

ABSTRAK

Alfi Winata. 220105010173 Analisis DesainArsitektur, *Marketing Mix*, dan *Fear of Missing Out* (FOMO) terhadap Perilaku Konsumen di Jelang Koffie Kandangan Hulu Sungai Selatan. Skripsi, Pembimbing: Dr. Muhaimin S. Ag, MA dan H. Yulian Ma'mun, Lc.,M.M Pada Program Studi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin, 2026.

Kata Kunci: Desain Arsitektur, *Marketing Mix*, dan *Fear of Missing Out* (FOMO)

Penelitian ini dilatarbelakangi oleh perkembangan bisnis kafe yang tidak hanya menawarkan produk makanan dan minuman, tetapi juga pengalaman konsumsi melalui desain tempat, strategi pemasaran, dan tren media sosial. Jelang Koffie Kandangan salah satu kafe yang memiliki konsep arsitektur menarik dan aktif memanfaatkan media sosial sehingga berpotensi memengaruhi perilaku konsumen. Penelitian ini bertujuan menganalisis pengaruh desain arsitektur, *marketing mix*, dan *fear of missing out* terhadap perilaku konsumen di Jelang Koffie Kandangan Hulu Sungai Selatan, baik secara parsial maupun simultan.

Penelitian ini merupakan penelitian lapangan dengan pendekatan kuantitatif. Sampel penelitian berjumlah 96 responden yang dipilih menggunakan teknik *non probability voluntary sampling* berdasarkan rumus Lemeshow. Data dikumpulkan melalui kuesioner tertutup dengan skala Likert 4 poin dan dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa desain arsitektur, *marketing mix*, dan *fear of missing out* berpengaruh terhadap perilaku konsumen di Jelang Koffie Kandangan Hulu Sungai Selatan. Secara parsial, masing-masing variabel memberikan kontribusi terhadap perilaku konsumen, sedangkan secara simultan ketiga variabel tersebut berpengaruh secara bersama-sama. Temuan ini dapat menjadi pertimbangan bagi pengelola kafe dalam mengembangkan strategi bisnis melalui penguatan desain arsitektur, optimalisasi bauran pemasaran, dan pemanfaatan FOMO dalam promosi digital secara tepat.

ABSTRACT

Alfi Winata. 220105010173. *Analysis of Architectural Design, Marketing Mix, and Fear of Missing Out (FOMO) on Consumer Behavior at Jelang Koffie Kandangan, Hulu Sungai Selatan. Undergraduate Thesis. Advisors: Dr. Muhaimin, S.Ag., M.A. and H. Yulian Ma'mun, Lc., M.M. Islamic Economics Study Program, Faculty of Islamic Economics and Business, Antasari State Islamic University Banjarmasin, 2026.*

Keywords: Architectural Design, Marketing Mix, Fear of Missing Out (FOMO).

This study was motivated by the rapid growth of the café business, which not only offers food and beverages but also provides consumer experiences through architectural design, marketing strategies, and social media trends. Jelang Koffie Kandangan is a café with an attractive architectural concept and active social media presence, which is presumed to influence consumer behavior. This study aims to analyze the effects of architectural design, marketing mix, and Fear of Missing Out (FOMO) on consumer behavior at Jelang Koffie Kandangan, Hulu Sungai Selatan, both partially and simultaneously.

This research employed a quantitative field research approach. The sample consisted of 96 respondents selected using a non-probability voluntary sampling technique based on the Lemeshow formula. Data were collected through closed-ended questionnaires using a four-point Likert scale. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2).

The results indicate that architectural design, marketing mix, and Fear of Missing Out (FOMO) significantly influence consumer behavior at Jelang Koffie Kandangan, Hulu Sungai Selatan. Partially, each independent variable contributes to consumer behavior, while simultaneously all three variables have a collective influence. These findings can serve as a reference for café managers in developing effective business strategies through strengthening architectural design, optimizing the marketing mix, and utilizing FOMO appropriately in digital promotions.