

ABSTRAK

Perkembangan teknologi digital dan penggunaan media sosial yang semakin meningkat telah mempengaruhi perubahan perilaku konsumen, khususnya Generasi Z dalam melakukan keputusan pembelian produk skincare. Popularitas produk Skintific yang berkembang melalui berbagai platform digital menunjukkan bahwa keputusan pembelian konsumen tidak hanya dipengaruhi oleh kebutuhan produk, tetapi juga oleh faktor psikologis dan strategi pemasaran seperti *Fear Of Missing Out* (fomo), *Digital Marketing* dan *Storytelling*. Penelitian ini bertujuan untuk mengetahui pengaruh *Fear Of Missing Out* (fomo), *Digital Marketing* dan *Storytelling* terhadap Keputusan Pembelian Produk Skintific Pada Konsumen Gen Z di Kabupaten Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Sampel penelitian berjumlah 220 responden yang dipilih menggunakan teknik purposive sampling. Data diperoleh melalui penyebaran kuisioner dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *Fear Of Missing Out* (fomo), *Digital Marketing* dan *Storytelling* berpengaruh positif signifikan terhadap Keputusan Pembelian Produk Skintific. *Storytelling* menjadi variabel yang paling memiliki pengaruh paling dominan karena mampu membangun hubungan emosional dan meningkatkan ketertarikan konsumen terhadap produk. Hasil penelitian ini mendukung *Theory of Planned Behavior* (Ajzen, 1991) yang menjelaskan bahwa sikap, norma subjektif, dan persepsi kontrol perilaku dapat memengaruhi keputusan pembelian konsumen. Penelitian ini menunjukkan bahwa strategi pemasaran digital yang didukung konten *storytelling* yang menarik serta pemahaman terhadap faktor psikologis konsumen dapat meningkatkan pembelian generasi Z terhadap produk Skintific.

Kata kunci : *Fear Of Missing Out* (fomo), *Digital Marketing*, *Storytelling*, Keputusan Pembelian, Generasi Z, Skintific

ABSTRACT

The development of digital technology and the increasing use of social media have influenced changes in consumer behavior, especially Generation Z in making decisions to purchase skincare products. The growing popularity of Skintific products through various digital platforms shows that consumer purchasing decisions are not only influenced by product needs, but also by psychological factors and marketing strategies such as Fear Of Missing Out (FOMO), Digital Marketing and Storytelling. This study aims to determine the effect of Fear Of Missing Out (FOMO), Digital Marketing and Storytelling on Skintific Product Purchase Decisions among Gen Z Consumers in Jember Regency. This study uses a quantitative approach with an explanatory research method. The research sample amounted to 220 respondents selected using a purposive sampling technique. Data were obtained through distributing questionnaires and analyzed using multiple linear regression with the help of SPSS. The results of the study show that Fear Of Missing Out (FOMO), Digital Marketing and Storytelling have a significant positive effect on Skintific Product Purchase Decisions. Storytelling is the variable that has the most dominant influence because it is able to build emotional connections and increase consumer interest in the product. The results of this study support the Theory of Planned Behavior (Ajzen, 1991), which explains that attitudes, subjective norms, and perceived behavioral control can influence consumer purchasing decisions. This research shows that a digital marketing strategy supported by engaging storytelling content and an understanding of consumer psychology can increase Generation Z purchases of Skintific products.

Keywords: *Fear of Missing Out (FOMO), Digital Marketing, Storytelling, Purchasing Decisions, Generation Z, Skintific*