

PENGARUH *SOCIAL MEDIA MARKETING* DAN *PRODUCT KNOWLEDGE* TERHADAP *PURCHASE INTENTION* PADA PRODUK TUMBLER DENGAN FOMO SEBAGAI VARIABEL MEDIASI DI INDONESIA

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Social Media Marketing* dan *Product Knowledge* terhadap *Purchase Intention* pada produk tumbler ramah lingkungan, dengan *Fear of Missing Out* (FOMO) sebagai variabel mediasi. Pendekatan penelitian yang digunakan adalah kuantitatif. Metode pengumpulan data melalui penyebaran kuesioner secara daring kepada pengguna aktif media sosial di Indonesia, khususnya yang memiliki ketertarikan terhadap produk green product seperti tumbler. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling* dan sampel yang digunakan sebanyak 170 responden. Data yang dikumpulkan diuji menggunakan alat analisis *SmartPLS* versi 4. Uji yang dilakukan dalam penelitian ini meliputi analisis deskriptif, uji validitas konvergen dan diskriminan, uji reliabilitas, uji koefisien determinasi (R^2), uji hipotesis (*uji t* dan *p-value*), serta uji mediasi. Hasil dari penelitian ini menunjukkan bahwa *Social Media Marketing* dan *Product Knowledge* berpengaruh positif dan signifikan terhadap *Purchase Intention*. Selain itu, variabel FOMO terbukti memediasi pengaruh *Social Media Marketing* dan *Product Knowledge* terhadap *Purchase Intention*, yang berarti FOMO memperkuat hubungan antara strategi pemasaran media sosial dan pemahaman produk terhadap niat beli konsumen. Temuan ini mengindikasikan bahwa kombinasi antara edukasi produk dan pendekatan psikologis seperti FOMO menjadi strategi efektif dalam meningkatkan minat beli terhadap produk ramah lingkungan di kalangan pengguna media sosial di Indonesia.

Kata Kunci: *Social Media Marketing, Product Knowledge, Fear of Missing Out (FOMO), Purchase Intention*



THE IMPACT OF SOCIAL MEDIA MARKETING AND PRODUCT KNOWLEDGE ON PURCHASE INTENTION FOR ECO-FRIENDLY TUMBLERS: THE MEDIATING ROLE OF FOMO IN INDONESIA

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Abstarct

This study examines the influence of Social Media Marketing and Product Knowledge on purchase intention toward eco-friendly tumbler products, with Fear of Missing Out (FOMO) serving as a mediating variable. A quantitative research approach was used, with data collected through online questionnaires distributed to active social media users in Indonesia, particularly those interested in green products such as tumblers. The sampling technique employed was purposive sampling, with 170 respondents. The collected data were analyzed using SmartPLS version 4, and the analysis included descriptive statistics, convergent and discriminant validity tests, reliability tests, coefficient of determination (R^2), hypothesis testing (t-test and p-value), and mediation analysis. The results show that both Social Media Marketing and Product Knowledge have a positive and significant effect on purchase intention. Additionally, FOMO was found to mediate the relationship between Social Media Marketing, Product Knowledge, and purchase intention, suggesting that FOMO enhances the impact of marketing strategies and product knowledge on consumer buying interest. These findings imply that a combination of product education and psychological appeals, such as FOMO, is an effective strategy for increasing purchase intention for eco-friendly products among social media users in Indonesia.

Keywords: *Social Media Marketing, Product Knowledge, Fear of Missing Out (FOMO), Purchase Intention*