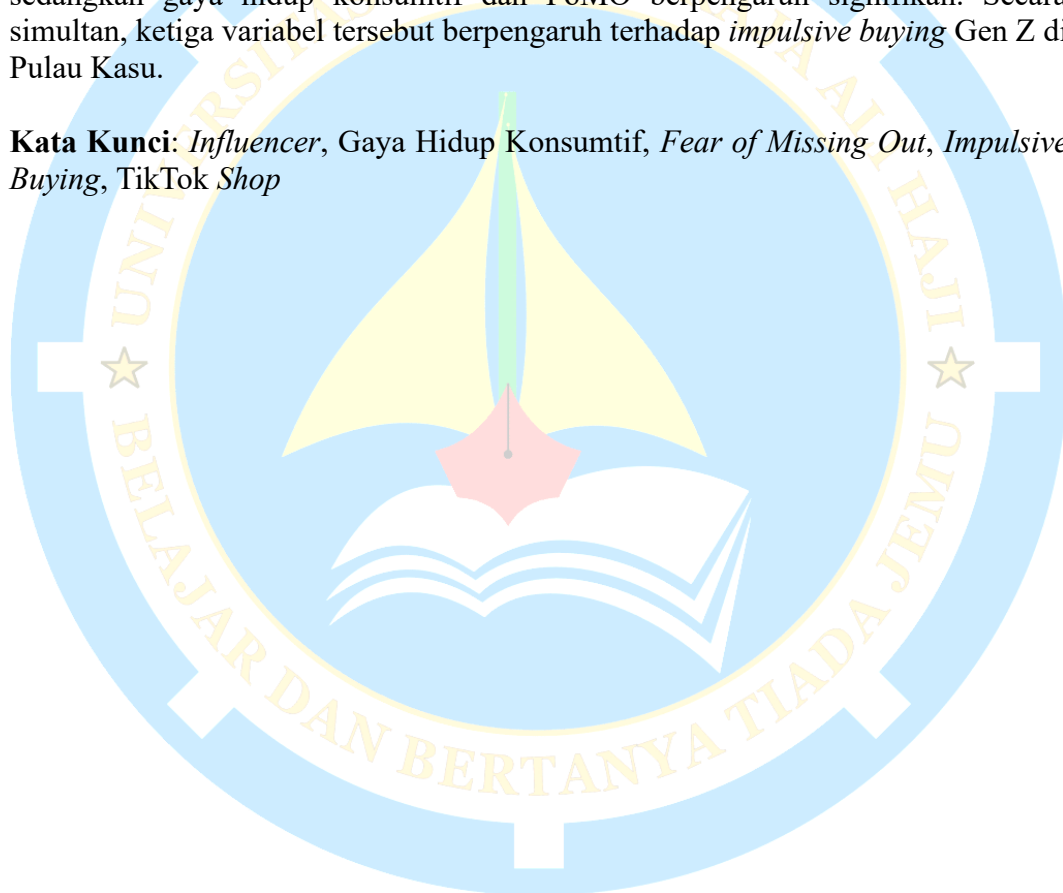


ABSTRAK

Perkembangan teknologi digital mendorong perubahan perilaku konsumsi, khususnya di kalangan Generasi Z yang aktif menggunakan platform *TikTok Shop*. Fenomena *impulsive buying* semakin marak seiring dengan tingginya paparan *influencer*, gaya hidup konsumtif, dan kecenderungan *Fear of Missing Out* (FoMO). Penelitian ini bertujuan untuk mengetahui pengaruh *influencer*, gaya hidup konsumtif, dan FoMO terhadap *impulsive buying* Gen Z di Pulau Kasu. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi Gen Z Pulau Kasu yang pernah berbelanja di *TikTok Shop* lebih dari dua kali. Sampel penelitian sebanyak 91 responden diperoleh melalui teknik *purposive sampling*. Analisis data dilakukan menggunakan SPSS versi 30. Hasil penelitian menunjukkan bahwa *influencer* tidak berpengaruh secara signifikan terhadap *impulsive buying*, sedangkan gaya hidup konsumtif dan FoMO berpengaruh signifikan. Secara simultan, ketiga variabel tersebut berpengaruh terhadap *impulsive buying* Gen Z di Pulau Kasu.

Kata Kunci: *Influencer*, Gaya Hidup Konsumtif, *Fear of Missing Out*, *Impulsive Buying*, *TikTok Shop*



ABSTRACT

The development of digital technology has driven changes in consumer behavior, especially among Generation Z who actively use the TikTok Shop platform. The phenomenon of impulsive buying is increasingly prevalent along with high exposure to influencers, a consumptive lifestyle, and the tendency of Fear of Missing Out (FoMO). This study aims to examine the influence of influencers, consumptive lifestyle, and FoMO on impulsive buying among Gen Z in Pulau Kasu. This research employs a quantitative approach with a population of Gen Z individuals in Pulau Kasu who have shopped on TikTok Shop at least twice. The sample consisted of 91 respondents selected through purposive sampling. Data analysis was conducted using SPSS version 30. The results indicate that influencers do not have a significant effect on impulsive buying, while consumptive lifestyle and FoMO have a significant influence. Simultaneously, the three variables influence impulsive buying among Gen Z in Pulau Kasu.

Keywords: *Influencer, Consumptive Lifestyle, Fear of Missing Out, Impulsive Buying, TikTok Shop*

