

## ABSTRAK

Novrita Dwi Rahmadani.2026.*Pengaruh Motivasi Belanja Hedonis dan Fear Of Missing Out Terhadap Perilaku Konsumtif Pada Mahasiswa Pengguna TikTok*.Skripsi.Program Studi Bimbingan dan Konseling, FKIP,Universitas PGRI Madiun.Pembimbing (I) Beny Dwi Pratama, S.Psi., M.Psi (II) Dr. Diana Ariswanti Triningtyas, S.Pd., M.Psi

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi belanja hedonis dan *Fear of Missing Out (FoMO)* terhadap perilaku konsumtif pada mahasiswa pengguna TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian korelasional. Populasi penelitian adalah mahasiswa pengguna TikTok, dengan teknik pengambilan sampel menggunakan purposive sampling berdasarkan kriteria tertentu. Instrumen penelitian berupa angket skala Likert yang terdiri atas tiga variabel, yaitu motivasi belanja hedonis, *Fear of Missing Out (FoMO)*, dan perilaku konsumtif. Variabel motivasi belanja hedonis diukur berdasarkan lima dimensi, yaitu *adventure shopping*, *gratification shopping*, *value shopping*, *social shopping*, dan *idea shopping*. Variabel FoMO diukur melalui lima dimensi, yaitu *need to belong*, *need for popularity*, *anxiety*, *addiction*, dan *social comparison*. Sementara itu, perilaku konsumtif diukur melalui lima dimensi, yaitu pembelian tidak rasional, pengaruh promosi, gengsi dan penampilan, konformitas sosial, serta pembelian berlebihan. Analisis data dilakukan menggunakan uji regresi linier berganda setelah memenuhi uji prasyarat analisis yang meliputi uji normalitas, uji linearitas, uji multikolinearitas, dan uji heteroskedastisitas. Hasil penelitian menunjukkan bahwa motivasi belanja hedonis dan Fear of Missing Out (FoMO) berpengaruh positif dan signifikan terhadap perilaku konsumtif pada mahasiswa pengguna TikTok, baik secara parsial Motivasi belanja hedonis terhadap Perilaku Konsumtif  $<0,002$  dan *Fear Of Missing Out Terhadap Perilaku Konsumtif*  $<0,001$  maupun simultan  $<0,00$ . Semakin tinggi motivasi belanja hedonis dan tingkat FoMO yang dimiliki mahasiswa, maka semakin tinggi pula kecenderungan perilaku konsumtif yang ditunjukkan.

**Kata kunci:** motivasi belanja hedonis, *Fear of Missing Out (FoMO)*, perilaku konsumtif, mahasiswa pengguna tiktok

## ABSTRACT

*This study aims to examine the influence of hedonic shopping motivation and Fear of Missing Out (FoMO) on the consumptive behavior of university students who use TikTok. This research employed a quantitative approach with a correlational research design. The population consisted of university students who use TikTok, and the sample was selected using a purposive sampling technique based on predetermined criteria. The research instrument was a Likert-scale questionnaire measuring three variables: hedonic shopping motivation, Fear of Missing Out (FoMO), and consumptive behavior. Hedonic shopping motivation was measured through five dimensions: adventure shopping, gratification shopping, value shopping, social shopping, and idea shopping. The FoMO variable was measured using five dimensions: need to belong, need for popularity, anxiety, addiction, and social comparison. Meanwhile, consumptive behavior was measured through five dimensions: irrational purchasing, promotional influence, prestige and appearance, social conformity, and excessive purchasing. Data were analyzed using multiple linear regression after fulfilling the prerequisite tests, including normality, linearity, multicollinearity, and heteroscedasticity tests. The results of the study indicate that hedonic shopping motivation and Fear of Missing Out (FoMO) have a positive and significant effect on consumer behavior in TikTok user students, both partially Hedonic Shopping Motivation on Consumer Behavior  $<0.002$  and Fear Of Missing Out on Consumer Behavior  $<0.001$  and simultaneously  $<0.00$ . The higher the hedonic shopping motivation and the level of FoMO that students have, the higher the tendency of consumer behavior shown.*

**Keywords:** *hedonic shopping motivation, Fear of Missing Out (FoMO), consumptive behavior, university students tiktok user*