



**THE INFLUENCE OF FEAR OF MISSING OUT (FOMO) AND HEDONIC SHOPPING ON IMPULSE BUYING WITH SELF-CONTROL AS A MODERATING VARIABLE AMONG STUDENT SHOPEE USERS (A CASE STUDY OF STUDENTS FROM THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS NEGERI GORONTALO, CLASS OF 2022)**

**PENGARUH RASA TAKUT KETINGGALAN (FOMO) DAN BELANJA HEDONIK TERHADAP PEMBELIAN IMPULSIF DENGAN KONTROL DIRI SEBAGAI VARIABEL MODERASI DI KALANGAN PENGGUNA SHOPEE MAHASISWA (STUDI KASUS MAHASISWA FAKULTAS EKONOMI DAN BISNIS, UNIVERSITAS NEGERI GORONTALO, ANGKATAN 2022)**

**Aditya Febriansyah Abullah<sup>1</sup>, Melan Angriani Asnawi<sup>2</sup>, Ramlan Amir Isa<sup>3</sup>,**

<sup>1</sup>Gorontalo State University, Email: [aditya\\_slmanajemen@mahasiswa.ung.ac.id](mailto:aditya_slmanajemen@mahasiswa.ung.ac.id)

<sup>2</sup>Gorontalo State University, Email: [melan.asnawi@ung.ac.id](mailto:melan.asnawi@ung.ac.id)

<sup>3</sup>Gorontalo State University, Email: [ramlanisa@ung.ac.id](mailto:ramlanisa@ung.ac.id)

\*email koresponden: [aditya\\_slmanajemen@mahasiswa.ung.ac.id](mailto:aditya_slmanajemen@mahasiswa.ung.ac.id)

DOI: <https://doi.org/10.62567/micjo.v3i2.2421>

### **Abstract**

This study aims to analyze the effect of Fear of Missing Out (FOMO), hedonic shopping, and self-control on impulse buying among students who use Shopee, as well as to examine the role of self-control as a moderating variable. This research uses a quantitative approach with a survey method involving students of the Faculty of Economics and Business, Universitas Negeri Gorontalo, class of 2022, as respondents. Data collection was conducted using questionnaires distributed through forms and Google Forms. Data analysis was carried out using SPSS and SEM-PLS 4.1 to test the relationships among variables. The results show that Fear of Missing Out (FOMO) and hedonic shopping have a positive effect on impulse buying. This indicates that digital social pressure and pleasure-driven motivation are the main factors encouraging students to engage in impulsive purchases. In contrast, self-control does not affect impulse buying, suggesting that students' ability to regulate themselves is not yet strong enough to reduce impulsive consumption behavior. This condition is influenced by the characteristics of students who do not yet have a stable income, so self-control has not developed optimally in financial management due to the absence of income.

**Keywords :** Fear of Missing Out (FOMO), Hedonic Shopping, Self-Control, Impulse Buying.

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Fear Of Missing Out* (FOMO), *hedonic shopping*, dan *self control* terhadap *Impulse Buying* pada mahasiswa pengguna Shopee, serta menguji peran *self control* sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei pada mahasiswa FEB UNG angkatan 2022 sebagai responden. Teknik pengumpulan data dalam



