

**PENGARUH *QUALITY PRODUCT*, *FEAR OF MISSING OUT* DAN
INFLUENCER TERHADAP KEPUTUSAN PEMBELIAN SKINCARE
PADA MAHASISWA *HIGH LIFESTYLE* DI WILAYAH DAERAH
ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh “*Quality Product*, *Fear Of Missing Out*, Dan *Influencer* terhadap Keputusan Pembelian Skincare Pada Mahasiswa *High Lifestyle*”. Penelitian ini berfokus pada variabel *Quality Product* (X1), *Fear Of Missing Out* (X2), dan *Influence* (X3), dengan Keputusan Pembelian sebagai variabel terikat. Penelitian ini menggunakan metode kuantitatif dan pengujian hipotesis, data penelitian ini terdiri dari data primer. Sampel penelitian ini menggunakan 100 responden dengan menggunakan metode *purposive sampling* dengan kriteria tertentu, penelitian ini berfokus pada mahasiswa *high lifestyle* yang menggunakan skincare. Kriteria mahasiswa berusia 18 tahun ke atas. Metode analisis menggunakan SEM PLS dengan *software* Smart PLS 4. Hasil Menunjukkan bahwa *quality product* berpengaruh positif dan signifikan terhadap keputusan pembelian, *fear of missing out* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan *influencer* berpengaruh positif dan signifikan terhadap keputusan pembelian Maka dapat disimpulkan bahwa penelitian ini menjelaskan tentang fenomena perilaku konsumtif mahasiswa *high lifestyle* dalam membeli produk skincare.

Kata Kunci: *Quality Product*, *Fear of Missing Out*, *Influencer* dan Keputusan Pembelian



THE EFFECT OF QUALITY PRODUCT, FEAR OF MISSING OUT AND INFLUENCER ON SKINCARE PURCHASE DECISION OF HIGH LIFESTYLE STUDENTS IN THE SPECIAL REGION OF YOGYAKARTA

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Abstrak

This study aims to determine the effect of "Quality Product, Fear Of Missing Out, and Influencer on Skincare Purchasing Decisions in High Lifestyle Students". This study focuses on the variables of Quality Product (X1), Fear Of Missing Out (X2), and Influence (X3), with Purchase Decision as the dependent variable. This study uses quantitative methods and hypothesis testing, the data of this study consists of primary data. The sample of this study amounted to 100 respondents determined from the purposive sampling method with certain criteria, this study focuses on high lifestyle students who use skincare. The criteria for students aged 18 years and over. The analysis method uses SEM PLS with Smart PLS 4 software. The results show that product quality has a positive and significant effect on purchasing decisions, fear of missing out has a positive and significant effect on purchasing decisions, and influencers have a positive and significant effect on purchasing decisions. So it can be concluded that this study explains the phenomenon of high lifestyle students' consumptive behavior in purchasing skincare products.

Keywords: *Product Quality, Fear of Missing Out, Influencer and Purchasing Decisions*

