

RINGKASAN

Penelitian ini bertujuan untuk mengetahui Pengaruh Trend FOMO (*Fear Of Missing Out*), Konten Marketing Dan *Flash Sale* Terhadap Minat Beli Pada Tiktok Shop. Populasi dalam penelitian ini mahasiswa FEB universitas dharma andalas Padang yang berjumlah 946 mahasiswa dengan penerikan sampel menggunakan *raosoft sampel size calculator* sehingga sampel sebanyak 121 responden. Data diperoleh dengan melakukan penyebaran kuesioner kemudian diolah dan diuji dengan menggunakan *IBM SPSS Statistics 22* Dari penelitian yang dilakukan diketahui berdasarkan hasil pengujian hipotesis menunjukkan 1). Trend FOMO (*Fear Of Missing Out*) berpengaruh signifikan terhadap Minat Beli, 2). Konten Marketing berpengaruh signifikan terhadap Minat Beli, 3). *Flash Sale* berpengaruh signifikan terhadap Minat Beli, 4) Trend FOMO (*Fear Of Missing Out*), Konten Marketing dan *Flash Sale* berpengaruh signifikan terhadap Minat Beli. Selanjutnya variabel Minat Beli dipengaruhi oleh Trend FOMO (*Fear Of Missing Out*), Konten Marketing dan *Flash Sale* sebesar 76% tergolong sedang sisanya 24% dipengaruhi oleh variabel lain yang tidak ada pada penelitian ini yaitu Keputusan Pembelian, Diskon, Tiktok Affiliate dan *Live Streaming*.

Kata kunci: Trend FOMO (*Fear Of Missing Out*), Konten Marketing, *Flash Sale* dan Minat Beli

SUMMARY

This study aims to determine the Effect of FOMO (Fear Of Missing Out) Trend, Marketing Content and Flash Sale on Purchase Interest in Tiktok Shop. The population in this study were 946 FEB students at Dharma Andalas University, Padang, with sampling using a Raosoft sample size calculator, resulting in a sample of 121 respondents. Data were obtained by distributing questionnaires, then processed and tested using IBM SPSS Statistics 22. From the research conducted, it is known that based on the results of hypothesis testing, 1). FOMO (Fear Of Missing Out) Trend has a significant effect on Purchase Interest, 2). Marketing Content has a significant effect on Purchase Interest, 3). Flash Sale has a significant effect on Purchase Interest, 4) FOMO (Fear Of Missing Out) Trend, Marketing Content and Flash Sale have a significant effect on Purchase Interest. Furthermore, the Purchase Interest variable is influenced by the FOMO (Fear Of Missing Out) Trend, Marketing Content and Flash Sale by 76%, while the remaining 24% is influenced by other variables not included in this study, namely Purchase Decisions, Discounts, Tiktok Affiliates and Live Streaming.

Keywords: ***FOMO (Fear of Missing Out) Trend, Marketing Content, Flash Sales, and Purchase Intention***