

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan Pengaruh *Live Streaming* TikTok dan FoMO (*Fear of Missing Out*) terhadap Keputusan Pembelian Impulsif Produk Fast Fashion Pada Generasi Z di Kota Jambi. Metodologi Penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengambilan sample menggunakan metode purposivel sampling dengan jumlah sampel sebesar 100 reponden. Data primer didapatkan melalui survei kuesioner. Data di analisis menggunakan teknik analisis regresi linear berganda, dengan bantuan aplikasi SPSS for Windows. Hasil analisis menunjukkan bahwa *Live Streaming* TikTok dan FoMO (*Fear of Missing Out*) berpengaruh terhadap Keputusan Pembelian Impulsif Produk Fast Fashion Pada Generasi Z di Kota Jambi.

Kata Kunci: *Live Streaming*, FoMO (*Fear of Missing Out*), Keputusan Pembelian

ABSTRACT

This study aims to explain the Influence of TikTok Live Streaming and FoMO (Fear of Missing Out) on Impulsive Purchase Decisions of Fast Fashion Products in Generation Z in Jambi City. The research methodology used is quantitative research and sampling techniques using the purposivel sampling method with a sample number of 100 repondents. Primary data was obtained through a questionnaire survey. The data was analyzed using multiple linear regression analysis techniques, with the help of the SPSS for Windows application. The results of the analysis show that TikTok Live Streaming and FoMO (Fear of Missing Out) have an effect on the Impulsive Purchase Decision of Fast Fashion Products in Generation Z in Jambi City.

Keywords: Live Streaming, FoMO (Fear of Missing Out), Purchase Decision