

The Influence of FOMO and Hedonism Lifestyle on Online Purchase Decisions Based on Impulsive Buying Behavior on Fast Fashion Products

Irfa Ma'rifah¹, Ratna Kusumawati^{2*}

^{1,2} Faculty of Economics and Business, Universitas Wahid Hasyim, Indonesia

^{*} *Email: ratna_kusumawati@unwahas.ac.id (corresponding author)*

Abstract

This study aims to determine the influence of Fear of Missing Out (FOMO) and a hedonistic lifestyle on online purchasing decisions for fast fashion products, both directly and indirectly through impulsive buying as an intervening variable on TikTok. This study used a quantitative approach with descriptive analysis methods. The sampling technique used was purposive sampling. The survey was conducted among 76 students from the 2021 intake of the Faculty of Economics and Business at Wahid Hasyim University, Semarang. Data were analyzed using Path Analysis, Mediation (Sobel Test), and Partial t-Test using IBM SPSS (Statistical Package for the Social Sciences) Version 16. The results showed that: (1) Fear of Missing Out (FOMO) had a negative and significant effect on online purchasing decisions; (2) Hedonistic Lifestyle had a positive and significant effect on online purchasing decisions; (3) Fear of Missing Out (FOMO) had a positive and significant effect on online purchasing decisions through Impulsive Buying. (4) Hedonistic Lifestyle has a negative and significant influence on Online Purchasing Decisions through Impulsive Buying.

Keywords: Fear of Missing Out (FOMO); Hedonistic Lifestyle; Impulsive Buying; Online Purchase Decisions; TikTok; Fast Fashion

INTRODUCTION

TikTok has rapidly become an integral part of popular culture in Indonesia. Known as an app that lets users make short, creative videos, TikTok has attracted many people, especially younger generations. With features that support creativity, TikTok serves not only as a means of entertainment but also as a platform for media promotion, powered by an algorithm that displays content based on users' interests. This creates an opportunity for the perpetrator's business, for the market products they offer, including fast-fashion products. One phenomenon that emerged with the use of social media is Fear of Missing Out (FOMO), an anxiety experienced when an individual feels left out of experiences or information others are having. FOMO can trigger impulsive consumption, leading individuals to feel compelled to purchase products without careful planning. In the context of TikTok, the algorithm that displays relevant content can strengthen feelings, prompting students to make impulsive purchases and leading them to buy fast-fashion products.

The hedonistic lifestyle, which focuses on seeking pleasure and self-indulgence, also plays a significant role in influencing the purchase decision. In circles, students' lifestyles are strengthened, driven by exposure to content depicting luxurious, trendy lifestyles on social media. This can trigger impulsive purchases.

Impulsive buying is a consumer behavior characterized by sudden decisions to purchase products without prior planning. This behavior is often triggered by emotions, such as fear or stress, which make an individual look for escape through shopping. In context, students have convenient access to e-commerce platforms and social pressure from social media, which can strengthen the urge to make impulsive purchases.

Online purchasing decisions are the process by which consumers select goods or services through digital platforms. This process is not only based on needs but is also influenced by emotions and culture, including perceived value and satisfaction levels. With the development of digital marketing systems, online shopping has become a common consumption pattern, especially among students who are more familiar with technology.

The FOMO phenomenon and hedonistic lifestyle encourage students to follow the latest fashion trends promoted by TikTok influencers. This creates psychological pressure that can cause anxiety and dissatisfaction with oneself. Purchase impulsively often appears as a response to attractive promotional content, ease of online transactions, and affordable product prices, which can result in overspending.

Fast fashion is a phenomenon driven by the rapid, low-cost production of fashion items, with designs adapted from luxury models. In Indonesia, brands such as Uniqlo, Zara, and H&M are experiencing rapid growth, meeting consumers' high expectations. Progress in technology and media: Social media platforms like TikTok enable rapid, widespread product sales, encouraging consumers, especially the younger generation, to stay up to date with fashion trends.

The concept of fast fashion not only reflects changes in clothing styles but also instills in society the perception that current fashion trends can quickly become outdated. This triggers impulse buying, where consumers are compelled to buy new products to stay in style. Pressure from social media can make students feel inadequate if they do not meet certain standards or lifestyles, potentially leading to psychological problems.