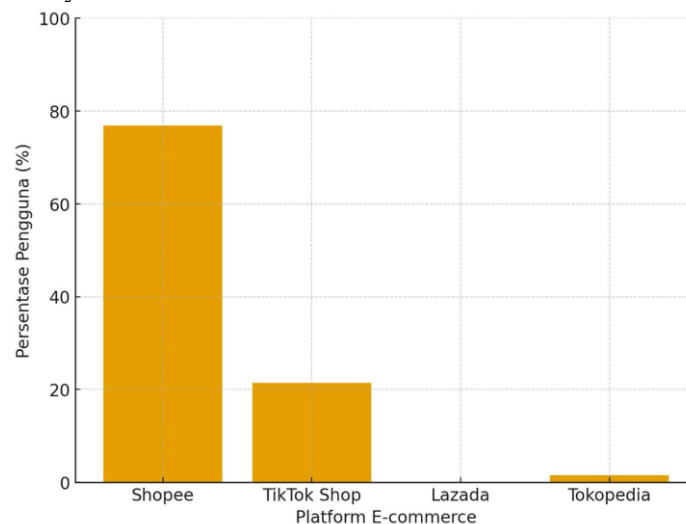
penelitian ini menggunakan kuisioner dalam bentuk angket dan google form. Analisis data dilakukan menggunakan SPSS dan SEM-PLS 4.1 untuk menguji hubungan antar variabel. Berdasarkan hasil penelitian menunjukkan bahwa *Fear Of Missing Out* (FOMO) dan *hedonic shopping* berpengaruh positif terhadap *Impulse Buying*. Hal ini mengindikasikan bahwa tekanan sosial digital dan dorongan kesenangan menjadi faktor utama yang mendorong mahasiswa melakukan pembelian secara impulsif. Sebaliknya, *self control* tidak berpengaruh terhadap *Impulse Buying*, yang menunjukkan bahwa kemampuan pengendalian diri mahasiswa belum mampu menekan perilaku konsumsi impulsif. Kondisi ini dipengaruhi oleh karakteristik mahasiswa yang belum memiliki penghasilan tetap, sehingga kontrol diri belum berkembang secara optimal dalam pengelolaan keuangan karena belum memiliki *income*.

**Kata Kunci:** *Fear Of Missing Out* (FOMO), *Hedonic Shopping*, *Self Control*, *Impulse Buying*.

## 1. INTRODUCTION

The development of information technology and social media has brought significant changes in consumer behavior, particularly among the younger generation. One of the major impacts of this digital transformation is the increasing use of e-commerce platforms, which offer convenience in conducting transactions anytime and anywhere without geographical limitations. Consumers tend to make purchases without careful consideration and engage in shopping due to momentary attraction to a brand or product (Sartika et al., 2024).

The phenomenon of impulse buying has become increasingly common, especially among university students who actively use e-commerce platforms such as Shopee, thereby negatively affecting their financial condition and financial management. According to Nugroho & Hartini (2023), emerging adulthood, or the transitional phase from adolescence to adulthood, occurs between the ages of 18–25. Individuals in this stage begin to establish personal rules, make independent decisions, and develop emotional maturity.



**Figure 1. The Most Frequently Used E-commerce Platforms by Students of the Faculty of Economics and Business, Universitas Negeri Gorontalo, Class of 2022**

Source: Pre-survey questionnaire results (processed in 2025).

Based on the results of a pre-survey conducted with 65 students from the Faculty of Economics and Business, Universitas Negeri Gorontalo, Class of 2022, it was found that the majority of respondents chose Shopee as the most frequently used platform (76.9%), followed by TikTok Shop (21.5%), while Tokopedia (1.5%) and Lazada (0%) had relatively low usage rates. The dominance of Shopee among students indicates a strong preference for the platform, which is presumably influenced



by various factors such as ease of application navigation, competitive pricing, attractive promotions, and interactive features such as free shipping and flash sales.

These findings indicate a dynamic pattern in students' digital consumption behavior, which may be influenced by various psychological and situational factors, such as the level of self-control, Fear of Missing Out (FOMO), as well as tendencies toward hedonic shopping and impulse buying. Therefore, the results of this pre-survey serve as an important foundation for identifying and further analyzing the factors that influence impulse buying behavior among student Shopee users.

The phenomenon of impulse buying is increasingly common, especially among university students who actively use e-commerce platforms such as Shopee, thereby negatively impacting their financial condition and financial management. Psychological factors also reinforce the occurrence of impulse buying. Students tend to experience Fear of Missing Out (FOMO) when they see their peers purchasing trending products or when notifications such as "low stock" and "flash sale ends in 10 minutes" appear. The urge to not miss out on trends makes students feel the need to purchase items even when they are not urgently needed. According to Akbari et al. (2021), FOMO is an anxiety that arises when individuals feel afraid of missing out on experiences or opportunities that others have, especially those seen through social media.

