# ABSTRAK

Shella Monica. 2026. Analisis Gaya Hidup Hedonis, Media Sosial, *Fear Of Missing Out* (FOMO) Terhadap Perilaku Konsumtif *"Tren Healing"* Pada Generasi Z Di Kota Madiun, Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun, Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., (II) Hendra Setiawan, S.E., M.M.

**Abstrak :** "*Tren healing"* di kalangan Generasi Z, seperti nongkrong di kafe estetik, staycation, dan wisata kuliner, semakin populer namun berpotensi bergeser dari makna pemulihan psikologis menjadi bentuk perilaku konsumtif. Penelitian ini bertujuan untuk mengetahui dan menganalisis Analisis Gaya Hidup Hedonis, Media Sosial, dan *Fear of Missing Out* (FOMO) terhadap Perilaku Konsumtif *"Tren Healing"* pada Generasi Z di Kota Madiun, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian adalah Generasi Z berusia 17–27 tahun di Kota Madiun yang jumlahnya tidak diketahui secara pasti, sehingga jumlah sampel ditentukan menggunakan rumus Lemeshow dan diperoleh sebanyak 385 responden melalui teknik purposive sampling yang dikombinasikan dengan snowball sampling. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa Gaya Hidup Hedonis, Media Sosial, dan *Fear of Missing Out* (FOMO) masing-masing berpengaruh positif dan signifikan secara parsial terhadap Perilaku Konsumtif *"Tren Healing"*, dengan FOMO sebagai variabel yang memberikan pengaruh paling dominan. Secara simultan, ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap Perilaku Konsumtif *"Tren Healing",* dengan nilai koefisien determinasi (R Square) sebesar 0,872 yang berarti 87,2% variasi Perilaku Konsumtif *"Tren Healing"* dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya sebesar 12,8% dipengaruhi oleh faktor lain di luar model penelitian ini.

**Kata kunci:** Gaya Hidup Hedonis, Media Sosial, *Fear of Missing Out* (FOMO), Perilaku Konsumtif, *"Tren Healing"*.

# ABSTRACT

*Shella Monica. 2026. Analysis Of Hedonic Lifestyle, Social Media, And Fear Of Missing Out (FOMO) On Consumptive Behavior Toward "The Healing Trend" Among Generation Z In Madiun City, Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun, Advisors (I) Dian Citaningtyas Ari Kadi, S.E., M.M., (II) Hendra Setiawan, S.E., M.M.*

**Abstract :** *The healing trend among Generation Z, such as hanging out at aesthetic cafes, staycations, and culinary tourism, has become increasingly popular, yet it potentially shifts from its original meaning of psychological recovery toward a form of consumptive behavior. This study aims to determine and analyze the influence of Hedonic Lifestyle, Social Media, and Fear of Missing Out (FOMO) on Consumptive Behavior toward "the Healing Trend" among Generation Z in Madiun City, both partially and simultaneously. This study used a quantitative approach with an associative research type. The population consisted of Generation Z aged 17–27 years in Madiun City with an unknown exact size, so the sample size was determined using the Lemeshow formula, resulting in 385 respondents obtained through purposive sampling combined with snowball sampling. Data were collected through a Likert-scale questionnaire and analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis with the aid of SPSS software. The results show that Hedonic Lifestyle, Social Media, and Fear of Missing Out (FOMO) each have a positive and significant partial effect on Consumptive Behavior toward "the Healing Trend", with FOMO being the most dominant variable. Simultaneously, the three variables also have a positive and significant effect on Consumptive Behavior toward the Healing Trend, with a coefficient of determination (R Square) of 0.872, meaning that 87.2% of the variation in Consumptive Behavior toward "the Healing Trend" is explained by these three variables, while the remaining 12.8% is influenced by other factors outside this research model.*

***Keywords:*** *Hedonic Lifestyle, Social Media, Fear of Missing Out (FOMO), Consumptive Behavior, "Healing Trend".*