Based on the results of pre-research conducted by distributing questionnaires to students of the Faculty of Economy and Business (FEB) at the 2021 University Wahid Hasyim Semarang, the data show students' purchasing patterns for fast-fashion products.

Of the 319 students enrolled in the Management, Accounting, and Islamic Economics study programs, 76 participated as respondents in this study. Of these, 72 respondents reported purchasing fast fashion products. This data indicates that the majority of students, particularly those in the Management Department, tend to shop for fast-fashion products on social media, especially TikTok.

The analysis revealed that 80.3% of respondents were female, with the majority aged 21 (52.6%). Nearly all respondents (97.4%) had TikTok accounts, and 94.7% had purchased fast fashion products on the platform. This indicates that TikTok has become an effective channel for influencing behavior and consumption among students, where they are not only exposed to entertainment content but also to product promotions that can trigger purchasing decisions.

Table 1. Results Data Pre-Research Questionnaire Study

Amount Student FEB Force 2021		Amount Student Which Buy Product Fast Fashion	
Management	224	Management	42
Accountancy	71	Accountancy	19
Islam Economy	24	Islam Economy	11
Total	319	Total	72

Source: Data Pre-Research Questionnaire Study, 2025

The Fear of Missing Out (FOMO) and hedonistic lifestyle patterns among Wahid Hasyim University students are increasingly evident. Data from respondents who purchased fashion products through TikTok in the past three months reinforces the influence of FOMO and a hedonistic lifestyle on purchasing decisions. The presence of FOMO elements drives students toward the no-left-behind trend and style-life hedonism, which emphasizes the pursuit of pleasure, leading them to make impulsive purchases.

Existing data from respondents who purchased fashion products on TikTok in the last three months indicates that students have a strong tendency to buy fast fashion products on TikTok. Their involvement in the platform not only reflects interest in the product but also shows how FOMO and a hedonistic lifestyle can influence their purchasing decisions. Understanding these factors is crucial. Forgive me for answering, but I think it's clear that FOMO and a hedonistic lifestyle influence students' purchasing decisions on social media platforms (see [Figure 1](#)).

This study analyzes the influence of Fear of Missing Out (FOMO) and style-life Hedonism on online purchasing decisions for fast-fashion products on TikTok, with impulsive buying behavior as a mediating factor. This is the main reason the researcher chose this research title: the phenomenon. Which happens in circles: students are very relevant to the current trend in digital consumption.

This research aims to provide deeper insights into how FOMO and hedonistic lifestyles interact to influence students' online purchasing decisions. Besides that, the results of this study can contribute to the fashion industry's approach to designing more effective marketing strategies and to academics' understanding of the dynamics of consumer behavior in the digital era. It not only focuses on theoretical aspects but also provides implications. Practical, which can be implemented in the world of business, specifically in marketing products of fast fashion on social media platforms. This study can serve as a reference for further research on the influence of social media on consumer behavior and the psychological factors that shape purchasing decisions among the younger generation.

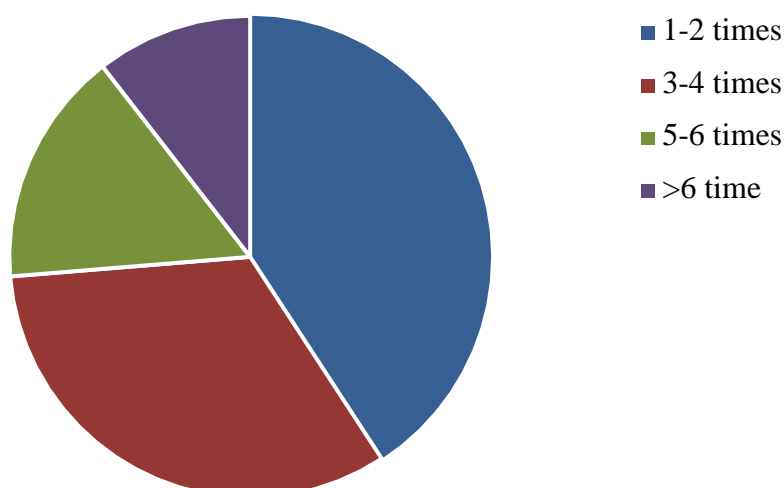


Figure 1. Level Purchase Product *Fashion* Through TikTok In Three Month Final
Source: Data Pre-Research Questionnaire Study, 2025

LITERATURE REVIEW

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a term that describes the fear of missing an opportunity to be involved in something or to own something considered worth it (Suhartini & Empress, 2023).