This phenomenon is also driven by hedonic shopping behavior, which refers to students' tendency to shop for pleasure or as a way to relieve stress. As individuals who tend to follow trends, this indicates a hedonic personality. Hedonic shopping is an action driven by the desire to obtain new experiences, pleasure, enjoyment, adventure, and self-satisfaction, which in turn encourages impulsive purchasing behavior (Damayanti et al., 2024).

However, not all individuals respond to these impulses in the same way. The factor of self-control plays an important role in regulating and controlling impulsive buying behavior. According to Ayu (2020), self-control is defined as the regulation of an individual's physical, psychological, and behavioral processes, or a set of processes that shape the individual. Self-control is a personality trait that can influence a person in purchasing goods and services.

Based on a review of several previous studies, there is still a relevant research gap that needs further investigation. Research by Sopiyan & Neny (2020) examined the influence of shopping lifestyle and positive emotions on impulse buying; however, the study did not include psychological factors that are currently widely discussed in digital consumption behavior, namely FOMO. According to Narwastu & Ramadhani (2025), not all students with FOMO tendencies and hedonic motivation engage in impulse buying with the same intensity. Self-control emerges as a moderating variable with significant potential. For example, research at Mulawarman University found that self-control has a negative effect on impulse buying, meaning that the higher the self-control, the lower the tendency to make impulsive purchases.

It can be concluded from this research gap that the novelty of this study lies in the use of self-control as a moderating variable in the relationship between Fear of Missing Out (FOMO) and hedonic shopping on impulse buying, specifically among FEB UNG students of the Class of 2022. Such a model is still rarely used and empirically provides new insights that students' impulse buying behavior is influenced by digital promotions as well as varying levels of self-control.

## 2. RESEARCH METHOD

This study uses a quantitative approach. According to Sugiyono (2019), quantitative research methods are based on the philosophy of positivism, which assumes that valid knowledge is derived from observable facts and can be used to study specific populations or samples. Data collection is carried out using research instruments, and data analysis is quantitative/descriptive in nature. This study employs a survey method to examine the relationships among variables in the research model.

The subject of this study is impulse buying behavior among students who use Shopee, focusing on the influence of Fear of Missing Out (FOMO), hedonic shopping, and self-control as a moderating variable. The object of this study is students from the Faculty of Economics and Business, Universitas



Negeri Gorontalo, Class of 2022, who actively use the Shopee application. The sample was selected based on these criteria to ensure relevance to the research context.

Data were collected using a questionnaire distributed online through the Google Forms platform. The research instrument was designed using a Likert scale to measure respondents' perceptions of each variable. Data collection was conducted directly with respondents who met the criteria, resulting in primary data suitable for analysis.

The data analysis technique used in this study is Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.1 software. The analysis includes tests of instrument validity and reliability, structural model testing, and moderation testing to examine the role of self-control in the relationship between FOMO and hedonic shopping on impulse buying.

