

**PENGARUH *FEAR OF MISSING OUT (FOMO)*,
INFLUENCER DAN SOSIAL *INFLUENCE*
TERHADAP MINAT MEMBELI PARFUM
NICHE DENGAN *BRAND AWARENESS*
SEBAGAI VARIABEL MEDIASI**

***THE INFLUENCE OF FEAR OF MISSING OUT (FOMO),
INFLUENCERS AND SOCIAL INFLUENCE ON
INTEREST IN PURCHASING NICHE
PERFUME WITH BRAND AWARENESS
AS A MEDIATING VARIABLE***

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**JURUSAN MANAJEMEN
SEKOLAH TINGGI ILMU EKONOMI GICI**

2025

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3. Penulisan Hasil Penelitian Skripsi telah mengikuti kaidah-kaidah yang berlaku di lingkungan Sekolah Tinggi Ilmu Ekonomi GICI.
4. Apabila dikemudian hari, bahwa hasil Penelitian ini dan penulisan Skripsi ini mempunyai kesamaan atau terdapat unsur penjiplakan terhadap karya ilmiah orang lain, maka dengan ini saya siap menerima sanksi berupa:
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 - b. Pencabutan ijazah saya sesuai dengan aturan atau undang-undang yang berlaku.

Demikian Surat Pernyataan saya buat, untuk dipergunakan sebagaimana mestinya.

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh *Fear of Missing Out (FOMO)*, *influencer*, dan *social influence* terhadap *brand awareness*, serta pengaruh *brand awareness* terhadap *intention to purchase* parfum niche. Penelitian ini dilatarbelakangi oleh meningkatnya popularitas parfum niche dan peran interaksi digital serta sosial dalam membentuk kesadaran merek dan niat beli konsumen. Populasi dalam penelitian ini adalah 134 pengguna parfum niche di Jakarta. Sampel diambil menggunakan metode purposive sampling dengan kriteria responden yang aktif mengikuti konten terkait parfum di media sosial. Analisis data dilakukan dengan menggunakan Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa FOMO, *influencer*, dan *social influence* tidak berpengaruh signifikan terhadap *brand awareness*. Namun, *brand awareness* terbukti memiliki pengaruh signifikan dan positif terhadap *intention to purchase*. Temuan ini mengindikasikan bahwa meskipun stimulus sosial eksternal tidak secara langsung meningkatkan kesadaran merek, *awareness* yang terbentuk tetap menjadi prediktor kuat terhadap niat beli konsumen. Implikasi dari penelitian ini menunjukkan bahwa pemasar sebaiknya lebih fokus pada penguatan *brand awareness* melalui saluran strategis lainnya, bukan hanya mengandalkan influencer atau tekanan sosial. Selain itu, investasi dalam identitas merek, *storytelling*, dan pengalaman merek yang konsisten dapat lebih efektif dalam mendorong niat beli konsumen di pasar niche. Penelitian selanjutnya dapat memperluas cakupan wilayah responden atau menggunakan pendekatan longitudinal untuk memahami dinamika perilaku konsumen dari waktu ke waktu.

Kata Kunci : FOMO, *Influencer*, *Social Influence*, *Brand Awareness*, Minat Membeli

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Thesis Title : The Influence of Fear of Missing Out (FOMO), Influencers and Social Influence on Interest in Purchasing Niche Perfume and Brand Awareness as a Mediating Variable.

ABSTRACT

This study aims to examine the influence of Fear of Missing Out (FOMO), influencers, and social influence on brand awareness, and the subsequent effect of brand awareness on the intention to purchase niche perfumes. The research is motivated by the increasing popularity of niche perfumes and the growing role of digital and social interactions in shaping consumer awareness and purchase intentions. The population in this study consists of 134 niche perfume users in Jakarta. A purposive sampling method was used to select respondents who actively follow perfume-related content on social media. The data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results show that FOMO, influencer, and social influence have no significant effect on brand awareness. However, brand awareness has a significant and positive influence on intention to purchase. These findings suggest that although external social stimuli may not directly enhance brand awareness, once awareness is established, it becomes a strong predictor of purchase intention. The study implies that marketers should focus on strengthening brand awareness through other strategic channels, rather than relying solely on influencer marketing or social pressures. Furthermore, investments in brand identity, storytelling, and consistent brand experience may be more effective in driving consumer intent in niche markets. Future research may consider expanding the sample across broader regions or incorporating longitudinal analysis to explore changing consumer dynamics over time.

Keywords : FOMO, Influencer, Social Influence, Brand Awareness, Intention

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This thesis, titled "**The Influence of Fear of Missing Out (FOMO), Influencers, and Social Influence on Interest in Purchasing Niche Perfume, with Brand Awareness as a Mediating Variable,**" is submitted as a requirement to obtain a **Bachelor's Degree in Economics** at the **Management Department of Sekolah Tinggi Ilmu Ekonomi GICI**. The reason for choosing this title is to understand the extent to which **interest in purchasing niche perfume** is influenced by **FOMO, influencers, and social influence, with brand awareness playing a mediating role**, particularly in the current digital era where consumer behavior is heavily shaped by online trends and social interactions.

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