

**PENGARUH FEAR OF MISSING OUT (FOMO), BRAND IMAGE, DAN
REVIEW CONTENT CREATOR TERHADAP KEPUTUSAN
PEMBELIAN PADA PRODUK IPHONE DI KALANGAN GEN Z**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Fear of Missing Out* (FOMO), *Brand Image*, dan *Review Content Creator* terhadap Keputusan Pembelian produk Iphone di kalangan Generasi Z (Gen Z). Jenis penelitian ini adalah penelitian kuantitatif. Pengumpulan data primer dilakukan melalui penyebaran kuesioner kepada 118 responden Gen Z yang dipilih menggunakan metode purposive sampling. Pengujian instrumen meliputi uji validitas dan reliabilitas. Pada pengujian asumsi klasik, seluruh variabel ditransformasi ke dalam bentuk Logaritma Natural (LN) untuk mengatasi gejala heteroskedastisitas dan memastikan kelayakan model regresi. Teknik analisis data yang digunakan adalah Analisis Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa secara parsial: (1) FOMO berpengaruh positif dan signifikan terhadap keputusan pembelian; (2) *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian; serta (3) *Review Content Creator* berpengaruh positif dan signifikan, sekaligus menjadi variabel yang paling dominan dalam memengaruhi keputusan pembelian Iphone. Secara simultan, FOMO, *Brand Image*, dan *Review Content Creator* berpengaruh signifikan terhadap keputusan pembelian dengan tingkat kontribusi (*Adjusted R Square*) sebesar 76,1%, sedangkan sisanya sebesar 23,9% dijelaskan oleh variabel-variabel lain yang tidak dikaji dalam penelitian ini.

Kata Kunci: *Fear of Missing Out*, *Brand Image*, *Review Content Creator*, Keputusan Pembelian, Generasi Z.

THE INFLUENCE OF FEAR OF MISSING OUT (FOMO), BRAND IMAGE, AND CONTENT CREATOR REVIEWS ON PURCHASE DECISIONS FOR IPHONE PRODUCTS AMONG GENERATION Z

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ABSTRACT

This study aims to analyze the influence of Fear of Missing Out (FOMO), Brand Image, and Review Content Creator on the Purchase Decision of Iphone products among Generation Z (Gen Z). This research is a quantitative study. Primary data collection was conducted by distributing questionnaires to 118 Gen Z respondents selected using a purposive sampling method. Instrument testing included validity and reliability tests. In the classical assumption test, all variables were transformed into Natural Logarithm (LN) to overcome heteroscedasticity symptoms and ensure the feasibility of the regression model. The data analysis technique used was Multiple Linear Regression Analysis.

The results of the study indicate that partially: (1) FOMO has a positive and significant effect on purchase decisions; (2) Brand Image has a positive and significant effect on purchase decisions; and (3) Review Content Creator has a positive and significant effect, while also being the most dominant variable influencing Iphone purchase decisions. Simultaneously, FOMO, Brand Image, and Review Content Creator have a significant effect on purchase decisions with a contribution level (Adjusted R Square) of 76.1%, while the remaining 23.9% is explained by other variables not examined in this study.

Keywords: *Fear of Missing Out, Brand Image, Review Content Creator, Purchase Decision, Generation Z.*