### 3. RESULT AND DISCUSSION

#### a) Validity test

**Table 1. Validity Test Results**

| Questionnaire                       | $R_{hitung}$ | $R_{tabel}$ | Qualification |
|-------------------------------------|--------------|-------------|---------------|
| <b>(X1)</b>                         |              |             |               |
| 1.                                  | 0.406        | 0.195       | Valid         |
| 2.                                  | 0.625        | 0.195       | Valid         |
| 3.                                  | 0.689        | 0.195       | Valid         |
| 4.                                  | 0.615        | 0.195       | Valid         |
| 5.                                  | 0.743        | 0.195       | Valid         |
| 6.                                  | 0.456        | 0.195       | Valid         |
| 7.                                  | 0.846        | 0.195       | Valid         |
| 8.                                  | 0.661        | 0.195       | Valid         |
| 9                                   | 0.814        | 0.195       | Valid         |
| 10..                                | 0.803        | 0.195       | Valid         |
| <b><i>Hedonic shopping (X2)</i></b> |              |             |               |
| 1.                                  | 0.640        | 0.195       | Valid         |
| 2.                                  | 0.700        | 0.195       | Valid         |
| 3.                                  | 0,543        | 0.195       | Valid         |
| 4.                                  | 0.596        | 0.195       | Valid         |
| 5.                                  | 0.678        | 0.195       | Valid         |
| 6.                                  | 0.522        | 0.195       | Valid         |
| 7.                                  | 0.612        | 0.195       | Valid         |
| 8.                                  | 0.697        | 0.195       | Valid         |
| 9.                                  | 0.707        | 0.195       | Valid         |
| 10.                                 | 0.595        | 0.195       | Valid         |
| <b><i>Impulse buying (Y)</i></b>    |              |             |               |
| 1.                                  | 0.596        | 0.195       | Valid         |
| 2.                                  | 0.589        | 0.195       | Valid         |
| 3.                                  | 0.681        | 0.195       | Valid         |
| 4.                                  | 0.750        | 0.195       | Valid         |
| 5.                                  | 0.641        | 0.195       | Valid         |
| 6.                                  | 0.797        | 0.195       | Valid         |
| 7.                                  | 0.748        | 0.195       | Valid         |
| 8.                                  | 0.574        | 0.195       | Valid         |
| 9.                                  | 0.707        | 0.195       | Valid         |
| 10                                  | 0.642        | 0.195       | Valid         |
| <b><i>Self control (Z)</i></b>      |              |             |               |



|     |       |       |       |
|-----|-------|-------|-------|
| 1.  | 0.539 | 0.195 | Valid |
| 2.  | 0.797 | 0.195 | Valid |
| 3.  | 0.702 | 0.195 | Valid |
| 4.  | 0.479 | 0.195 | Valid |
| 5.  | 0.590 | 0.195 | Valid |
| 6.  | 0.631 | 0.195 | Valid |
| 7.  | 0.634 | 0.195 | Valid |
| 8.  | 0.639 | 0.195 | Valid |
| 9.  | 0.741 | 0.195 | Valid |
| 10. | 0.624 | 0.195 | Valid |

Source: Data Processing Output (2026)

Based on the calculated R values obtained, this research instrument can be considered valid because all calculated R values for each statement in the instrument are greater than the predetermined R value of 0.195.

a) Reliability Test

**Table 2. Reliability Test Results**

| Variabel | Item Pertanyaan | Cronbach's Alpha | Information |
|----------|-----------------|------------------|-------------|
| X1       | 10              | 0.864            | Reliabel    |
| X2       | 10              | 0.826            | Reliabel    |
| Y        | 10              | 0.865            | Reliabel    |
| Z        | 10              | 0.832            | Reliabel    |

Source: Data Processing Output (2026)

Table 4.2 shows that the Cronbach's Alpha value for each variable is greater than 0.60, indicating that each variable is reliable, meaning it can provide consistent and reliable results when used in repeated measurements. This reliability indicates that this research instrument has a good level of reliability in measuring the concepts or variables studied.

a) R-Square

**Table 3. R-Square**

| Variabel endogen          | R-Square | R-Square Adjust | Category  |
|---------------------------|----------|-----------------|-----------|
| <i>Self control (Z)</i>   | 0.064    | 0.042           | Weak      |
| <i>Impulse buying (Y)</i> | 0.521    | 0.492           | Currently |

Source: Data Processing Output (2026).

Based on Table 4.1, the coefficient of determination is used to determine the extent of the influence of endogenous variables on other variables. In the Smart PLS program, this can be seen through the R-Square value. Chin (1998) in (Purnama, 2021) argues that if the R-Square value is  $>0.67$ , the exogenous variable has a strong influence on the endogenous variable. Furthermore, if the R-Square value ranges from 0.33 to 0.67, the exogenous variable has a moderate influence on the endogenous variable. If the R-Square value ranges from 0.19 to 0.33, the exogenous variable has a weak influence on the endogenous variable.