Hedonistic Lifestyle

According to Fahirra & Andjarwati (2022), a hedonistic lifestyle focuses on seeking pleasure, such as spending time away from home for fun, buying luxury goods, and seeking attention from others.

Impulsive Buying

Impulsive buying is a behavior in which an individual makes purchasing decisions suddenly, without prior planning, often causing conflict between rational thoughts and emotional impulses (Roliyanah et al., 2024).

Purchase Decision

Purchasing decisions are a series of processes that consumers go through to choose a product. Which will they buy? Decision: This involves an election product from a number of alternatives, with a trend toward choosing the wrong one, which ultimately leads to an action purchase (Suhartini & Maharani, 2023).

Hypothesis

[Figure 2](#) illustrates the theoretical thinking framework. The hypothesis can be declared as follows:

- H1: Fear of Missing Out (FOMO) influential positive and significant to Decision Purchase Online.
- H2: Hedonistic Lifestyle has a positive and significant influence on Online Purchasing Decisions.
- H3: Fear of Missing Out (FOMO) has a positive and significant effect on online purchasing decisions through impulsive buying.
- H4: Style Life Hedonism influential positive and significant to Decision Purchase Online Through Impulsive Buying.

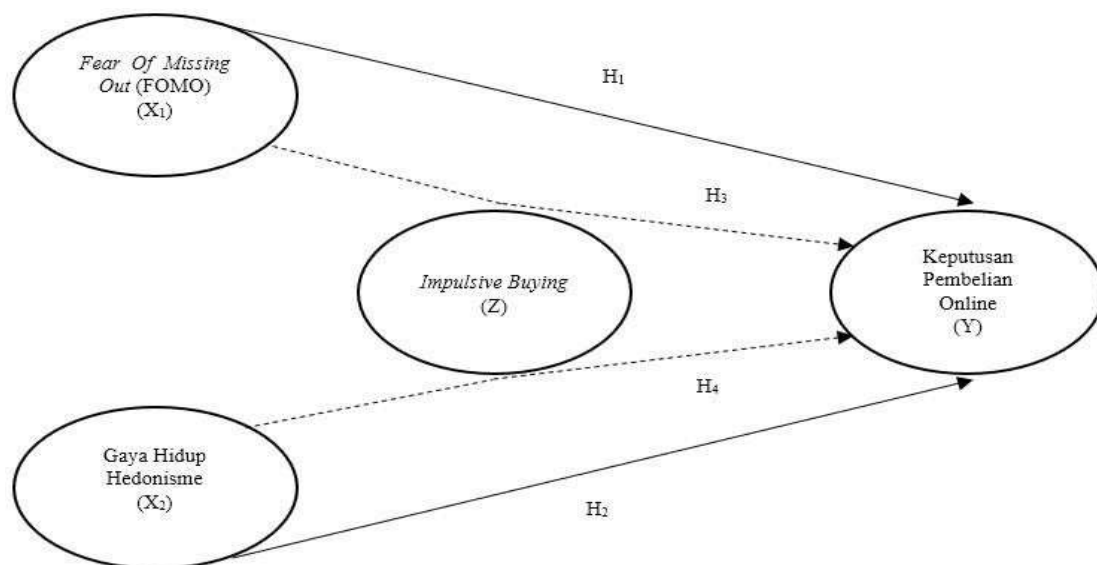


Figure 2. Theoretical Thinking Framework

RESEARCH METHOD

Research Types

This study used a quantitative research method and purposive sampling. The sample population in this study consisted of students of the Faculty of Economics and Business at the University Wahid Hashim Semarang in 2021. This study primarily uses data collected through an action distribution questionnaire via a Google Form link. On measuring questionnaire using a Likert scale 1-5.

