ABSTRAK

Perkembangan TikTok sebagai media *social commerce* mendorong perusahaan memanfaatkan *Content Marketing* untuk membangun perhatian dan mendorong perilaku pembelian konsumen. Penelitian ini bertujuan menganalisis kondisi *Content Marketing*, *Fear of Missing Out* (FoMO), dan *Impulse Buying* serta menguji pengaruh *Content Marketing* terhadap FoMO dan *Impulse Buying*, pengaruh FoMO terhadap *Impulse Buying*, dan peran mediasi FoMO pada konsumen *Pop Mart* di Kota Bandung. Penelitian menggunakan pendekatan kuantitatif dengan survei terhadap 120 responden yang pernah membeli *Pop Mart* melalui TikTok. Sampel ditentukan dengan *purposive sampling* dan dianalisis menggunakan *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) pada SmartPLS 4. Hasil deskriptif menunjukkan rata-rata *Content Marketing* sebesar 2,45 (rendah), FoMO sebesar 3,15 (sedang), dan *Impulse Buying* sebesar 2,92 (sedang). Hasil verifikatif menunjukkan *Content Marketing* berpengaruh positif dan signifikan terhadap FoMO (β=0,779; T=22,351; p<0,001) dan *Impulse Buying* (β=1,342; T=18,427; p<0,001). FoMO berpengaruh signifikan dengan arah negatif terhadap *Impulse Buying* (β=-0,773; T=9,152; p<0,001), sehingga hipotesis yang memprediksi arah positif tidak didukung. FoMO juga memediasi pengaruh *Content Marketing* terhadap *Impulse Buying* secara signifikan dengan efek tidak langsung negatif (β=-0,603; T=7,309; p<0,001). Temuan ini menunjukkan bahwa *Content Marketing* dapat meningkatkan FoMO, tetapi dalam konteks penelitian ini peningkatan FoMO berkaitan dengan kecenderungan evaluasi yang lebih besar dan pembelian impulsif yang lebih rendah.

Kata Kunci: *Content Marketing, Fear of Missing Out, Impulse Buying, TikTok, Pop Mart*

ABSTRACT

The growth of TikTok as a social-commerce platform has encouraged companies to use Content Marketing to attract consumers and influence purchasing behavior. This study analyzes the levels of Content Marketing, Fear of Missing Out (FoMO), and Impulse Buying and examines the effects of Content Marketing on FoMO and Impulse Buying, the effect of FoMO on Impulse Buying, and the mediating role of FoMO among Pop Mart consumers in Bandung City. A quantitative survey was conducted with 120 respondents who had purchased Pop Mart products through TikTok. Purposive sampling was used, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) in SmartPLS 4. Descriptive results show mean scores of 2.45 for Content Marketing (low), 3.15 for FoMO (moderate), and 2.92 for Impulse Buying (moderate). The structural model shows that Content Marketing has positive and significant effects on FoMO (β=0.779; T=22.351; p<0.001) and Impulse Buying (β=1.342; T=18.427; p<0.001). FoMO has a significant negative effect on Impulse Buying (β=-0.773; T=9.152; p<0.001), so the hypothesis predicting a positive direction is not supported. FoMO also significantly mediates the effect of Content Marketing on Impulse Buying with a negative indirect effect (β=-0.603; T=7.309; p<0.001). These findings indicate that Content Marketing may increase FoMO, while higher FoMO in this research context is associated with greater evaluation and a lower tendency toward impulsive purchasing.

Keywords: *Content Marketing, Fear of Missing Out, Impulse Buying, TikTok, Pop Mart.*