

# Pengaruh FOMO (Fear Of Missing Out) terhadap conformity consumption pada culturally associated popular brand: studi pada konsumen McDonald's BTS Meal di Jabodetabek = The effect of FOMO (Fear Of Missing Out) on conformity consumption in culturally associated popular brand: study on consumers of McDonald's BTS Meal in Jabodetabek

Khalisha Qatrunnada, author

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## Abstrak

Terdapat fenomena konsumsi kolektivisme yang tidak biasa pada suatu merek produk tertentu yang disebabkan oleh motivasi dan ciri psikologis, seperti FOMO (Fear of Missing Out). Keinginan dan preferensi yang kuat pada suatu merek produk tertentu dapat mempercepat munculnya perilaku pola conformity consumption yang dilakukan oleh masyarakat sebagai bentuk perilaku yang ingin menyesuaikan diri terhadap kelompok arus sehingga membuat orang-orang mengikuti perilakunya dan melakukan hal yang sama. Tujuan dari penelitian ini adalah menganalisis pengaruh FOMO (Fear of Missing Out) terhadap conformity consumption pada culturally associated popular brand (studi pada konsumen McDonald's BTS Meal Di Jabodetabek). Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 200 responden yang didapatkan melalui penyebaran kuesioner online. Data yang didapatkan diolah menggunakan SPSS dan SmartPLS melalui analisis statistik deskriptif dan SEM. Hasil dari penelitian ini menunjukkan bahwa terdapat beberapa pengaruh yang tidak signifikan, yaitu pengaruh being ignored terhadap increasing concern dan increasing concern terhadap up-surgng interest on culturally associated popular product pada konsumen BTS Meal di Jabodetabek.

.....There is an unusual collectivism consumption phenomenon in a certain product brand caused by motivation and psychological traits, such as FOMO (Fear of Missing Out). A strong desire and preference for a certain product brand can accelerate the emergence of conformity consumption pattern behavior carried out by the community as a form of behavior that wants to adapt to current groups so that people want to follow their behavior and do the same. The purpose of this study is to analyze the effect of FOMO (Fear of Missing Out) on conformity consumption on culturally associated popular brands (study on consumers of McDonald's BTS Meal in Jabodetabek). The study used a quantitative approach through purposive sampling technique on 200 respondents obtained through the distribution of online questionnaires. The data obtained were processed using SPSS and SmartPLS through descriptive statistical analysis and SEM. The results of this study indicate that there are several insignificant effects, namely the effect of being ignored on increasing concerns and increasing concerns on up-surgng interest on culturally associated popular products on BTS Meal consumers in Jabodetabek.