

ABSTRAK

Choiriyah Anggraini. pengaruh *Fear of Missing Out*, *Electronic Word of Mouth*, Persepsi Harga, dan Persepsi Kualitas Produk Terhadap Minat Beli (Studi Kasus Konsumen di Mioo Mioo Gelato di Kota Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing I: Dian Citaningtyas Ari Kadi, S.E., M.M, Pembimbing II: Indra Ayu Fatmala, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Fear of Missing Out* (FOMO), *Electronic Word of Mouth* (eWOM), Persepsi Harga, dan Persepsi Kualitas Produk terhadap minat beli konsumen pada Mioo Mioo Gelato di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM-PLS. Data dikumpulkan melalui kuesioner yang disebarakan kepada konsumen Mioo Mioo Gelato di Kota Madiun. Sampel penelitian ini sebanyak 200 responden. Teknik analisis data yang digunakan adalah analisis regresi berganda untuk menguji hubungan antara variabel independen (*Fear of Missing Out*, *Electronic Word of Mouth*, Persepsi Harga, dan Persepsi Kualitas Produk) dengan variabel dependen (Minat Beli). Hasil dari penelitian ini menunjukkan bahwa. Variabel *Fear of Missing Out*, *Electronic Word of Mouth*, dan Persepsi Kualitas Produk berpengaruh positif dan signifikan terhadap minat beli sedangkan variabel persepsi harga berpengaruh negatif terhadap minat beli.

Kata Kunci: *Fear of Missing Out*, *Electronic Word of Mouth*, Persepsi Harga, Persepsi Kualitas dan Minat Beli

ABSTRACT

The Influence of the Fear of Missing Out, Electronic Word of Mouth, Price Perception, and Product Quality Perception of Buying Interest (Consumer Case Study At Mioo Mioo Gelato in Madiun City).

This study aimed to analyze the effect of Fear of Missing Out (FOMO), Electronic Word of Mouth (E-WOM), price perceptions, and product quality perceptions of consumer buying interest in Mioo Mioo Gelato in Madiun City. This study used a quantitative approach with the SEM-PLS method. Data was collected through a questionnaire distributed to Mioo Mioo Gelato consumers in Madiun City. This research sample was 200 respondents. The data analysis technique used was multiple regression analysis to test the relationship between independent variables (Fear of Missing Out, Electronic Word of Mouth, Price Perceptions, and Product Quality Perceptions) with dependent variables (buying interest). The results of this study show Fear of missing out variables, electronic words of mouth, and product quality perceptions have a positive and significant effect towards purchase interest while price perception variables have a negative effect towards purchasing interest.

Keywords: Fear of Missing Out, Electronic Word of Mouth, Price Perception, Quality Perception and Interest.