

ABSTRAK

Muhammad Farid Rafliy. 220105010170. Analisis *Fear of Missing Out* dan *Personal Branding* Terhadap Perilaku Konsumen dalam Pembelian Produk Kepiting Goyang Lidah Banjarmasin

Kata Kunci: *Fear of Missing Out*, *Personal Branding*, Perilaku Konsumen, Keputusan Pembelian

Seiring dengan ketatnya persaingan di sektor wisata kuliner, pemahaman terhadap fenomena sosial seperti *Fear of Missing Out* dan aspek psikologis melalui strategi *personal branding* menjadi instrumen krusial dalam mempengaruhi keputusan pembelian masyarakat di era digital. Penelitian ini bertujuan untuk menganalisis pengaruh *fear of missing out* dan *personal branding* terhadap perilaku konsumen dalam pembelian produk Kepiting Goyang Lidah Banjarmasin, baik secara simultan maupun parsial. Metode penelitian menggunakan asosiatif kuantitatif dengan Teknik pengumpulan data melalui kuesioner kepada 96 responden yang dipilih secara *purposive sampling*. Analisis data dilakukan menggunakan regresi linier berganda untuk menguji hubungan antar variabel.

Hasil penelitian menunjukkan bahwa secara simultan, *fear of missing out* dan *personal branding* berpengaruh positif dan signifikan terhadap perilaku konsumen dengan kontribusi 59.3%. Secara parsial, *fear of missing out* terbukti efektif dalam menciptakan urgensi pembelian melalui tren yang berkembang di media sosial. Sementara *personal branding* berperan besar dalam membangun kepercayaan konsumen melalui reputasi dan citra diri yang kuat. Sebagai saran praktis, pemilik usaha disarankan untuk memicu urgensi melalui strategi pemasaran berbasis batas waktu atau stok terbatas guna menciptakan kesan eksklusivitas di mata public dan juga diperkuat dengan konstruksi yang autentik dan kredibel, sehingga mampu membangun ikatan emosional yang mendalam dengan konsumen.

ABSTRACT

Muhammad Farid Rafliy. 220105010170. Analysis of Fear of Missing Out and Personal Branding on Consumer Behavior in Purchasing Kepiting Goyang Lidah Banjarmasin Products.

Keywords: Fear of Missing Out, Personal Branding, Consumer Behavior, Purchase Decision.

As competition in the culinary tourism sector intensifies, understanding social phenomena such as Fear of Missing Out and psychological strategies like personal branding has become a crucial instrument in influencing public purchasing decisions in the digital era. This study aims to analyze the simultaneous and partial effects of fear of missing out and personal branding on consumer behavior regarding the purchase of Kepiting Goyang Lidah Banjarmasin products. Utilizing a quantitative associative method, data were collected via questionnaires distributed to 96 respondents selected through purposive sampling. Data analysis was conducted using multiple linear regression to test the relationships between variables.

The results indicate that, simultaneously, Fear of Missing Out and personal branding have a positive and significant impact on consumer behavior, contributing 59.3% to the variance. Partially, fear of missing out is proven effective in creating purchase urgency driven by evolving social media trends. Meanwhile, personal branding plays a major role in building consumer trust through a strong reputation and self-image. As a practical recommendation, business owners are encouraged to trigger urgency through time-bound marketing strategies or limited stock to create a sense of exclusivity. This should be reinforced by authentic and credible brand construction to foster deep emotional bonds with consumers.