

***The Influence of Product Diversity, Halal Awareness, and FOMO on Gen Z
Consumer's Purchasing Decisions on Azarine Products in Jakarta***
By Nadyne Agasthya Ardhana

Abstract

The cosmetics industry has experienced annual growth due to the increasing demand for cosmetics. However, for Muslim consumers, the awareness of halal products has become a primary consideration in choosing cosmetics. The variety of cosmetics available in the market, especially cosmetics, has increasingly attracted consumers, particularly Generation Z. This has formed the phenomenon of Fear of Missing Out (FOMO) in the social environment due to the reluctance to miss out on trends. This study aims to identify the influence of product variety, halal awareness, and FOMO on the purchasing decisions of Gen Z consumers for Azarine products in Jakarta. This study uses a quantitative approach with a research sample of 100 Gen Z consumers who have purchased Azarine products in Jakarta. Data was collected through the distribution of questionnaires. The data analysis technique used is Partial Least Square (PLS). Data testing was conducted by evaluating the outer model and inner model. The results of the study show that the variables of product variety, halal awareness, and FOMO each have an influence on the purchasing decisions of Gen Z consumers for Azarine products in Jakarta. This study offers strategic insights for business practitioners, policymakers, and scholars. The findings not only contribute to a deeper understanding of consumer behavior but also provide a framework for developing effective marketing strategies.

Keyword: *cosmetics, FOMO, halal awareness, product diversity, purchase decision*

Pengaruh Keragaman Produk, Kesadaran Halal, Dan Fomo Terhadap Keputusan Pembelian Konsumen Gen Z Pada Produk Azarine di Jakarta

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Abstrak

Industri kosmetik mengalami peningkatan setiap tahunnya seiring meningkatnya permintaan kosmetik. Namun, bagi konsumen Muslim, kesadaran akan kehalalan suatu produk menjadi pertimbangan utama dalam memilih kosmetik. Beragamnya jenis kosmetik yang beredar di pasaran terutama kosmetik, semakin menarik minat konsumen, khususnya Generasi Z. Hal ini membentuk fenomena Fear of Missing Out (FOMO) yang terjadi di lingkungan sosial karena tidak ingin ketinggalan tren. Penelitian ini bertujuan untuk mengidentifikasi pengaruh keragaman produk, kesadaran halal, dan FOMO memengaruhi keputusan pembelian konsumen Gen Z pada produk Azarine di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel penelitian sebanyak 100 konsumen Gen Z yang pernah membeli produk Azarine di Jakarta. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah *Partial Least Square* (PLS). Pengujian data dilakukan dengan mengevaluasi *outer model* dan *inner model*. Hasil dari penelitian menunjukkan bahwa variabel keragaman produk, kesadaran halal, dan FOMO masing-masing berpengaruh terhadap keputusan pembelian Gen Z pada produk Azarine di Jakarta. Penelitian ini dapat memberikan wawasan strategis bagi pelaku bisnis, pembuat kebijakan, dan akademisi. Hasil penelitian ini tidak hanya membantu dalam memahami perilaku konsumen secara lebih mendalam, tetapi juga memberikan panduan dalam merancang strategi pemasaran yang efektif.

Kata kunci: FOMO, keragaman produk, kesadaran halal, keputusan pembelian, kosmetik