

ABSTRAK

Rusdayati Umar, 2024. Pengaruh *Viral Marketing* Terhadap *Purchase Decision* Generasi Z Pada *Skincare* Di Tiktok Yang Dimediasi Oleh *Fear Of Missing Out*. Ketua Komisi : Ida Hidayanti, Anggota Komisi : Sulfi Abdul Haji.

Tujuan penelitian ini adalah: (1) untuk menganalisis dan menguji pengaruh *viral marketing* terhadap *purchase decision*. (2) untuk menganalisis dan menguji pengaruh *viral marketing* terhadap *fear of missing out*. (3) untuk menganalisis dan menguji pengaruh *fear of missing out* terhadap *purchase decision*. (4) untuk menganalisis dan menguji pengaruh *viral marketing* terhadap *purchase decision* yang dimediasi oleh *fear of missing out*. Jumlah sampel penelitian adalah sebanyak 150 orang, analisis model SEM, menggunakan SmartPLS versi 4.0.

Hasil penelitian menunjukkan bahwa: (1) *viral marketing* berpengaruh positif dan signifikan secara langsung terhadap *purchase decision*. (2) *viral marketing* tidak berpengaruh terhadap *fear of missing out*. (3) *fear of missing out* berpengaruh positif dan signifikan terhadap *purchase decision*. (4) *fear of missing out* tidak dapat memediasi *viral marketing* terhadap *purchase decision*.

Kata Kunci: *Viral Marketing*, *Fear Of Missing Out*, dan *Purchase Decision*.

ABSTRACT

Rusdayati Umar, 2024.. *The Influence of Viral Marketing on Generation Z's Purchase Decision on Skincare on TikTok Which is Mediated by Fear of Missing Out*. Commission Chair: Ida Hidayanti, Commission Member: Sulfi Abd Haji.

The objectives of this research are: (1) to analyze and test the influence of viral marketing on purchasing decisions. (2) to analyze and test the influence of viral marketing on the fear of missing out. (3) to analyze and test the influence of fear of missing out on purchasing decisions. (4) to analyze and test the influence of viral marketing on purchasing decisions mediated by fear of missing out. The total research sample was 150 people, SEM model analysis, using SmartPLS version 4.0.

The research results show that: (1) viral marketing has a direct positive and significant effect on purchasing decisions. (2) viral marketing has no effect on fear of missing out.. (3) fear of missing out has a positive and significant effect on purchasing decisions. (4) fear of missing out cannot mediate viral marketing on purchasing decisions.

Keywords: *Viral Marketing, Fear Of Missing Out, and Purchase Decisions.*