

The Influence of Hedonic Shopping, FOMO, and Religiositas on Impulse Buying of Pop Mart Blind Boxes among Generation Z Jakarta

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ABSTRACT

Sales of blind boxes in Indonesia continue to rise despite the fact that their buying and selling practices contain elements of gharar, which is prohibited in Islam. However, consumers still show a strong interest in blind box products and tend to make impulsive purchases driven by curiosity and the desire to follow trends. This study aims to examine the influence of hedonic shopping, religiosity, and FOMO on impulsive buying of Pop Mart blind boxes among Generation Z in Jakarta. This research employs a quantitative method with a non-probability sampling technique through a purposive sampling approach in the sampling process. The study involved 150 respondents consisting of Generation Z living in Jakarta. The collected data were then processed using Smart Partial Least Square (PLS) with descriptive analysis. The results obtained in this study are that hedonic shopping and religiosity have a significant influence on impulsive buying of Pop Mart blind boxes. Both variables were proven to encourage Generation Z to make spontaneous purchases. However, unlike the other variables, FOMO does not have a significant influence on impulsive buying.

Keywords: *FOMO, generation Z, hedonic shopping, impulsive buying, religiositas.*

Pengaruh Belanja Hedonis, FOMO, dan Religiositas terhadap Pembelian Impulsif *Blind Box* Pop Mart pada Generasi Z Jakarta

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ABSTRAK

Penjualan *blind box* di Indonesia terus meningkat meskipun praktik jual belinya mengandung unsur *gharar* yang diharamkan dalam Islam. Namun, konsumen tetap menunjukkan minat tinggi terhadap produk *blind box* dan cenderung melakukan pembelian secara impulsif karena rasa penasaran dan dorongan mengikuti tren. Penelitian ini bertujuan untuk mengkaji pengaruh belanja hedonis, religiositas, dan FOMO terhadap pembelian impulsif *blind box* Pop Mart pada Generasi Z di Jakarta. Penelitian ini menggunakan metode kuantitatif dengan teknik *non-probability sampling* melalui pendekatan *purposive sampling*. Jumlah sampel yang digunakan sebanyak 150 responden yang terdiri dari Generasi Z yang berdomisili di Jakarta. Data penelitian yang terkumpul selanjutnya diolah menggunakan *Smart Partial Least Square* (PLS) dengan metode analisis deskriptif. Hasil penelitian ini menunjukkan bahwa belanja hedonis dan religiositas memiliki pengaruh secara positif signifikan terhadap pembelian impulsif *blind box* Pop Mart. Kedua variabel tersebut terbukti mendorong dan mengendalikan Generasi Z Jakarta untuk melakukan pembelian secara impulsif. Namun, berbeda dengan variabel FOMO tidak memiliki pengaruh secara positif signifikan terhadap pembelian impulsif.

Kata Kunci: belanja hedonis, FOMO, generasi Z, pembelian impulsif, religiositas.