

ABSTRAK

Perkembangan media sosial telah mendorong transformasi strategi pemasaran digital, khususnya melalui platform social commerce seperti TikTok Shop. Platform ini memadukan konten video pendek, keterlibatan influencer, serta fitur promosi penjualan yang berpotensi memengaruhi perilaku konsumen, terutama Generasi Z. Penelitian ini bertujuan untuk menganalisis pengaruh keterlibatan influencer, daya tarik konten, dan promosi penjualan terhadap niat beli produk skincare di TikTok Shop dengan Fear of Missing Out (FOMO) sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner daring kepada konsumen Generasi Z berusia 18–27 tahun yang pernah membeli produk skincare di TikTok Shop dan berdomisili di Daerah Istimewa Yogyakarta. Teknik analisis data menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS).

Hasil penelitian menunjukkan bahwa keterlibatan influencer, daya tarik konten, dan promosi penjualan berpengaruh positif dan signifikan terhadap niat beli. Selain itu, ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap FOMO. FOMO terbukti memiliki pengaruh positif dan signifikan terhadap niat beli, serta berperan sebagai variabel mediasi dalam hubungan antara keterlibatan influencer, daya tarik konten, dan promosi penjualan terhadap niat beli produk skincare di TikTok Shop. Temuan ini mengindikasikan bahwa faktor psikologis berupa FOMO menjadi mekanisme penting yang menjembatani stimulus pemasaran digital dengan respons niat beli konsumen Generasi Z. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam pengembangan kajian pemasaran digital dan perilaku konsumen, serta menjadi acuan praktis bagi pelaku usaha skincare dalam merancang strategi pemasaran yang efektif di TikTok Shop.

Kata kunci: keterlibatan *influencer*, daya tarik konten, promosi penjualan, *fear of missing out* (FOMO), niat beli, TikTok Shop.

ABSTRACT

The rapid development of social media has transformed digital marketing strategies, particularly through social commerce platforms such as TikTok Shop. This platform integrates short-form video content, influencer engagement, and sales promotion features that have the potential to influence consumer behavior, especially among Generation Z. This study aims to examine the effects of influencer engagement, content attractiveness, and sales promotion on purchase intention for skincare products on TikTok Shop, with Fear of Missing Out (FOMO) as a mediating variable. This research adopts a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to Generation Z consumers aged 18–27 years who had previously purchased skincare products via TikTok Shop and resided in the Special Region of Yogyakarta. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

The results indicate that influencer engagement, content attractiveness, and sales promotion have positive and significant effects on purchase intention. In addition, these variables also have positive and significant effects on FOMO. FOMO is found to have a positive and significant effect on purchase intention and acts as a mediating variable in the relationships between influencer engagement, content attractiveness, and sales promotion and purchase intention for skincare products on TikTok Shop. These findings suggest that psychological factors, particularly FOMO, play a crucial role in linking digital marketing stimuli to the purchase intentions of Generation Z consumers. This study is expected to contribute theoretically to the literature on digital marketing and consumer behavior and practically to provide insights for skincare brands in developing effective marketing strategies on TikTok Shop.

Keywords: influencer engagement, content attractiveness, sales promotion, fear of missing out (FOMO), purchase intention, TikTok Shop.