

**PENGARUH *FEAR OF MISSING OUT (FOMO)* DAN *SELF BRAND CONGRUENCE* TERHADAP PEMBELIAN IMPULSIF PADA KALANGAN MUDA SAAT *FLASH SALE* DI *MARKETPLACE***

**Alma Nurul Fikriah**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Fear of Missing Out (FOMO)* dan *Self Brand Congruence* terhadap pembelian Impulsif pada kalangan muda saat *flash sale* di *platform e-commerce* seperti Shopee, Tokopedia, dan Lazada. Fenomena *flash sale* yang menimbulkan urgensi waktu dan kelangkaan stok sering kali mendorong perilaku pembelian spontan, terutama di kalangan generasi Z yang aktif secara digital dan sensitif terhadap tren. FOMO didefinisikan sebagai rasa takut tertinggal yang mendorong seseorang melakukan pembelian tanpa pertimbangan rasional. Di sisi lain, *Self Brand Congruence* merujuk pada kesesuaian citra merek dengan identitas diri konsumen yang dapat memperkuat hubungan emosional dan preferensi merek. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei kepada 96 responden yang merupakan pengguna aktif *e-commerce* di Daerah Istimewa Yogyakarta. Hasil penelitian menunjukkan bahwa FOMO dan *Self Brand Congruence* berpengaruh positif signifikan secara parsial maupun simultan terhadap pembelian Impulsif. Temuan ini memberikan wawasan penting bagi pelaku *e-commerce* dalam merancang strategi pemasaran yang efektif dan personalisasi promosi untuk meningkatkan pembelian.

**Kata Kunci:** *Fear of Missing Out (FOMO)*, *Self-Brand Congruence*, *Pembelian Impulsif*, *Flash Sale*, *E-commerce*.



***THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) AND SELF-BRAND CONGRUENCE ON IMPULSIVE BUYING AMONG YOUTH DURING FLASH SALES ON MARKETPLACE PLATFORMS***

***Alma Nurul Fikriah***

***Abstract***

*This study aims to analyze the influence of Fear of Missing Out (FOMO) and Self-Brand Congruence on impulsive buying behavior among young people during flash sales on e-commerce platforms such as Shopee, Tokopedia, and Lazada. Flash sales, characterized by limited-time offers and product scarcity, often trigger spontaneous purchasing decisions, especially among Generation Z, who are digitally active and highly responsive to trends. FOMO refers to the fear of missing out that drives consumers to make unplanned purchases, while Self-Brand Congruence relates to the alignment between a brand's image and the consumer's self-identity, which can strengthen emotional attachment and brand preference. The study employed a quantitative approach through a survey of 96 active e-commerce users in Yogyakarta. The findings reveal that both FOMO and Self-Brand Congruence have a significant positive effect, both partially and simultaneously, on impulsive buying. These insights are valuable for e-commerce businesses in developing effective marketing strategies and personalized promotional tactics to enhance consumer engagement and purchasing behavior.*

***Keywords:*** *Fear of Missing Out (FOMO), Self-Brand Congruence, Impulsive Buying, Flash Sale, E-Commerce.*