ABSTRACT

THE EFFECT OF SOCIAL COMPARISON AND SOCIAL PROOF ON IMPULSIVE BUYING: THE MEDIATING ROLE OF FEAR OF MISSING OUT (FOMO) AMONG GENERATION Z IN PURWANTORO DISTRICT

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The rapid development of social media has influenced Generation Z's consumer behavior, including an increasing tendency toward impulsive buying. High exposure to trends, product reviews, influencer recommendations, and other users' activities on social media can trigger social comparison, social proof, and Fear of Missing Out (FOMO), which may encourage impulsive purchasing behavior. This study aims to examine the effect of Social Comparison and Social Proof on Impulsive Buying with Fear of Missing Out (FOMO) as a mediating variable among Generation Z in Purwantoro District. This research employed a quantitative approach using a survey method involving 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using validity tests, reliability tests, multiple linear regression, t-tests, F-tests, coefficient of determination, and the Sobel test. The results indicate that Social Comparison and Social Proof have a positive and significant effect on both FOMO and Impulsive Buying, while FOMO also has a positive and significant effect on Impulsive Buying. Furthermore, FOMO was proven to mediate the relationship between Social Comparison and Impulsive Buying, as well as between Social Proof and Impulsive Buying. Therefore, it can be concluded that Social Comparison, Social Proof, and FOMO play important roles in increasing Impulsive Buying behavior among Generation Z in Purwantoro District, both directly and indirectly through the mediating role of FOMO.

Keywords: *Social Comparison, Social Proof, Fear of Missing Out (FOMO), Impulsive Buying, Generation Z.*