

ABSTRAK

Maya Amanda Eka Safitri. 2026. Pengaruh *Fear of Missing Out* (FoMO), *Influencer Credibility*, dan *Hedonic Motivation* terhadap Pembelian Impulsif Minuman Matcha pada Generasi Z Pengguna TikTok (Studi pada Konsumen Kafe di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diyah Santi Hariyani, S.E., M.Si. Pembimbing (II) Erma Wulan Sari, S.Pd., M.Ak.

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh FoMO, *Influencer Credibility*, dan *Hedonic Motivation* terhadap pembelian impulsif minuman matcha pada Generasi Z pengguna TikTok di Kota Madiun. Penelitian ini menggunakan sumber data primer berupa jawaban responden melalui item-item kuesioner berskala Likert. Populasi penelitian ini adalah Generasi Z pengguna TikTok berusia 18–24 tahun di Kota Madiun, dengan metode *non probability sampling* dan teknik *purposive sampling*, jumlah sampel sebesar 150 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda yang didahului uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan bahwa FoMO, *Influencer Credibility*, dan *Hedonic Motivation* masing-masing berpengaruh positif dan signifikan terhadap pembelian impulsif minuman matcha, dan secara simultan ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap pembelian impulsif minuman matcha pada Generasi Z pengguna TikTok.

Kata Kunci: *Fear of Missing Out* (FoMO), *Influencer Credibility*, *Hedonic Motivation*, Pembelian Impulsif

ABSTRACT

Maya Amanda Eka Safitri. 2026. The Effect of Fear of Missing Out (FoMO), Influencer Credibility, and Hedonic Motivation on Impulsive Buying of Matcha Beverages among Generation Z TikTok Users (A Study on Cafe Consumers in Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Diyah Santi Hariyani, S.E., M.Si. Advisor (II) Erma Wulan Sari, S.Pd., M.Ak.

This study aims to empirically examine the effect of FoMO, Influencer Credibility, and Hedonic Motivation on impulsive buying of matcha beverages among Generation Z TikTok users in Madiun City. It uses primary data from respondents' answers to Likert-scale questionnaire items. The population consists of Generation Z TikTok users aged 18–24 in Madiun City, selected using non-probability sampling with a purposive sampling technique, with a sample size of 150 respondents. This study applies a quantitative approach using multiple linear regression analysis, preceded by validity, reliability, and classical assumption tests. The results show that FoMO, Influencer Credibility, and Hedonic Motivation each have a positive and significant effect on impulsive buying of matcha beverages, and simultaneously these three variables also have a positive and significant effect on impulsive buying of matcha beverages among Generation Z TikTok users.

Keywords: Fear of Missing Out (FoMO), Influencer Credibility, Hedonic Motivation, Impulsive Buying