Population and Sample

The study population comprised the 2021 intake of students from the Faculty of Economics and Business at Wahid Hasyim University. The total number of students in the 2021 intake of the Faculty of Economics and Business at Wahid Hasyim University was 100. Wahid Hashim Semarang has 319 people. Among the 72 people who buy Fast fashion products through TikTok, the social media platform is the subject of research.

Because the population is less than 100 people, this study uses a saturated or census sampling technique Arikunto, 2016:104). Akdon's opinion (2008: 106) supports the use of saturated sampling, which uses the entire population as a sample. Technique This is also known as census. As a result, the sample in this study was drawn from a total target population of 72 people.

Data Source

The data used in this study are primary data, which are information obtained directly from primary sources and given to researchers (Sugiyono, 2017:137). In the study, data were primarily collected using a method spread questionnaire administered to students of the Faculty of Economics and Business at Wahid Hasyim University, Class of 2021, who were enrolled via a Google Form link.

Data Analysis Technique

Methods for collecting data used by researchers include the study library and questionnaires. The analytical methods used in this research are path analysis and test mediation with sobel test, using the IBM SPSS (Statistical Package for the Social Sciences) Version 26.

RESULT

Validity Testing

Validity testing is used to determine whether an item is valid or not by means of compare the r table with the calculated r using the formula ($df = n - 2$), where n is the number of samples. The number of respondents (n) in the study was 72 respondents with a significance level of 5%, so that ($df = 72 - 2 = 70$), then the value of the r table can be known to be 0.231. If $r \text{ count} > r \text{ table}$ or If the significance value is < 0.05 , the item is declared valid. The results of the validity test show that there are 4 variables with a total of 57 items. statement. connection Which happen between indicator from each variables Which There is shows significant results and shows $r \text{ count} > r \text{ table}$ with a significance value for all question items of 0.05, then the data obtained in this questionnaire can be declared valid.

Table 1. Test Reliability

Variables	Cronbach's Alpha	Limit	Decision
Fear of Missing Out (FOMO)	0.946	0.60	Reliable
Style Life Hedonism	0.908	0.60	Reliable
Impulsive Buying	0.908	0.60	Reliable
Decision Purchase Online	0.917	0.60	Reliable

Source: Data primary Which processed with SPSS, 2025

Reliability Testing

Reliability testing is a technique used to measure the extent to which a research instrument can produce consistent results across time. The results of the reliability test can be seen in the [Table 1](#). The results of the reliability test in Table 1 show that all variables have a Cronbach's Alpha value > 0.60 , so it can be concluded that all indicators in each variable are declared reliable.

Hypothesis Testing

The partial test (t) is used to determine partially or individually whether the independent variable (X) has an influence on the dependent variable (Y) by comparing the calculated t with t table with use formula ($df = nk - 1$) with calculation ($df = 72 - 2 - 1 = 69$), so that can be determined value t table of 1,994 with level significant 5% (0.05). If t count $> t$ table or mark $Sig < 0.05$, it is said that there is a partial influence between the independent variable (X) and the dependent variable (Y).

Based on the data in [Table 2](#), the Fear of Missing Out (FOMO) variable has a significance value of 0.042. Therefore, the significance value of $0.042 < 0.05$ with a calculated t value $> t$ table ($-2.077 < 1.994$). So based on matter the that variables Fear of Missing Out (FOMO) in a way partial negative impact and significant to decision purchase on line student. Mark t count worth negative, thing This show variables influential negative. Fear of Missing Out (FOMO) student increases, online purchasing decisions will actually decrease.

Based on the data, the hedonistic lifestyle variable has a significance value of 0.000. Therefore, the significance value is $0.000 < 0.05$ with a value t count $> t$ table ($4.122 > 1.994$). So based on this, the hedonistic lifestyle variable significantly Partial correlation has a positive and significant effect on students' online purchasing decisions. The t -value is positive, indicating a positive influence. If students' hedonistic lifestyles increase, online purchasing decisions will also increase.

