

ABSTRAK

Zindy Widy Hapsari, 2026. Pengaruh *Fear Of Missing Out*, *Celebrity Endorsement*, *Electronic Word Of Mouth*, *Urban Lifestyle* dan *Brand Image* Terhadap Keputusan Pembelian Produk Eiger di Karesidenan Madiun. Tugas Akhir. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun, Pembimbing (I) Dr. Apriyanti, S.E., M.M, (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

Penelitian ini bertujuan menganalisis pengaruh *Fear of Missing Out* (FOMO), *Celebrity Endorsement*, *Electronic Word of Mouth* (E-WOM), *Urban Lifestyle*, dan *Brand Image* terhadap keputusan pembelian produk Eiger di Karesidenan Madiun. Penelitian menggunakan metode kuantitatif dengan sampel 242 konsumen Eiger yang dipilih melalui teknik *Cluster Random Sampling*. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan SEM-PLS melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa FOMO, *Celebrity Endorsement*, *Urban Lifestyle*, dan *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan E-WOM tidak berpengaruh signifikan. Brand Image menjadi variabel yang paling dominan dalam memengaruhi keputusan pembelian. Temuan ini menunjukkan bahwa keputusan pembelian konsumen Eiger lebih dipengaruhi oleh citra merek, gaya hidup, figur publik, dan faktor psikologis dibandingkan ulasan daring. Implikasi penelitian menekankan pentingnya penguatan brand image, penyesuaian produk dengan gaya hidup urban, serta pemanfaatan strategi *endorser* dan kelangkaan produk.

Kata Kunci: *Fear of Missing Out*, *Celebrity Endorsement*, *Electronic Word of Mouth*, *Urban Lifestyle*, *Brand Image*, Keputusan Pembelian, Eiger

ABSTRACT

Zindy Widy Hapsari, 2026. The Influence of Fear of Missing Out, Celebrity Endorsement, Electronic Word of Mouth, Urban Lifestyle, and Brand Image on the Decision to Purchase Eiger Products in the Madiun Regency. Undergraduate Thesis. Bachelor of Management Program, Faculty of Economics and Business, PGRI University of Madiun. Advisors (I) Dr. Apriyanti, S.E., M.M. (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

This study aims to analyze the influence of Fear of Missing Out (FOMO), Celebrity Endorsement, Electronic Word of Mouth (E-WOM), Urban Lifestyle, and Brand Image on purchasing decisions for Eiger products in the Madiun Residency. The study employs a quantitative method with a sample of 242 Eiger consumers selected via Cluster Random Sampling. Data were collected using Likert-scale questionnaires and analyzed using SEM-PLS via SmartPLS 4.0. The results indicate that FOMO, Celebrity Endorsement, Urban Lifestyle, and Brand Image have a positive and significant influence on purchasing decisions, whereas E-WOM does not have a significant effect. Brand Image emerged as the most dominant variable influencing purchasing decisions. These findings suggest that Eiger consumers' purchasing decisions are driven more by brand image, lifestyle, public figures, and psychological factors than by online reviews. The study's implications highlight the importance of strengthening brand image, aligning products with urban lifestyles, and utilizing endorser strategies and product scarcity.

Keywords: Fear of Missing Out, Celebrity Endorsement, Electronic Word of Mouth, Urban Lifestyle, Brand Image, Purchasing Decision, Eiger