

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorsement*, *Customer Experience*, dan *Fear of Missing Out* (FOMO) terhadap Keputusan Pembelian Tiket pada *event LRT Fest 2025*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 99 responden yang merupakan pengunjung atau pembeli tiket *event LRT Fest 2025*. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan program SPSS 27. Hasil penelitian menunjukkan bahwa *Celebrity Endorsement* tidak berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai t hitung sebesar 1,592 dan signifikansi sebesar $0,115 > 0,05$. *Customer Experience* berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai t hitung sebesar 3,059 dan signifikansi sebesar $0,003 < 0,05$. *Fear of Missing Out* (FOMO) juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai t hitung sebesar 3,112 dan signifikansi sebesar $0,002 < 0,05$. Secara simultan, *Celebrity Endorsement*, *Customer Experience*, dan *Fear of Missing Out* (FOMO) berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai F hitung sebesar 21,202 dan signifikansi sebesar $0,000 < 0,05$. Nilai koefisien determinasi (R^2) sebesar 0,401 menunjukkan bahwa variabel *Celebrity Endorsement*, *Customer Experience*, dan *Fear of Missing Out* (FOMO) mampu menjelaskan Keputusan Pembelian sebesar 40,1%, sedangkan sisanya sebesar 59,9% dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: *Celebrity Endorsement*, *Customer Experience*, *Fear of Missing Out* (FOMO), Keputusan Pembelian, *event LRT Fest 2025*.

ABSTRACT

This study aims to determine the influence of Celebrity Endorsement, Customer Experience, and Fear of Missing Out (FOMO) on Ticket Purchase Decisions at the LRT Fest 2025 event. This research employed a quantitative approach with a descriptive method. Data were collected through questionnaires distributed to 99 respondents who attended or purchased tickets for the LRT Fest 2025 event. The data were analyzed using multiple linear regression with the assistance of SPSS 27 software. The results indicate that Celebrity Endorsement does not have a significant effect on Purchase Decisions, with a t-value of 1.592 and a significance value of $0.115 > 0.05$. Customer Experience has a positive and significant effect on Purchase Decisions, with a t-value of 3.059 and a significance value of $0.003 < 0.05$. Fear of Missing Out (FOMO) also has a positive and significant effect on Purchase Decisions, with a t-value of 3.112 and a significance value of $0.002 < 0.05$. Simultaneously, Celebrity Endorsement, Customer Experience, and Fear of Missing Out (FOMO) significantly affect Purchase Decisions, as indicated by an F-value of 21.202 and a significance value of $0.000 < 0.05$. The coefficient of determination (R^2) is 0.401, indicating that Celebrity Endorsement, Customer Experience, and Fear of Missing Out (FOMO) explain 40.1% of the variation in Purchase Decisions, while the remaining 59.9% is influenced by other variables outside this study.

Keywords: *Celebrity Endorsement, Customer Experience, Fear of Missing Out (FOMO), Purchase Decision, LRT Fest 2025 event*