

RINGKASAN

Fenomena pembelian impulsif (*impulse buying*) menjadi semakin relevan dalam era digital, terutama di *platform* komunitas daring yang memanfaatkan strategi kelangkaan. Grup komunitas Telegram Discountfess Official Chat menjadi salah satu wadah penyebaran informasi promosi dan penawaran terbatas yang berpotensi memicu pembelian impulsif.

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived scarcity* terhadap *impulse buying* dengan *fear of missing out* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 sampel. Instrumen berupa kuesioner telah diuji validitas dan reliabilitasnya. Analisis data digunakan menggunakan regresi *causal step* melalui *software* SPSS.

Hasil penelitian menunjukkan bahwa *perceived scarcity* berpengaruh signifikan terhadap *impulse buying*, *perceived scarcity* juga berpengaruh signifikan terhadap *fear of missing out*, dan *fear of missing out* berpengaruh signifikan terhadap *impulse buying*. Selain itu, terdapat pengaruh mediasi parsial dari *fear of missing out* pada hubungan antara *perceived scarcity* dan *impulse buying*. Hal ini menandakan peran *fear of missing out* dalam mempengaruhi persepsi kelangkaan yang mendorong konsumen untuk melakukan pembelian impulsif. Temuan ini dapat menjadi acuan strategi promosi perusahaan.

Kata kunci: Perceived Scarcity, Impulse Buying, Fear of Missing Out, Komunitas grup, Promosi

SUMMARY

The phenomenon of impulse buying has become increasingly relevant in the digital era, particularly on online community platforms that leverage scarcity strategies. The Telegram community Discountfess Official Chat serves as a significant channel for disseminating promotional information and limited-time offers, which has the potential to trigger impulse purchases.

This study aims to analyze the influence of perceived scarcity on impulse buying, with fear of missing out serving as mediating variable. This research employs a quantitative approach using survey method, involving 100 samples. The research instruments, in the form of questionnaires, underwent validity and reliability testing. Data analysis was conducted using the causal step method via SPSS software.

The findings indicate that perceived scarcity significantly influences impulse buying. Perceived scarcity also significantly influences fear of missing out, and fear of missing out significantly influences impulse buying. Furthermore, there is a partial mediation effect of fear of missing out on the relationship between perceived scarcity and impulse buying. This signifies the role of fear of missing out in influencing perceived scarcity, which in turn drives customers to make impulse purchases. These findings can serve as a reference for company promotional strategies.

Keywords: Perceived Scarcity, Impulse Buying, Fear of Missing Out, Community, Promotion