This can be seen from the R-square value of the Impulse Buying (Y) variable of 0.521, which means that 52.1% of the variation in impulse buying among Shopee users from the Faculty of Economics and Business, Gorontalo State University, Class of 2022 can be explained by the variables (FOMO), Hedonic Shopping, and Self-Control. The remaining 47.9% is influenced by other variables outside the research model. This value is categorized as moderate, thus the research model has quite good predictive ability. Meanwhile, the R-square value of the Self-Control (Z) variable is 0.064, indicating that FOMO and Hedonic Shopping can only explain 6.4% of the variation in Self-Control, while the majority of the variation is influenced by other factors outside the model. This value is categorized as weak.



## a) Path Coefficients

Table 4. Path Coefficients

| Path<br>Coefficiens<br>Direction<br>of<br>Influence | Original<br>Sample<br>(O) | Samole<br>Mean<br>(M) | Standar<br>Deviation<br>(STDEV) | T<br>Statics | P<br>Values | Decision        |
|---|---------------------------|-----------------------|---------------------------------|--------------|-------------|-----------------|
| X1 – Y  | 0.286                     | 0.261                 | 0.103                           | 2.780        | 0.005       | Significant     |
| X2 – Y  | 0.528                     | 0.530                 | 0.101                           | 5.208        | 0.000       | Significant     |
| Z – Y   | -0.002                    | 0.026                 | 0.121                           | 0.013        | 0.752       | Not Significant |
| X1 – Z  | 0.042                     | 0.036                 | 0.185                           | 0.226        | 0.821       | Not Significant |
| X2 – Z  | 0.230                     | 0.221                 | 0.214                           | 1.078        | 0.281       | Not Significant |
| Z x X1 -Y   | 0.056                     | 0.055                 | 0.176                           | 0.316        | 0.752       | Not Significant |
| Z x X2 – Y  | -0.056                    | 0.058                 | 0.119                           | 0.456        | 0.642       | Not Significant |

Source: Data Processing Output (2026).

Based on the results of the path coefficients supplemented with T-statistics and p-values, it can be interpreted that X1 has a positive and significant effect on Y ( $\beta = 0.286$ ;  $T = 2.780$ ;  $p = 0.005$ ), which indicates that an increase in X1 will significantly increase Y. Furthermore, X2 also has a positive and significant effect on Y with a larger coefficient ( $\beta = 0.528$ ;  $T = 5.208$ ;  $p = 0.000$ ), so that X2 is the most dominant variable in influencing Y. Conversely, the effect of X1 on Z ( $\beta = 0.042$ ;  $p = 0.821$ ) and X2 on Z ( $\beta = 0.230$ ;  $p = 0.281$ ) is not significant, which indicates that the two independent variables are unable to explain the variation in Z statistically. Furthermore, Z did not have a significant effect on Y ( $\beta = -0.002$ ;  $p = 0.989$ ), so Z did not act as an intervening variable. The role of Z as a moderating variable was also not proven, as the interactions of  $Z \times X1$  on Y ( $\beta = 0.056$ ;  $p = 0.752$ ) and  $Z \times X2$  on Y ( $\beta = -0.056$ ;  $p = 0.642$ ) showed no significant effects. Therefore, it can be concluded that this model is supported only by the direct influence of X1 and X2 on Y, while Z does not play a significant role as either an independent, intervening, or moderating variable.

## a) Moderation Test

Table 5. Self-Control Moderation Test Results

| No. | Moderation Relationships  | Interaction Coefficient ( $\beta$ ) | P-Value | Decision | Information    |
|-----|---|-------------------------------------|---------|----------|----------------|
| 1.  | FOMO x <i>Self control</i> – <i>Impulse buying</i>                    | 0.056                               | 0.752   | Rejected | Not Moderating |
| 2.  | <i>Hedonic shopping</i> x <i>Self control</i> – <i>Impulse buying</i> | -0.056                              | 0.642   | Rejected | Not Moderating |

Source: Data Processing Output (2026).

Based on the results of the moderation test presented in Table 3.4, the interaction between self-control and impulse buying has a coefficient value of 0.056 with a p-value of 0.752, which is greater than 0.05. These results indicate that self-control is not moderated by self-control on impulse buying, thus rejecting the first moderation hypothesis.

