

**PENGARUH *FEAR OF MISSING OUT* TERHADAP *IMPULSIVE BUYING*  
PADA PEMAIN *MULTIPLAYER ONLINE GAME* USIA DEWASA AWAL**

**SKRIPSI**

**Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Mendapatkan  
Gelar Sarjana Psikologi**



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FAKULTAS KEDOKTERAN  
UNIVERSITAS ANDALAS  
2026**

## **THE EFFECT OF FEAR OF MISSING OUT ON IMPULSIVE BUYING IN YOUNG ADULT MULTIPLAYER ONLINE GAME PLAYERS**

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### **ABSTRACT**

*The rise of gamers among young adults has led to an increase in gaming-related purchases, especially through various limited events and social interactions between players. Young adulthood is a phase of development characterized by the process of adjusting to new patterns of life, such as financial independence, social demands, and emotional management, so individuals in this phase tend to be more sensitive to social pressures. This condition has the potential to give rise to Fear of Missing Out (FoMO), which encourages impulsive buying among gamers, especially in multiplayer online games that allow interaction between players. This study aims to determine the effect of FoMO on impulsive buying among young adult multiplayer online game players. The method used in this study is a quantitative method with simple linear regression analysis. The sample in this study consisted of 400 young adult multiplayer online game players obtained through voluntary sampling. Impulsive buying was measured using an adaptation of the Impulsive Buying Tendency Scale and FoMO was measured using an adaptation of The Fear of Missing Out Scale. Based on the results of data analysis, it was found that FoMO had a significant effect on impulsive buying among young adult multiplayer online game players by 42.8% ( $p < .05$ ). These findings indicate that young adult multiplayer online game players who experience FoMO feel afraid of missing out on the experiences of other players, which encourages them to make impulsive buying.*

**Keywords:** FoMO, impulsive buying, multiplayer online game, young adult

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### **ABSTRAK**

Maraknya pemain *game* di kalangan dewasa awal mendorong meningkatnya aktivitas pembelian terkait *game*, terutama melalui berbagai *event* terbatas dan interaksi sosial antar pemain. Dewasa awal merupakan fase perkembangan yang ditandai dengan proses penyesuaian terhadap pola kehidupan baru, seperti kemandirian finansial, tuntutan sosial, dan pengelolaan emosi, sehingga individu pada fase ini cenderung lebih sensitif terhadap tekanan lingkungan sosial. Kondisi tersebut berpotensi memunculkan *Fear of Missing Out* (FoMO) yang mendorong terjadinya *impulsive buying* pada pemain *game*, khususnya pada *multiplayer online game* yang memungkinkan interaksi antar pemain. Penelitian ini bertujuan untuk mengetahui pengaruh FoMO terhadap *impulsive buying* pada pemain *multiplayer online game* usia dewasa awal. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan analisis regresi linear sederhana. Sampel pada penelitian ini berjumlah 400 orang pemain *multiplayer online game* usia dewasa awal yang didapatkan dengan teknik *voluntary sampling*. *Impulsive buying* diukur menggunakan adaptasi skala *Impulsive Buying Tendency Scale* dan FoMO diukur menggunakan adaptasi skala *The Fear of Missing Out Scale*. Berdasarkan hasil analisis data didapatkan bahwa FoMO berpengaruh secara signifikan terhadap *impulsive buying* pada pemain *multiplayer online game* usia dewasa awal sebesar 42,8% ( $p < .05$ ). Hal ini berarti pemain *multiplayer online game* usia dewasa awal yang mengalami FoMO merasa takut ketinggalan pengalaman yang dialami pemain lain sehingga mendorong mereka untuk melakukan *impulsive buying*.

**Kata Kunci:** FoMO, *impulsive buying*, *multiplayer online game*, dewasa awal