

ABSTRAK

Ahmad Tamjidillah. 220105010105. *Analisis Cita Rasa, Fear Of Missing Out (FOMO), dan Word Of Mouth (WOM) Terhadap Keputusan Pembelian Konsumen Mie Gacoan di Kota Banjarmasin.* Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Antasari Banjarmasin, 2026.

Kata Kunci: Cita Rasa, *Fear Of Missing Out* (FOMO), *Word Of Mouth* (WOM), Keputusan Pembelian.

Industri kuliner di Indonesia terus mengalami perkembangan yang pesat, salah satunya ditandai dengan meningkatnya popularitas Mie Gacoan sebagai merek kuliner mie pedas yang diminati oleh berbagai kalangan, khususnya generasi muda. Fenomena antrian panjang dan viralitas Mie Gacoan di media sosial sejak pembukaan cabang pertama di Kota Banjarmasin pada Februari 2025 mengindikasikan adanya faktor-faktor tertentu yang mempengaruhi keputusan pembelian konsumen selain sekadar atribut produk. Penelitian ini bertujuan untuk menganalisis pengaruh cita rasa, *Fear of Missing Out* (FOMO), dan *Word Of Mouth* (WOM) terhadap keputusan pembelian konsumen Mie Gacoan di Kota Banjarmasin, baik secara simultan maupun parsial.

Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian lapangan (*field research*). Sampel penelitian berjumlah 102 responden yang dipilih menggunakan teknik *accidental sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS.

Hasil penelitian menunjukkan bahwa secara simultan cita rasa, FOMO, dan WOM berpengaruh positif dan signifikan terhadap keputusan pembelian, dibuktikan dengan nilai *F*-hitung sebesar 18,087 dengan signifikansi 0,000. Secara parsial, cita rasa tidak berpengaruh signifikan, sedangkan FOMO dan WOM berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai *Adjusted R Square* sebesar 0,334 menunjukkan bahwa 33,4% variasi keputusan pembelian dapat dijelaskan oleh cita rasa, FOMO, dan WOM, sedangkan 66,6% dipengaruhi oleh variabel lain di luar penelitian. Temuan ini menunjukkan bahwa faktor psikologis dan sosial lebih dominan dalam mendorong keputusan pembelian konsumen Mie Gacoan di Kota Banjarmasin.

ABSTRACT

Ahmad Tamjidillah. 220105010105. *Analysis of Taste, Fear Of Missing Out (FOMO), and Word Of Mouth (WOM) on Consumer Purchasing Decisions at Mie Gacoan in Banjarmasin City. Undergraduate Thesis, Islamic Economics Study Program, Faculty of Islamic Economics and Business, Universitas Islam Negeri Antasari Banjarmasin, 2026.*

Keywords: *Taste, Fear Of Missing Out (FOMO), Word Of Mouth (WOM), Purchasing Decision.*

The culinary industry in Indonesia continues to experience rapid growth, notably marked by the rising popularity of Mie Gacoan a spicy noodle brand favored by diverse demographics, particularly the younger generation. The phenomenon of long queues and the brand's viral status on social media following the opening of its first branch in Banjarmasin in February 2025 suggests that factors beyond mere product attributes influence consumer purchasing decisions. This study aims to analyze the influence of taste, Fear Of Missing Out (FOMO), and Word Of Mouth (WOM) on consumer purchasing decisions regarding Mie Gacoan in Banjarmasin, both simultaneously and partially.

The study employs a quantitative approach through field research. The sample consists of 102 respondents selected using the accidental sampling technique. Data were collected via questionnaires and analyzed using multiple linear regression with the aid of SPSS.

The results indicate that taste, FOMO, and WOM simultaneously exert a positive and significant influence on purchasing decisions, evidenced by an F-statistic value of 18.087 and a significance level of 0.000. Partially, taste does not have a significant effect, whereas FOMO and WOM have a positive and significant impact on purchasing decisions. The Adjusted R-Square value of 0.334 indicates that 33.4% of the variation in purchasing decisions can be explained by taste, FOMO, and WOM, while the remaining 66.6% is influenced by variables outside the scope of this study. These findings suggest that psychological and social factors play a more dominant role in driving consumer purchasing decisions for Mie Gacoan in Banjarmasin.