ABSTRAK

Pengaruh *Hedonic Shopping Value*, *Lifestyle*, dan *Fear of Missing Out* (FoMO) terhadap Perilaku Konsumtif pada Produk Fashion di Shopee

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Perkembangan *e-commerce* mendorong perubahan perilaku konsumen, khususnya meningkatnya Perilaku Konsumtif dalam pembelian produk fashion secara online. Penelitian ini bertujuan untuk menganalisis pengaruh *Hedonic Shopping Value*, *Lifestyle*, dan *Fear of Missing Out* (FoMo) terhadap Perilaku Konsumtif pada Produk Fashion di Platform *e-commerce* Shopee. Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Data dikumpulkan melalui kuisioner yang disebarkan kepada pengguna Shopee yang pernah melakukan pembelian produk fashion. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah 140 responden yang berdomisili di Kabupaten Bojonegoro untuk memenuhi kriteria penelitian, data dianalisis menggunakan analisis korelasi untuk menguji pengaruh masing-masing variabel independen terhadap Perilaku Konsumtif. Hasil pengujian menunjukkan bahwa variabel *Hedonic shopping value* berpengaruh positif dan signifikan terhadap Perilaku Konsumtif, dengan nilai *p-value* 0,000, sehingga hipotesis diterima. Variabel *Lifestye* juga berpengaruh positif dan signifikan terhadap Perilaku Konsumtif, dengan nilai *p-value* 0,024 sehingga hipotesis kedua diterima. Selanjutnya, *Fear of Missing Out* (FoMO) terbukti memiliki pengaruh positif dan signifikan terhadap Perilaku Konsumtif, dengan nilai *p-value* 0,000 sehingga hipotesis ketiga diterima. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa faktor psikologis dan gaya hidup memiliki peran penting dalam mendorong Perilaku Konsumtif konsumen pada platform *e-commerce*. Temuan ini diharapkan dapat menjadi referensi bagi pelaku bisnis dalam merancang strategi pemasaran yang lebih efektif serta bagi peneliti selanjutnya dalam mengembangkan kajian terkait Perilaku Konsumtif.

Kata Kunci: *Hedonic Shopping Value*, *Lifestyle*, *Fear of Missing Out* (FoMO), Perilaku Konsumtif, Shopee

ABSTRACT

The Influence of Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FoMO) on Consumptive Behavior Toward Fashion Products on Shopee

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The development of e-commerce drives changes in consumer behavior, especially the increase in Consumptive Behavior in purchasing fashion products online. This study aims to analyze the influence of Hedonic Shopping Value, Lifestyle, and Fear of Missing Out (FoMo) on Consumptive Behavior on Fashion Products on the Shopee E-commerce Platform. This study uses a quantitative method with a correlational approach. Data were collected through questionnaires distributed to Shopee users who had purchased fashion products. The sampling technique used purposive sampling with a total of 140 respondents domiciled in Bojonegoro Regency to meet the research criteria, the data were analyzed using correlation analysis to test the influence of each independent variable on Consumptive Behavior. The test results show that the Hedonic shopping value variable has a positive and significant effect on Consumptive Behavior, with a p-value of 0.000, so the hypothesis is accepted. The Lifestyle variable also has a positive and significant effect on Consumptive Behavior, with a p-value of 0.024 so the second hypothesis is accepted. Furthermore, Fear of Missing Out (FoMO) was proven to have a positive and significant influence on Consumer Behavior, with a p-value of 0.000, thus accepting the third hypothesis. Based on these research results, it can be concluded that psychological and lifestyle factors play a significant role in driving Consumer Behavior on e-commerce platforms. These findings are expected to serve as a reference for business actors in designing more effective marketing strategies and for future researchers in developing studies related to Consumer Behavior.

Keywords: *Hedonic Shopping Value, Lifestyle, Fear of Missing Out (FoMO), Consumptive Behavior, Shopee.*