

ABSTRACT

The Effect of Social Media Trends on Electronic Word of Mouth (E-WOM) and Imitation Behavior with Fear of Missing Out (FOMO) as a Moderator in the Purchase Decision of Music Festival Tickets in Jakarta

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The rapid development of social media has fostered digital trends that significantly influence consumer behavior, particularly in purchasing decisions. This study aims to analyze the effect of Social Media Trend on Purchase Decision through the mediating roles of Electronic Word of Mouth (EWOM) and Imitation of Influence, as well as to examine the moderating role of Fear of Missing Out (FOMO) in these relationships. A quantitative approach was applied using Structural Equation Modeling (SEM) with AMOS 24. Data were collected through questionnaires distributed to 260 respondents who are active social media users and have an interest in music festivals. The results show that social media trend significantly influences both electronic word of mouth and imitation of influence. Furthermore, both electronic word of mouth and imitation of influence significantly mediate the relationship between social media trend and purchase decision. FOMO was found to significantly moderate the relationship between social media trend and electronic word of mouth but did not significantly moderate the relationship between social media trend and imitation of influence. These findings contribute to the theoretical understanding of digital consumer behavior and offer practical implications for entertainment industry practitioners in designing social media-based marketing strategies.

Keywords: *Social Media Trend, Electronic Word of Mouth, Imitation of Influence, Fear of Missing Out, Purchase Decision*

ABSTRAK

Pengaruh *Social Media Trend* Terhadap *Electronic Words of Mouth* (E-WOM) Dan Perilaku imitasi dengan moderasi *Fear of Missing Out* (FoMO) Pada Keputusan Pembelian Tiket Festival Musik di Jakarta

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Perkembangan media sosial telah menciptakan fenomena tren digital yang memengaruhi perilaku konsumen, terutama dalam pengambilan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Trend* terhadap keputusan pembelian melalui peran mediasi *Electronic Word of Mouth* (EWOM) dan perilaku imitasi, serta menguji peran *Fear of Missing Out* (FOMO) sebagai moderator dalam hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling* (SEM) berbasis AMOS 24. Data dikumpulkan melalui kuesioner kepada 260 responden yang merupakan pengguna aktif media sosial dan memiliki ketertarikan terhadap festival musik. Hasil penelitian menunjukkan bahwa *social media trend* berpengaruh signifikan terhadap *electronic word of mouth* dan perilaku imitasi. Kedua variabel tersebut juga secara signifikan memediasi hubungan antara *social media trend* dan keputusan pembelian. FOMO terbukti memoderasi secara signifikan hubungan *social media trend* terhadap *electronic word of mouth*, namun tidak berpengaruh signifikan dalam memoderasi hubungan *social media trend* terhadap perilaku imitasi. Temuan ini memberikan kontribusi teoretis dalam literatur perilaku konsumen digital dan memberikan implikasi praktis bagi pelaku industri hiburan dalam merancang strategi pemasaran berbasis media sosial.

Kata kunci : *Social Media Trend*, *Electronic Word of Mouth*, Perilaku Imitasi, *Fear of Missing Out*, Keputusan Pembelian