

ABSTRACT

This research aims to test and analyze how much influence shopping emotion and fear of missing out (fomo) have on impulsive buying of NCT Dream albums with self control as an intervening variable. The sample of this research is NCTzen in Bandung City. The research method used is descriptive and verification method where the research data used is collected through distributing questionnaires with a total sample of 100 respondents. The statistical analysis used in this research is validity and reliability tests. The data analysis method used is path analysis and the coefficient of determination with the help of SPSS version 26 and LISREL version 8.7. The results showed that each variable received an average score in the unfavorable category. There is a positive and significant influence between shopping emotion and fear of missing out (fomo) on self control and its impact on impulsive buying simultaneous. Self control can mediate the relationship between shopping emotion and fear of missing out (fomo) on impulsive buying.

Keywords: Shopping Emotion, Fear of Missing Out (FoMO), Self Control and Impulsive Buying