

ABSTRAK

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Program Studi : Kewirausahaan
Judul : Pengaruh *Social Media Marketing* Dan *Social Influence* Terhadap *Purchase Intention* Produk *Fore Coffee* Dimediasi Oleh FOMO

Penelitian ini dilakukan dengan tujuan untuk mengetahui apakah terdapat pengaruh *social media marketing* dan *social influence* terhadap *purchase intention* produk *Fore Coffee* di Jakarta Barat dengan mediasi FOMO. Penelitian ini ditujukan kepada seluruh konsumen *Fore Coffee* di Outlet Central Park Mall sebanyak 305 responden. Metode penelitian yang dilakukan dalam penelitian ini adalah metode kuantitatif. Pengumpulan data melalui survei online melalui *Google Form*. Pengambilan sampel dilakukan secara *non-probability sampling* dengan metode *accidental sampling* dan menggunakan *software SmartPLS (Partial Least Square)*. Hasil dari penelitian ini menemukan bahwa adanya pengaruh *social media marketing* dan *social influence* terhadap minat beli produk *Fore Coffee* yang dimediasi oleh FOMO. Harapannya penelitian ini dapat memberikan hasil dari ada atau tidaknya pengaruh *social media marketing* dan *social influence* terhadap minat beli produk *Fore Coffee* yang dimediasi oleh FOMO dan temuan penelitian ini juga diharapkan dapat memberikan kontribusi penting terhadap strategi perkembangan bisnis perusahaan.

Kata Kunci : *Social Media Marketing, Social Influence, Purchase Intention, FOMO*

ABSTRACT

Name : Stella Laurenc Widjaya
Study Program: Entrepreneurship
Title : The Influence of Social Media Marketing and Social Influence on Fore Coffee Product Purchase Intention is Mediated by FOMO

This research was conducted with the aim of finding out whether there is an influence of social media marketing and social influence on purchase intention for Fore Coffee products in West Jakarta with FOMO mediation. This research was aimed at all Fore Coffee consumers at the Central Park Mall Outlet, totaling 305 respondents. The research method used in this research is a quantitative method. Data collection through online surveys via Google Form. Sampling was carried out using non-probability sampling using the accidental sampling method and using SmartPLS (Partial Least Square) software. The results of this research found that there is an influence of social media marketing and social influence on interest in purchasing Fore Coffee products which is mediated by FOMO. With this research, it is hoped that this research can provide results on whether or not there is an influence of social media marketing and social influence on interest in purchasing Fore Coffee products which is mediated by FOMO and the findings of this research are also expected to provide an important contribution to the company's business development strategy.

Keywords: *Social Media Marketing, Social Influence, Purchase Intention, FOMO*