

## RINGKASAN

Penelitian ini mengambil judul: **“Meningkatkan Keputusan Pembelian Tiket Kereta Api Dengan Motivasi Hedonik dan Kenyamanan yang Dirasakan Melalui *Fear of Missing Out* : Pendekatan Teori of *Planned Behavior* (Studi pada PT Kereta Api Indonesia DAOP 5)”**. Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic motivation*, *perceived enjoyment* dan *fear of missing out* terhadap keputusan pembelian. Populasi penelitian mencakup seluruh pengguna tiket kereta api di Indonesia, dengan jumlah responden sebanyak 140 orang. Pemilihan responden dilakukan menggunakan metode *purposive sampling*.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (*Structural Equation Modelling*) menunjukkan bahwa: (1) *Hedonic motivation* berpengaruh positif terhadap *fear of missing out*, (2) *Hedonic motivation* berpengaruh positif terhadap *purchase decision*, (3) *Perceived enjoyment* berpengaruh positif terhadap *purchase decision*, (4) *Fear of missing out* berpengaruh positif terhadap *purchase decision*, (5) *Hedonic motivation* berpengaruh positif terhadap *purchase decision* melalui *fear of missing out*.

Implikasi dari kesimpulan di atas yaitu menegaskan bahwa keputusan pembelian dipengaruhi oleh faktor emosional dan sosial. PT KAI Daop 5 Purwokerto disarankan merancang strategi berbasis pengalaman, promosi emosional, dan elemen FoMO untuk meningkatkan pembelian dan loyalitas pelanggan.

Kata kunci: *Hedonic Motivation, Fear of Missing Out, Perceived Enjoyment*

## SUMMARY

*This study, titled “**Enhancing Train Ticket Purchase Decisions Through Hedonic Motivation and Perceived Enjoyment Mediated by Fear of Missing Out: A Theory of Planned Behavior Approach (A Study on PT Kereta Api Indonesia DAOP 5)**”, aims to analyze the influence of hedonic motivation, perceived enjoyment, and fear of missing out (FoMO) on purchase decisions. The research population comprises all train ticket users in Indonesia, with 140 respondents selected through purposive sampling.*

*The results of data analysis using Structural Equation Modeling (SEM) revealed the following findings: (1) Hedonic motivation positively influences fear of missing out; (2) Hedonic motivation positively influences purchase decisions; (3) Perceived enjoyment positively influences purchase decisions; (4) Fear of missing out positively influences purchase decisions; and (5) Hedonic motivation positively influences purchase decisions through fear of missing out.*

*The implications of these findings highlight that purchase decisions are influenced by emotional and social factors. It is recommended that PT KAI DAOP 5 Purwokerto design strategies emphasizing experiential marketing, emotional promotion, and the integration of FoMO elements to enhance purchase decisions and foster customer loyalty.*

*Keywords: Hedonic Motivation, Fear of Missing Out, Perceived Enjoyment*