

ABSTRAK

Fakultas Ekonomi dan Bisnis

Program Studi S-1 Manajemen

2025

Regita Septianasari

120.2021.083

Pengaruh *Influencer Marketing* dan *E-WOM* terhadap Keputusan Pembelian melalui *Fear Of Missing Out (FOMO)* sebagai Mediasi Pada Produk *Sunscreen Facetology* Di Wilayah DKI Jakarta Serta Tinjauannya dari Sudut Pandang Islam

141 halaman + 19 tabel + 4 gambar dan 6 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Influencer Marketing* dan *E-WOM* terhadap Keputusan Pembelian dengan *Fear of Missing Out (FOMO)* sebagai variabel mediasi pada pengguna *Sunscreen Facetology* di DKI Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan kausal, serta pengumpulan data dilakukan melalui kuesioner kepada 140 responden. Analisis data dilakukan menggunakan metode *Partial Least Square Structural Equation Modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa *Influencer Marketing* dan *E-WOM* berpengaruh positif terhadap Keputusan Pembelian, serta berpengaruh positif terhadap *FOMO*. *FOMO* juga berpengaruh positif terhadap Keputusan Pembelian. Namun, *FOMO* tidak memediasi pengaruh *Influencer Marketing* dan *E-WOM* terhadap Keputusan Pembelian. Temuan ini menunjukkan bahwa meskipun *FOMO* memiliki peran dalam mendorong pembelian, ia bukan mediator yang kuat dalam hubungan antara aktivitas pemasaran digital dan keputusan pembelian. *Influencer Marketing*, *E-WOM* dan Keputusan Pembelian sudah sesuai dengan syariat Islam.

Kata kunci: *Influencer Marketing*, *E-WOM*, *Fear of Missing Out (FOMO)*, Keputusan Pembelian, *Sunscreen Facetology*

ABSTRACT

Faculty of Economics and Business
Strata Satu (S1) Management Study Program

2025

Regita Septianasari

120.2021.083

The Influence of Influencer Marketing and E-WOM on Purchase Decisions through Fear of Missing Out (FOMO) as a Mediating Variable on Facetology Sunscreen Products in the DKI Jakarta Area and Its Review from an Islamic Perspective

141 pages + 19 tables + 4 figures and 6 appendices

Abstract Description

This study aims to examine the effect of Influencer Marketing and Electronic Word of Mouth (E-WOM) on Purchase Decisions with Fear of Missing Out (FOMO) as a mediating variable among Facetology sunscreen users in DKI Jakarta. Employing a quantitative approach with descriptive and causal methods, data were collected through questionnaires from 140 respondents and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results show that Influencer Marketing and E-WOM positively influence Purchase Decisions and also have a positive effect on FOMO, while FOMO itself positively affects Purchase Decisions. However, FOMO does not mediate the relationship between Influencer Marketing, E-WOM, and Purchase Decisions, indicating that although FOMO contributes to purchase behavior, it is not a strong mediator between digital marketing activities and consumer decisions. Furthermore, Influencer Marketing, E-WOM, and Purchase Decisions are consistent with Islamic principles.

Keywords: *Influencer Marketing, E-WOM, Fear of Missing Out (FOMO), Purchase Decision, Facetology Sunscreen*