Table 2. Hypothesis Testing

Variable	B	Std. Error	Beta	t	Sig.
Fear of Missing Out (FOMO)	-.271	.131	-.362	- 2,077	.042
Style Life Hedonism	.626	.152	.718	4.122	.000
Fear of Missing Out (FOMO)	-.229	.138	-.305	- 1,659	.102
Style Life Hedonism	.705	.173	.808	4,069	.000
Impulsive Buying	-.166	.175	-.172	-.949	.346

Source: Results Output SPSS, 2025

The Fear of Missing Out (FOMO) variable has a negative influence and significant to decision purchase on line (Y). Matter this shown by variables Fear of Missing Out (FOMO) with mark significance as big as $0.042 < 0.05$ and mark t count $> t$ table ($-2,077 < 1,994$). So, can be concluded that Fear of Missing Out (FOMO) own influence negative and significant to online purchasing decisions among 2021 students from the Faculty of Economics and Business, Wahid Hasyim University, Semarang, thus rejecting the hypothesis stating a positive influence. The more students experienced Fear of Missing Out (FOMO), the lower their online purchasing decisions.

Based on the research results, the hedonistic lifestyle variable has a positive and significant influence on online purchasing decisions (Y). This is indicated by the hedonistic lifestyle variable with a significance value of $0.000 < 0.05$ and a calculated t value $> t$ table ($4.122 > 1.994$). Therefore, it can be concluded that that style life hedonism own influence positive and significant to decision online purchasing behavior among 2021 students from the Faculty of Economics and Business, Wahid Hasyim University, Semarang, thus accepting the hypothesis stating a positive influence. The more students who have a hedonistic lifestyle, the higher their online purchasing decisions.

DISCUSSION

The Influence of Fear of Missing Out (FOMO) on Online Purchase Decisions Through Impulsive Buying as Variables Intervening.

Based on the research results, the Fear of Missing Out (FOMO) variable (X1) has a positive and significant effect on the decision purchase online (Y) through impulsive buying (Z). Matter. This is shown by the results of the mediation test (Sobel Test), which yielded a z value of 16.532, exceeding 1.96 at the 5% significance level. Therefore, it can be concluded that impulsive buying mediates the relationship between Fear of Missing Out (FOMO) and online purchasing decisions among students in the 2021 intake of the Faculty of Economics and Business University Wahid Hashim Semarang. With this, the hypothesis study is accepted. The higher the students' Fear of Missing Out (FOMO), the greater their tendency to make online purchasing decisions, especially when driven by impulsive buying behavior.

Influence Style Life Hedonism on Online Purchase Decisions Through Impulsive Buying as Variables Intervening

Based on the study's results, the variable style life hedonism (X2) has a negative, insignificant influence on the decision to purchase online (Y) through impulsive buying (Z). Matter. This is shown by calculation results test mediation (Sobel Test), which gets a mark z as big as $-8,223 < 1.96$ with a level of significance of 5%, it can be concluded that impulsive buying is not able to mediate the relationship between hedonistic lifestyle and decision purchase on line on student force 2021 Faculty of Economy and Wahid Hasyim University, Semarang Business School. Thus, the research hypothesis is rejected. The higher the lifestyle, the more hedonistic the student, and this does not significantly contribute to increased online purchasing decisions, because impulsive buying cannot mediate the relationship between the two.

CONCLUSION

Based on results study Which has done, so can taken conclusion as following: Fear of Missing Out (FOMO) variable has a negative and significant effect on purchasing decisions. on line on student Faculty Economy and Business University Wahid Hashim Semarang. Hal This shown by mark significance as big as $0.042 < 0.05$ and mark t count $-2,077 < t$ table 1.994. Therefore, it can be concluded that Fear of Missing Out (FOMO) negatively influences

online purchasing decisions. The higher the level of Fear of Missing Out (FOMO) experienced by students, the lower their online purchasing decisions.

The Hedonism Lifestyle variable has a positive and significant influence on online purchasing decisions among students at the Faculty of Economics and Business, Wahid Hasyim University, Semarang. This is proven by with mark significance as big as $0,000 < 0.05$ and mark t count $4,122 > t$ table 1,994. Therefore, it can be concluded that a hedonistic lifestyle has a positive influence on online purchasing decisions. The higher the hedonistic lifestyle a student has, the higher their online purchasing decisions will be.