Furthermore, the interaction between hedonic shopping and self-control on impulse buying shows a coefficient value of -0.056 with a p-value of 0.642, also greater than 0.05. This indicates that self-control does not act as a moderating variable in the relationship between hedonic shopping and impulse buying, therefore rejecting the second moderation hypothesis.

Overall, these results indicate that students' self-control levels are unable to strengthen or weaken the influence of emotional and psychological drives on impulse buying behavior. In the context of students who do not yet have an income, this condition becomes even more important. Financial constraints should encourage more cautious consumption behavior. However, in reality, psychological factors such as FOMO often outweigh rational considerations.



Thus, it can be concluded that self-control plays a crucial role in suppressing impulse buying behavior. The higher a student's ability to control their shopping urges, the lower their tendency to make impulsive purchases. Conversely, a low ability to restrain their urges will increase unplanned consumer behavior.

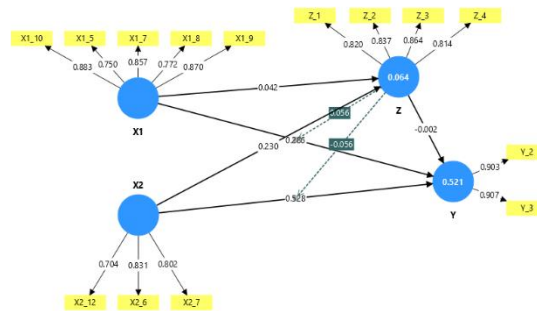


Figure 2. Analysis Framework Results

**Discussion**

This study shows that Fear of Missing Out (FOMO) has a positive effect on impulse buying among college students who use Shopee. This finding indicates that the higher an individual's anxiety about missing out on information or trends, the greater their tendency to make impulsive purchases. This is relevant to the characteristics of college students who actively use social media and are exposed to various limited-time promotions.

Furthermore, hedonic shopping has also been shown to have a positive effect on impulse buying. Shopping activities are no longer based on functional needs, but rather on the search for pleasure, entertainment, and emotional satisfaction. College students tend to use platforms like Shopee as a means of digital recreation, thus encouraging unplanned purchasing decisions.

However, the results showed that self-control was unable to moderate the relationship between FOMO and impulse buying, or between hedonic shopping and impulse buying. This can be explained by the fact that the majority of respondents do not have a steady income, so financial self-control is still not well-developed. Furthermore, the convenience of payment methods such as PayLater and intensive discounts also weaken the role of self-control in curbing impulsive buying.

Theoretically, this research is linked to the Theory of Planned Behavior (TPB) developed by (Ajzen 1991, cited in Li et al., 2024). This reinforces the concept of consumer behavior, which states that emotional factors play a dominant role in impulsive purchasing decisions. Practically, these results provide implications for e-commerce platforms to pay greater attention to consumer protection, particularly students, to prevent them from falling into excessive consumer behavior.

This study is limited by its sample size and focus on only one platform, Shopee. Future research is recommended to expand the research object, add other variables such as financial literacy, and use a longitudinal approach to more deeply examine changes in consumer behavior.

**4. CONCLUSION**

This study was conducted to understand the influence of Fear of Missing Out (FOMO) and hedonic shopping on impulse buying, with self-control as a moderating variable in college students using Shopee. The study involved students from the Faculty of Economics and Business, Gorontalo State University, class of 2022. Based on hypothesis testing using the PLS method and SmartPLS 4.1 software, the following conclusions were obtained:

- a) FOMO has a positive and significant effect on impulse buying. These results indicate that the greater a student's fear of missing out on trends, promotions, or popular products, the greater their tendency to make impulsive purchases.



