

**HUBUNGAN ANTARA *FEAR OF MISSING OUT (FOMO)*,
SOCIAL INFLUENCE DAN *EMOTIONAL STATE* TERHADAP
IMPULSE BUYING PRODUK *SKINCARE*
(Studi Kasus *Impulse Buying* Produk *Skincare* Skintific di
Kalangan Mahasiswa Universitas Bakti Tunas Husada
Tasikmalaya)**

SKRIPSI



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**PROGRAM STUDI S1 BISNIS DIGITAL
FAKULTAS TEKNOLOGI DAN BISNIS
UNIVERSITAS BAKTI TUNAS HUSADA
TASIKMALAYA
SEPTEMBER 2026**

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**Diajukan sebagai salah satu syarat untuk memperoleh gelar
Bisnis Digital**



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ABSTRAK

Transformasi perilaku konsumsi mahasiswa, khususnya dalam fenomena *impulse buying* produk *skincare*, berkembang seiring dengan pesatnya teknologi informasi dan media sosial. Penelitian kuantitatif dengan pendekatan deskriptif dan verifikatif ini bertujuan untuk menganalisis hubungan antara *Fear of Missing Out* (FoMO), *Social Influence*, dan *Emotional State* dengan *Impulse Buying*. Populasi dalam penelitian ini adalah mahasiswa dengan jumlah 2.359 orang. Pengumpulan data dilakukan melalui kuesioner berskala Likert dengan teknik *Simple Random Sampling*, yang menghasilkan sampel representatif sebanyak 342 responden berdasarkan rumus Slovin. Data dianalisis menggunakan teknik analisis linier berganda. Hasil uji t menunjukkan bahwa FoMO memiliki nilai $t = 8,527$ ($\text{sig} < 0,001$) dan *emotional state* memiliki nilai $t = 12,389$ ($\text{sig} < 0,001$), yang berarti keduanya memiliki hubungan positif dan signifikan dengan *impulse buying*. Sementara itu, *social influence* dengan nilai $t = 1,665$ ($\text{sig} 0,097$) tidak memiliki hubungan yang signifikan. Secara simultan, ketiga variabel tersebut terbukti berhubungan signifikan dengan *impulse buying* dengan nilai koefisien determinasi sebesar 0,801 (80,1%), sedangkan 19,9% sisanya berkaitan dengan variabel lain di luar ruang lingkup penelitian ini.

Kata kunci: *Fear of Missing Out* (FoMO), Pengaruh Lingkungan, Keadaan Emosi, Pembelian Impulsif, Skintific.

ABSTRACT

The transformation of student consumption behavior, particularly in the phenomenon of impulse buying of skincare products, is growing along with the rapid development of information technology and social media. This quantitative research with a descriptive and verification approach aims to analyze the relationship between Fear of Missing Out (FoMO), Social Influence, and Emotional State with Impulse Buying. The population in this study was 2,359 students. Data collection was carried out through a Likert-scale questionnaire with a Simple Random Sampling technique, which resulted in a representative sample of 342 respondents based on the Slovin formula. Data were analyzed using multiple linear analysis techniques. The t-test results showed that FoMO had a t-value of 8.527 (sig <0.001) and emotional state had a t-value of 12.389 (sig <0.001), which means both have a positive and significant relationship with impulse buying. Meanwhile, social influence with a t-value of 1.665 (sig 0.097) did not have a significant relationship. Simultaneously, these three variables were proven to be significantly related to impulse buying with a coefficient of determination value of 0.801 (80.1%), while the remaining 19.9% was related to other variables outside the scope of this study.

Keywords: *Fear of Missing Out (FoMO), Social Influence, Emotional State, Impulse Buying, Skintific.*