The Fear of Missing Out (FOMO) variable through impulsive buying has a positive and significant effect on online purchasing decisions. The results of the mediation test (Sobel Test) show a z value of $16.532 > 1.96$ at the level of With a significance level of 5%. Therefore, it can be concluded that impulsive buying can mediate the relationship between Fear of Missing Out (FOMO) and online purchasing decisions. This means that the higher the Fear of Missing Out (FOMO) experienced by students, the greater their tendency to make online purchases, especially when driven by impulsive buying.

The Hedonism Lifestyle variable through impulsive buying has a negative and insignificant effect on decision purchase on line. Results test mediation (Sobel Test) show mark z as big as $-8,223 < 1.96$ at a significance level of 5%. Therefore, it can be concluded that impulsive buying is not able to mediate connection between style life hedonism and decision purchase on line. This means that the higher the hedonistic lifestyle that students have, it does not contribute significantly to increasing online purchasing decisions, because impulsive buying is not able to mediate the relationship between the them.

Limitations

Based on the research conducted, the researcher believes that this study still has several weaknesses and shortcomings. These are outlined in the following research limitations: Study only done on part respondents Which amount to 76 person, matter This Of course just does not adequately describe the actual conditions in general. This study only uses the variables Fear of Missing Out (FOMO), Hedonism Lifestyle as independent variables, and Impulsive Buying as a mediating variable, thus there is the possibility of other variables that can provide an increase in Online Purchasing Decisions. Retrieval data on study This use questionnaire, existence possibility respondents The questionnaire was not filled out in a realistic setting, that is, based on the truthfulness of the answers obtained from respondents, and was not accompanied by interviews to reach conclusions that might have been more valid in this study.

Recommendation

Companies need to build a sense of urgency and consumer engagement by presenting limited-time promotions, “*last stock* ” labels, and exclusive content to encourage students to make purchases out of fear of missing out. Companies need to create shopping experiences that trigger spontaneous decisions, such as attractive visual displays, sudden promotions, and features like pay-later or return guarantees. Companies need to maintain the comfort and speed of their platforms and add emotional elements to promotions to keep purchasing decisions driven by more than just rational needs.

Future research should encompass a broader geographic and demographic range to yield more representative results. Furthermore, it is recommended to add variables such as brand image, e-WOM, and perceived value, as well as to consider other mediators, such as emotional attachment or peer pressure, to deepen the analysis of the influence of FOMO and a hedonistic lifestyle on online purchasing decisions.

This research can serve as a reference for studies of digital consumer behavior, particularly those related to FOMO and hedonistic lifestyles in the context of online purchasing. It is hoped that it will stimulate further research with a broader approach and the development of digital marketing theory for the younger generation.

