

ABSTRAK

Nawal Ainun Najmi. NIM.220105010125. Judul Skripsi: Pengaruh Diskon *Online* Dan *Fear of Missing Out* Terhadap Perilaku Pembelian Impulsif Pada Generasi Z Di Kalimantan Selatan. Skripsi Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing: Anshrullah, S.Ag., M.Fil.I dan Faqih El Wafa, S.HI., M.S.I. Pada Program Studi Fakultas Ekonomi dan Bisnis Islam UIN Antasari Banjarmasin. Tahun lulus 2026.

Kata Kunci: Diskon *Online*, FOMO, Pembelian Impulsif, Generasi Z, Kalimantan Selatan.

Perkembangan ekosistem digital di Indonesia mendorong meningkatnya aktivitas belanja *online*, khususnya di kalangan Generasi Z yang dikenal sebagai digital natives. Generasi Z sangat rentan terhadap berbagai stimulus pemasaran digital, termasuk diskon *online* dan fenomena *Fear of Missing Out* (FOMO) yang terbukti mampu memicu perilaku pembelian impulsif. Meskipun kajian serupa telah banyak dilakukan di wilayah Jawa dan Sumatera, penelitian yang secara khusus mengkaji konteks Kalimantan Selatan masih sangat terbatas.

Penelitian ini bertujuan untuk menganalisis pengaruh diskon *online* dan FOMO terhadap perilaku pembelian impulsif pada Generasi Z di Kalimantan Selatan, baik secara parsial maupun simultan. Pendekatan yang digunakan adalah kuantitatif deskriptif asosiatif dengan metode survei kuesioner terhadap 100 responden yang tersebar di 13 kabupaten/kota se-Kalimantan Selatan menggunakan teknik *purposive sampling* dan *proportional random sampling*. Data dianalisis menggunakan regresi linear berganda melalui SPSS.

Hasil penelitian menunjukkan bahwa diskon *online* berpengaruh positif dan signifikan secara parsial terhadap perilaku pembelian impulsif (t hitung 4,419 > t tabel 1,9847; sig. 0,000). FOMO juga berpengaruh positif dan signifikan secara parsial (t hitung 10,882 > t tabel 1,9847; sig. 0,000). Secara simultan, kedua variabel berpengaruh signifikan terhadap perilaku pembelian impulsif (F hitung 85,815 > F tabel 3,0902; sig. 0,000) dengan nilai R^2 sebesar 63,9%.

ABSTRACT

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Keywords: *Online Discount*, FOMO, *Impulsive buying*, Generation Z, South Kalimantan

The development of Indonesia's digital ecosystem has driven the growth of *online shopping* activities, particularly among Generation Z, who are known as digital natives. Generation Z is highly susceptible to various digital *marketing* stimuli, including *online discounts* and the *Fear of Missing Out* (FOMO) phenomenon, both of which have been proven to trigger *impulsive buying* behavior. Although similar studies have been widely conducted in Java and Sumatra, research specifically examining the context of South Kalimantan remains very limited.

This study aims to analyze the influence of *online discounts* and FOMO on *impulsive buying* behavior among Generation Z in South Kalimantan, both partially and simultaneously. The study employs a quantitative descriptive associative approach using a questionnaire survey of 100 respondents spread across 13 regencies/cities in South Kalimantan, selected through purposive sampling combined with proportional random sampling. Data were analyzed using multiple linear regression via SPSS.

The results show that *online discounts* have a positive and significant partial effect on *impulsive buying* behavior (t-count 4.419 > t-table 1.9847; sig. 0.000). FOMO also has a positive and significant partial effect (t-count 10.882 > t-table 1.9847; sig. 0.000). Simultaneously, both variables significantly influence *impulsive buying* behavior (F-count 85.815 > F-table 3.0902; sig. 0.000) with an R² value of 63.9%.