

# **THE INFLUENCE OF SHOPPING LIFESTYLE, HEDONIC MOTIVATION, AND FEAR OF MISSING OUT (FOMO) ON IMPULSE BUYING IN RETAIL BUSINESSES**

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## ***ABSTRACT***

*This quantitative study aims to investigate the influence of shopping lifestyle, hedonic motivation, and fear of missing out (FoMO) on impulsive buying behavior. The research focuses on consumers of blind box products in the retail business as the sample. A total of 291 respondents were selected using a purposive sampling technique. Hypotheses testing was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software and a 5% significance level (0.05). The results reveal that (1) shopping lifestyle significantly influences impulsive buying behavior; (2) hedonic motivation significantly influences impulsive buying behavior; and (3) fear of missing out (FoMO) significantly influences impulsive buying behavior.*

***Keywords: blind box, fear of missing out, hedonic motivation, impulse buying, retail products, shopping lifestyle***

# **PENGARUH GAYA HIDUP BERBELANJA, MOTIVASI HEDONIS, DAN FEAR OF MISSING OUT (FOMO) TERHADAP *IMPULSE BUYING* PADA BISNIS RITEL**

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## **ABSTRAK**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh gaya hidup berbelanja, motivasi hedonis, dan *fear of missing out* (FoMO) terhadap pembelian impulsif. Penelitian ini menggunakan konsumen produk *blind box* pada bisnis ritel sebagai sampel. Responden yang digunakan sebanyak 291 orang yang dipilih menggunakan teknik *purposive sampling*. Pengujian hipotesis dalam penelitian ini dilakukan menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan perangkat lunak SmartPLS 4 dan tingkat signifikansi 5% (0,05). Hasil pengujian menunjukkan bahwa (1) gaya hidup berbelanja berpengaruh signifikan terhadap pembelian impulsif, (2) motivasi hedonis berpengaruh signifikan terhadap pembelian impulsif, dan (3) *fear of missing out* (FoMO) berpengaruh signifikan terhadap pembelian impulsif.

**Kata kunci:** *blind box*, *fear of missing out*, gaya hidup berbelanja, motivasi hedonis, pembelian impulsif, produk ritel