

**PENGARUH *SOCIAL MEDIA*, *ELECTRONIC WORD OF MOUT* (E-WOM),
FEAR OF MISSING OUT (FOMO) DAN GAYA HIDUP HEDONISME
TERHADAP KEPUTUSAN PEMBELIAN *FASHION* PADA GEN Z
WANITA DI YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *social media*, *electronic word of mouth* (E-WOM), *fear of missing out* (FOMO) dan gaya hidup hedonisme terhadap keputusan pembelian *fashion* pada Gen Z wanita di Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan kuesioner sebagai instrumen pengumpulan data yang disebarkan kepada 164 responden. Analisis data pada penelitian ini dilakukan menggunakan regresi linear berganda untuk menguji hubungan antara variabel independen dan dependen. Hasil analisis data menunjukkan bahwa semua variabel independen yaitu *social media*, *electronic word of mouth* (E-WOM), *fear of missing out* (FoMO), dan gaya hidup hedonisme memiliki pengaruh positif dan signifikan terhadap keputusan pembelian *fashion*. Hasil uji simultan juga menunjukkan bahwa variabel independen secara simultan memiliki pengaruh signifikan terhadap keputusan pembelian. Studi ini memberikan wawasan penting bagi pelaku bisnis *fashion* dalam merancang strategi pemasaran yang efektif dengan memanfaatkan media sosial, E-WOM, dan pemahaman mendalam tentang perilaku konsumtif Gen Z. Implikasi praktis dari penelitian ini adalah pengembangan strategi pemasaran yang dapat meningkatkan daya saing bisnis di industri *fashion*.

Kata Kunci: *Social Media*, *Electronic Word of Mouth* (E-WOM), *Fear of Missing Out* (FoMO), *Gaya Hidup Hedonisme*, *Keputusan Pembelian*



THE INFLUENCE OF SOCIAL MEDIA, ELECTRONIC WORD OF MOUTH (E-WOM), FEAR OF MISSING OUT (FOMO) AND HEDONISTIC LIFESTYLE ON FASHION PURCHASE DECISIONS IN GEN Z WOMEN IN YOGYAKARTA

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Abstract

This study aims to analyze the influence of social media, electronic word of mouth (E-WOM), fear of missing out (FOMO), and a hedonistic lifestyle on fashion purchase decisions among Gen Z women in Yogyakarta. A quantitative method was employed, utilizing a questionnaire as the data collection instrument distributed to 164 respondents. Data analysis was conducted using multiple linear regression to examine the relationships between the independent and dependent variables. The results indicated that all independent variables—social media, E-WOM, FOMO, and hedonistic lifestyle—positively and significantly impacted fashion purchase decisions. Additionally, the simultaneous test results demonstrated that the independent variables collectively exerted a significant influence on purchase decisions. This study offers valuable insights for fashion industry professionals in developing effective marketing strategies by leveraging social media, E-WOM, and a comprehensive understanding of Gen Z's consumer behavior.

Keywords: *Social Media, Electronic Word of Mouth (E-WOM), Fear of Missing Out (FoMO), Hedonistic Lifestyle, Purchase Decision.*