ABSTRAK

Vingkhan Adistya. 2026. Pengaruh Kualitas Pelayanan dan Citra Merek Terhadap Minat Beli melalui *Fear of Missing Out* Pelanggan pada Restoran Dikichi di Kediri. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Sendy Dwi Haryanto, S.Pd., M.A., CSRS., CSRA., Cert. DA.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan citra merek terhadap minat beli melalui *Fear of Missing Out* (FOMO) sebagai variabel mediasi pada pelanggan Restoran Dikichi di Kediri. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian kuantitatif deskriptif dan kausal-komparatif. Populasi dalam penelitian ini adalah seluruh pelanggan Restoran Dikichi yang pernah melakukan pembelian atau memiliki pengalaman konsumsi di restoran tersebut, dengan jumlah sampel sebanyak 384 responden yang ditentukan menggunakan rumus Lemeshow dan teknik purposive sampling. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan metode analisis jalur (path analysis) berbantuan software SmartPLS versi 4.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli (t-statistik = 6,571; p = 0,000), citra merek berpengaruh positif dan signifikan terhadap minat beli (t-statistik = 18,087; p = 0,000), kualitas pelayanan berpengaruh positif dan signifikan terhadap FOMO (t-statistik = 12,739; p = 0,000), citra merek berpengaruh positif dan signifikan terhadap FOMO (t-statistik = 14,152; p = 0,000), serta FOMO berpengaruh positif dan signifikan terhadap minat beli (t-statistik = 7,867; p = 0,000). Selain itu, hasil pengujian mediasi menunjukkan bahwa FOMO mampu memediasi pengaruh kualitas pelayanan terhadap minat beli (t-statistik = 10,731; p = 0,000) maupun pengaruh citra merek terhadap minat beli (t-statistik = 9,271; p = 0,000). Hasil analisis deskriptif juga menunjukkan bahwa persepsi konsumen terhadap kualitas pelayanan dan citra merek Restoran Dikichi tergolong tinggi, tingkat FOMO tergolong sedang cenderung tinggi, serta minat beli konsumen tergolong sangat tinggi. Penelitian ini memberikan implikasi bahwa peningkatan kualitas pelayanan dan penguatan citra merek, yang diiringi dengan strategi promosi digital untuk memicu FOMO secara positif, dapat menjadi strategi efektif bagi Restoran Dikichi dalam meningkatkan minat beli konsumen secara berkelanjutan.

Kata Kunci: Kualitas Pelayanan, Citra Merek, *Fear of Missing Out* (FOMO), Minat Beli, SmartPLS

ABSTRACT

Vingkhan Adistya. 2026. The Influence of Service Quality and Brand Image on Purchase Intention, Mediated by Customer Fear of Missing Out at Dikichi Restaurant in Kediri. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor: Dian Citaningtyas Ari Kadi, S.E., M.M., Co. Advisor: Sendy Dwi Haryanto, S.Pd., M.A., CSRS., CSRA., Cert. DA.

This study aims to determine the influence of service quality and brand image on purchase decision through Fear of Missing Out (FOMO) as a mediating variable among customers of Dikichi Restaurant in Kediri. This research employs a quantitative approach with descriptive quantitative and causal-comparative research types. The population in this study consists of all customers of Dikichi Restaurant who have made a purchase or had a consumption experience at the restaurant, with a sample size of 384 respondents determined using the Lemeshow formula and purposive sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using path analysis with the assistance of SmartPLS version 4 software.

The results show that service quality has a positive and significant effect on purchase decision (t-statistic = 6.571; p = 0.000), brand image has a positive and significant effect on purchase decision (t-statistic = 18.087; p = 0.000), service quality has a positive and significant effect on FOMO (t-statistic = 12.739; p = 0.000), brand image has a positive and significant effect on FOMO (t-statistic = 14.152; p = 0.000), and FOMO has a positive and significant effect on purchase decision (t-statistic = 7.867; p = 0.000). Furthermore, the mediation test results indicate that FOMO is able to mediate the effect of service quality on purchase decision (t-statistic = 10.731; p = 0.000) as well as the effect of brand image on purchase decision (t-statistic = 9.271; p = 0.000). The descriptive analysis results also show that consumer perceptions of service quality and brand image at Dikichi Restaurant are categorized as high, the level of FOMO is categorized as moderate to high, and consumer purchase decision is categorized as very high. This research implies that improving service quality and strengthening brand image, accompanied by digital promotion strategies to positively trigger FOMO, can serve as an effective strategy for Dikichi Restaurant in sustainably increasing consumer purchase decision.

Keywords: *Service Quality, Brand Image, Fear of Missing Out (FOMO), Purchase Decision, SmartPLS*