REFERENCES

- Abdika, MF, Kurniawan, B., & Setyorini, N. (2024). The Influence of FOMO (Fear of Missing Out) and Storytelling To Decision Purchase Tickets Film Adventure Sherina 2 Through Impulsive Buying as an Intervening Variable in Semarang City. *INNOVATIVE: Journal of Social Science Research*, 4 (3), 15492–15501.
- Ananda, R., Ratnaningtyas, A., Prihandini, GR, Psikologi, F., Esaunggul, U., & Jeruk, K. (nd). *The Influence of Hedonic Lifestyle on Impulsive Buying in Female Students Who Use E-Commerce*. 67–77.
- Anna Wulandari & Heru Mulyanto. (2024). *Consumer Purchasing Decisions*. Bekasi, PT Kimshafi Alung Cipta
- Apriani, F. (2022). Convenience Transaction. *Chapter II Study Library 2.1*, 12 (2004), 6–25.
- Arikunto, Suharsimi. (2017). Development Of Research Instruments and Program Assessment. Yogyakarta: Pustaka Belajar.
- Ascasaputra, A., & Arimbi, KP (2022). Analysis of Impulsive Buying in Marketplaces During the Covid-19 Pandemic. *Management Insight: Scientific Journal of Management ISSN*, 17 (2), 187–201. <https://doi.org/10.33369/insight.17.2.187-201>
- When, SM, & Marlana, N. (2024). The influence of hedonistic lifestyle and consumer behavior on the purchasing decisions of Shopee PayLater users. *Business Education*, 12 (2).
- Fahirra, H., & Andjarwati, AL (2022). The influence of the Korean wave and hedonistic lifestyle on the decision to purchase BTS's official album. *Journal of Management Science*, 10 (1), 148–159.
- Hasna Farida, Weni Endahing Colorful, & Lutfi Arya. (2021). Self-Esteem and Life Satisfaction With Fear Of Missing Out (Fomo) On Teenager. *Journal Psychology Poseidon*, 4, 60–76. <https://doi.org/10.30649/jpp.v4i1.56>
- Henrietta. (2012). Impulsive Buying in Young Adults in Yogyakarta. *Undip Psychology Journal*, 11 (2), 6.
- Journal, J., & Mea, I. (2024). Relationship Between Fear Of Missing Out (Fomo) and Lifestyle Hedonist With Impulsive Buying On Student User E-Commerce *JIMEA / Journal Scientific MEA (Management, Economy, and Accountancy)*. 8 (3), 691– 705.
- Kartika, TGM (2017). The Influence of Hedonic Shopping Value and Store Atmosphere on Impulsive Buying Decisions Mediated by Impulsive Reactions. *Journal of Business and Management*, 4 (2), 188–197. <https://doi.org/10.26905/jbm.v4i2.1700>
- Khairunnisa, YP (2023). Hedonistic Lifestyle Habits on Children's Personality Development. *JUBIKOPS: Journal of Guidance, Counseling, and Psychology*, 3 (1), 37.
- Kuswanto, H. (2021). Factor Decision Purchase Consumer Based on Image Brand, Perception Time, and After-Sales Service in Trading Company PTA (Marketing Management Literature Study). *Journal of Educational Management and Social Sciences*, 2 (2), 957–966.
- Malimbe, A., Waani, F., & Suwu, EAA (2021). The Impact of Using the Online Application TikTok (Douyin) on Learning Interest Among Sociology Students of the Faculty of Social and Political Sciences. *Scientific Society*, 1 (1), 1–10.

