

ABSTRAK

Penelitian ini dilatarbelakangi oleh perkembangan media sosial dan teknologi digital yang memengaruhi perilaku konsumen dalam mengambil keputusan pembelian paket wisata. Fear of Missing Out (*FOMO*) dan Electronic Word of Mouth (*e-WOM*) merupakan faktor yang diduga dapat memengaruhi keputusan pembelian konsumen pada Masdi Tour Travel. Penelitian ini bertujuan untuk mengetahui pengaruh *FOMO* terhadap keputusan pembelian, pengaruh *e-WOM* terhadap keputusan pembelian, serta pengaruh *FOMO* dan *e-WOM* secara simultan terhadap keputusan pembelian paket wisata pada Masdi Tour Travel. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 111 responden yang pernah membeli atau melihat promosi paket wisata Masdi Tour Travel. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *FOMO* tidak berpengaruh signifikan terhadap keputusan pembelian paket wisata dengan nilai signifikansi sebesar 0,144 ($>0,05$). Sementara itu, *e-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi sebesar 0,000 ($<0,05$). Secara simultan, *FOMO* dan *e-WOM* berpengaruh signifikan terhadap keputusan pembelian paket wisata dengan nilai signifikansi uji F sebesar 0,000 ($<0,05$). Nilai koefisien determinasi (R^2) sebesar 0,536 menunjukkan bahwa *FOMO* dan *e-WOM* mampu menjelaskan keputusan pembelian sebesar 53,6%, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Fear of Missing Out*, *Electronic Word of Mouth*, Keputusan Pembelian, Paket Wisata, Travel Agent.

ABSTRACT

This research was motivated by the rapid development of social media and digital technology, which influences consumer behavior in making travel package purchasing decisions. Fear of Missing Out (FOMO) and Electronic Word of Mouth (e-WOM) are considered factors that may affect consumers' purchasing decisions at Masdi Tour Travel. This study aims to analyze the effect of FOMO on purchasing decisions, the effect of e-WOM on purchasing decisions, and the simultaneous effect of FOMO and e-WOM on travel package purchasing decisions at Masdi Tour Travel. The research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 111 respondents who had purchased or viewed promotional content from Masdi Tour Travel. Data analysis was conducted using validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination analysis with the assistance of SPSS software. The results indicate that FOMO does not have a significant effect on purchasing decisions, with a significance value of 0.144 (>0.05). Meanwhile, e-WOM has a positive and significant effect on purchasing decisions, with a significance value of 0.000 (<0.05). Simultaneously, FOMO and e-WOM significantly affect purchasing decisions, as indicated by an F-test significance value of 0.000 (<0.05). The coefficient of determination (R^2) value of 0.536 indicates that FOMO and e-WOM explain 53.6% of the variance in purchasing decisions, while the remaining 46.4% is influenced by other factors outside this study.

Keywords: *Fear of Missing Out (FOMO), Electronic Word of Mouth (e-WOM), Purchasing Decision, Travel Package, Travel Agent.*