- b) Hedonic shopping has a positive and significant effect on impulse buying. Students who use shopping as a means of entertainment, pleasure, and emotional fulfillment are more likely to make unplanned purchases.
- c) Self-control has no significant effect on impulse buying.
- These findings indicate that students' self-control is not yet strong enough to suppress impulsive buying behavior due to a lack of income. In the context of online shopping, digital stimuli such as discounts, flash sales, and attractive product displays tend to be more dominant than an individual's internal control.
- d) Self-control simultaneously influences impulse buying. Together, these two variables explain variation in students' impulse buying behavior, as indicated by an R-square value of 0.51. This indicates that impulse buying behavior is influenced by a combination of emotional and cognitive factors, although self-control is not significantly significant.
- e) Hedonic shopping and self-control simultaneously influence impulse buying. These results indicate that although self-control does not have a direct effect, the presence of hedonic shopping as a dominant factor still ensures the overall model is able to explain students' impulse buying behavior.
- f) Self-control does not moderate the effect on impulse buying. The interaction between FOMO and self-control does not show a significant effect, indicating that self-control cannot weaken or strengthen the influence of FOMO on impulse buying.
- g) Self-control does not moderate the influence of hedonic shopping on impulse buying.

This finding addresses the research objective: that students' impulsive buying behavior is more influenced by psychological factors, such as emotional drives and social pressure, than by self-control. Theoretically, these results support studies of digital consumer behavior that show emotions and hedonic motivation are the primary determinants of impulsive buying decisions. Practically, this study emphasizes the importance of improving financial literacy and awareness of rational consumption among students.

## 5. REFERENCES

- Akbari, M., Seydavi, M., Palmieri, S., Mansueto, G., Caselli, G., & Spada, M. M. (2021). *Fear of Missing Out (FoMO) and internet use: A comprehensive systematic review and meta-analysis. Journal of Behavioral Addictions, 10(4)*, 879–900. <https://doi.org/10.1556/2006.2021.00083>
- Ayu, I. (2020). Pengaruh Gaya Hidup, Religiusitas, Impulsif Buying, Hedonisme, Dan Harga Terhadap Keputusan Pembelian Di Online StoRE MEDIA SOSIAL DENGAN SELF CONTROL SEBAGAI VARIABEL INTERVENING. *Journal Of Sharia Economics, 03(01)*, 23–37.
- Damayanti, M. R., Sagoro, E. M., Damayanti, M. R., Sagoro, E. M., Studi, P., Akuntansi, P., Yogyakarta, U. N., Buying, I., & Penggunaan, K. (2024). Pengaruh perilaku *Fear of Missing Out* dan kemudahan penggunaan terhadap impulsive buying pada pengguna e-commerce dengan *self control* sebagai variabel moderasi. *Jurnal pendidikan akuntansi indonesia, 479(2)*, 66–77.
- Li, J. C., Lin, Y., & Yang, Y. C. (2024). Extending the theory of planned behavior model to explain people's behavioral intentions to follow China's AI generated content law. *BMC Psychology, 12(367)*, 1–9. <https://doi.org/10.1186/s40359-024-01824-4>
- Narwastu, G. G., & Ramadhani, A. (2025). Pengaruh Intensitas Penggunaan Media Sosial dan Kontrol Diri Terhadap Pembelian Impulsif Gadis. *Jurnal Bimbingan Dan Konseling, 9(2)*, 944–952. <https://doi.org/10.31316/g-couns.v9i2.7084>
- Nugroho, B. P., & Hartini, N. (2023). *Fear of Missing Out (fomo) dan kesejahteraan subjektif pada mahasiswa. 1(4)*, 358–373.
- Purnama, J. (2021). *Journal of Economics and Business Aseanomics Pengaruh Brand Performance Terhadap Keputusan Nasabah Dengan Competitive Advantage dan Digital Marketing Sebagai. 8(1)*, 23–32.
- Sartika, D., Ulya, M., Azzahra, F. F., Hidayati, F. N., Pramono, D., Sosiologi, P., Ilmu, F., & Politik, I. (2024). *Fenomena Penggunaan E-Commerce terhadap Perilaku Konsumsi Mahasiswa. 3*.



Sugiyono (2019) Metode Penelitian Kuantitatif & kualitatif.

Sopiyan, P., & Neny, R. (2020). *Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse buying*. *XI*(3), 207–216.