

ABSTRAK

Varenda Putri Padma Vidya Cakti. 2026. Pengaruh *Fear Of Missing Out* (FOMO), Harga, Tren, dan *Electronic Word Of Mouth* (E-WOM) Terhadap Minat Beli Masyarakat: Studi Kasus Tren Labubu. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S. E., M.M., Pembimbing (II) Dr. Apriyanti, S. E., M.M.

Fenomena global industri *art toys* yang ditandai oleh melonjaknya popularitas boneka Labubu memicu antrean panjang dan kenaikan harga ekstrem di pasar sekunder Indonesia. Ditengah pelemahan daya beli makro, minat beli masyarakat di wilayah Jawa Timur terhadap produk ini tetang tinggi akibat adanya pergeseran perilaku konsumsi dari kebutuhan fungsional kedorongan psikologis dan sosial. Penelitian ini bertujuan untuk menguji secara empiris pengaruh dari *Fear of Missing Out* (Fomo), Harga, Tren, dan *Elektronic Word of Mouth* (E-wom) terhadap minat beli masyarakat pada tren labubu. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi masyarakat di Jawa Timur khususnya di kota Surabaya, Malang, Kediri dan Madiun melalui metode *cluster random sampling* diperoleh sampel representatif sebanyak 200 responden generasi z yang aktif menggunakan media sosial.

Pengumpulan data dilakukan menggunakan kuesioner dari berskala Likert, yang kemudian dianalisis melalui uji instrumen, uji asumsi klasik, dan analisis regresi linear berganda dengan bantuan perangkat lunak IBM SPSS 25. Hasil penelitian menunjukkan bahwa secara parsial variabel fomo, harga dan tren berpengaruh positif dan signifikan terhadap minat beli masyarakat pada tren labubu. Sebaliknya, variabel e-wom secara parsial tidak memiliki pengaruh signifikan terhadap minat beli masyarakat pada tren labubu.

Kata Kunci: *Fear of Missing Out* (Fomo), Harga, Tren, *Elektronic Word of Mouth* (E-wom), Minat Beli, Labubu.

ABSTRACT

Varenda Putri Padma Vidya Cakti. 2026. *The Influence of Fear of Missing Out (FOMO), Price, Trends, and Electronic Word of Mouth (E-WOM) on Public Purchase Intention: A Case Study of the Labubu Trend*. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., Advisor (II) Dr. Apriyanti, S.E., M.M.

The global art toy industry phenomenon, marked by the skyrocketing popularity of Labubu dolls, has triggered long queues and extreme price surges in the Indonesian secondary market. Amidst a weakening macroeconomic purchasing power, public purchase intention for this product in East Java remains high due to a shift in consumption behavior from functional needs to psychological and social drivers. This study aims to empirically examine the influence of Fear of Missing Out (FOMO), Price, Trends, and Electronic Word of Mouth (E-WOM) on public purchase intention regarding the Labubu trend. The study employs a quantitative approach, targeting the population of East Java specifically the cities of Surabaya, Malang, Kediri, and Madiun. Using cluster random sampling, a representative sample of 200 Generation Z respondents who are active social media users was obtained.

Data collection was conducted using Likert-scale questionnaires, followed by analysis involving instrument testing, classical assumption testing, and multiple linear regression analysis using IBM SPSS 25 software. The results indicate that, individually (partially), the variables of FOMO, Price, and Trends have a positive and significant influence on public purchase intention regarding the Labubu trend. Conversely, the E-WOM variable does not have a significant influence on public purchase intention regarding the Labubu trend.

Keywords: *Fear of Missing Out (FOMO), Price, Trends, Electronic Word of Mouth (E-WOM), Purchase Intention, Labubu.*