

Universitas Ngudi Waluyo

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**PENGARUH PROMOSI DISKON DAN FOMO MELALUI MEDIA
TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PADA
TOMORROW *COFFEE* SIDOMULYO UNGARAN**

ABSTRAK

Penelitian ini menganalisis pengaruh promosi diskon dan perilaku *Fear of Missing Out (FOMO)* melalui TikTok terhadap keputusan pembelian di Tomorrow Coffee Sidomulyo, Ungaran. TikTok semakin populer sebagai platform pemasaran digital, terutama bagi Generasi Z. Metode penelitian menggunakan pendekatan kuantitatif dengan survei pada 112 mahasiswa Universitas Ngudi Waluyo. Data dianalisis menggunakan regresi linear berganda. Hasil menunjukkan promosi diskon dan FOMO berpengaruh positif dan signifikan terhadap keputusan pembelian. Strategi pemasaran berbasis diskon dan FOMO melalui TikTok efektif meningkatkan daya tarik dan penjualan. Kesimpulannya, pemasaran digital dapat meningkatkan penjualan dan loyalitas pelanggan, khususnya di kalangan mahasiswa.

Kata Kunci : Promosi Diskon, TikTok, FOMO, Keputusan Pembelian, Pemasaran Digital.

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***THE EFFECT OF DISCOUNT PROMOTION AND FOMO BEHAVIOR
THROUGH TIKTOK MEDIA ON PURCHASE DECISIONS AT
TOMORROW COFFEE SIDOMULYO UNGARAN SEMARANG
REGENCY***

ABSTRACT

This study analyzes the effect of discount promotions and Fear of Missing Out (FOMO) behavior through TikTok on purchasing decisions at Tomorrow Coffee Sidomulyo, Ungaran. TikTok is increasingly popular as a digital marketing platform, especially for Generation Z. The research method uses a quantitative approach with a survey of 112 students at Ngudi Waluyo University. Data were analyzed using multiple linear regression. The results show that discount promotions and FOMO have a positive and significant effect on purchasing decisions. Discount and FOMO-based marketing strategies through TikTok are effective in increasing appeal and sales. In conclusion, digital marketing can increase sales and customer loyalty, especially among students.

Keywords : *Discount Promotion, TikTok, FOMO, Purchase Decision, Digital Marketing.*