- Mongol, P., Benni Purba, Anto Tulim, Purnaya Sari Tarigan, & Endah Andriani Pratiwi. (2023). The Influence of Ease of Use of E-Commerce, Price, and Lifestyle on Purchasing Decisions on the Shopee Marketplace. *JEMSI (Journal of Economics, Management, and Accounting)*, 9 (3), 749–755. <https://doi.org/10.35870/jemsi.v9i3.1132>
- Ningtyas, YP, & Fauzi, RUA (2023). The Influence of Promotion, Hedonic Motivation, FOMO, and Product Design on Purchase Decisions of Shopee Users in Madiun City. *Simba*, 5 (September), 1–12.
- Nisa, FK, Wahono, B., & Bastomi, M. (2021). The Influence of Hedonistic Lifestyle, Celebrity Worship and Korean Wave To Decision Purchase Album Physique GOT7 (Studies Case GOT7 Fans in East Java). *e-Journal of Management Research*, 12 (02), 221–232.
- Permatasari, SP, Setyowibowo, F., & Maret, US (2024). *Cultural Discriminant Analysis, Lifestyle, E-Wom, and Fomo To Decision Purchase On line Based on On line Buying Characters in FKIP UNS Students*. 4, 10335–10344.
- Son, N., & Antolis, C. (nd). *View Of Influence Fear Of Missing Out, Revenge Tourism, and Tourists' Visit Decisions To Obelix Sea View*.
- Ramadhani, Y., Ds, R., & Halidy, A. El. (2022). The Influence of FoMO, Shopping Enjoyment, and Hedonic Shopping Motivation on Unplanned Purchase Decisions on Shopee E-Commerce During Harbolnas. *Journal of Economics and Business*, 11 (3), 1–11.
- Rohmah, D. N., & ST, M.Med.Kom., P. S. S. (2023). Behavior Consumer Society Urban In The Jastip Phenomenon (A Phenomenological Study of Female Customers in Fast Fashion Product Consignment Services). *The Commercium*, 7 (2), 203–211. <https://doi.org/10.26740/tc.v7i2.56355>
- Roliyanah, T., Widjanarko, W., Sumantyo, FDS, & Siahaan, M. (2024). The Influence of Shopping Lifestyle, Fear of Missing Out, and Discounts on Impulsive Purchases of Miniso Products on Shopee (A Case Study of Management Students of the 2020 Class of Bhayangkara University, Jakarta Raya). *Scientific Journal of Economics and Management*, 2 (8), 223–234. <https://doi.org/10.61722/jiem.v2i8.2242>
- Rupayana, IK, Suartina, IW, & Mashyuni, I. (2021). The Influence of Product Quality, Impulse Buying, and Electronic Word of Mouth (EWOM) on Purchase Decisions for Oppo Brand Smartphone Products in Denpasar City. *Widya Amrita*, 1 (1), 233–247. <https://doi.org/10.32795/widyaamrita.v1i1.1167>
- Safaroh, N. (2023). *The Influence of Fear of Missing Out (FoMO), Shopping Enjoyment, and Hedonic Shopping Motivation To Impulse Buying in E-Commerce Shopee On Time Flash Sale*. 5, 34–38. <https://doi.org/10.29303/alexandria.v5iSpecialIssue.604>
- Sahara. A. R, Dorothy RH Pandjaitan, & Ambarwati. D. A. S. (2023). Influence Request To Opportunity Business Wedding Organizer On People Millennials. *Journal Economics and Digital Business Review*, 4 (2), 326–340.
- Salwa Rana Deliana, NAELASH (2024). The influence of fear of missing out (FoMO) and hedonism on online impulse buying in Generation Z Shopee users with subjective norms and attitudes as mediating variables. *Journal of Management Science (JMAS)*, 7 (1), 206–216. www.exsys.iocspublisher.org/index.php/JMAS
- Sani, P., Lestari, SP, & Asyiah, AK (2024). *The Effect of Fear of Missing Out (FOMO) and Viral Marketing on Consumer Shopee Purchasing Decisions in Generation Z in Tasikmalaya City*. 1 (2), 139–154.
- Setiawan Akbar, Rizki. Aulya, Audrey. Apsari, Adra. Sofia, L. (2018). Psychostudia. *Psychostudies : Journal of Psychology*, Vol 7, No (2), 38–47. <https://core.ac.uk/download/pdf/268076032.pdf>

- Sianipar, NA, & Kaloeti, DVS (2019). The Relationship Between Self-Regulation and Fear Of Missing Out (Fomo) In First-Year Students Of The Faculty Of Psychology University Diponegoro. *Journal EMPATHY*, 8 (1), 136–143.
<https://doi.org/10.14710/empati.2019.23587>
- Sugiyono. (2015). *Method Study Quantitative, Qualitative and R&D*. Bandung: CV. Alfabeta.
- Sugiyono, (2016). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta CV
- Sugiyono, (2019). *Method Study and Development (Research and Development/ R&D)*. Bandung: Alfabeta CV
- Suhartini, & Maharani, D. (2023). The Role of Fear of Missing Out (FoMO) in Consumer Behavior Towards Purchasing Decisions. *Economics and Digital Business Review*, 4 (2), 349–356.
- Syafaah, N., & Santoso, IH (2022). Fear of Missing Out and the Korean Wave : Implications on Purchase Decisions of Korean Cosmetics. *INOBIIS: Indonesian Journal of Business Innovation and Management*, 5 (3), 405–414.
<https://doi.org/10.31842/jurnalinobis.v5i3.239>
- Vivian, S. (2020). The Influence of Brand Image and Hedonic Lifestyle on Generation Z Consumers' Purchasing Decisions on Starbucks Products. *Transaction Journal*, 12 (1), 51–66.
- Wegmann, E., Oberst, U., Stodt, B., & Brand, M. (2017). Online-specific fear of missing out and Internet-use expectancies contribute to symptoms of Internet communication disorder. *Addictive Behaviors Reports*, 5 (February), 33–42.
<https://doi.org/10.1016/j.abrep.2017.04.001>
- Yulinda, A.T., Rahmawati, R., & Sahputra, H. (2022). The Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying (A Case Study of Former Employee Shop Consumers in Bengkulu City). *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 10 (2), 1315–1326. <https://doi.org/10.37676/ekombis.v10i2.2456>