

ABSTRACT

This study aims to determine the influence of fear of missing out on impulsive buying during flash sale promotions on TikTok Shop. The phenomenon of fear of missing out is becoming increasingly relevant in the digital era, especially among the younger generation who are active on social media and frequently exposed to urgency-based marketing strategies such as flash sales. This research uses a quantitative approach with a total of 100 respondents selected through a non-probability sampling method, namely purposive sampling. The data analysis techniques used include validity and reliability tests of the instrument, descriptive analysis, classical assumption tests (normality and heteroscedasticity tests), simple linear regression test, and hypothesis testing. The results of the study show that fear of missing out has a positive and significant influence on impulsive buying. This means that the higher the level of fear of missing out felt by consumers, the greater their tendency to make impulsive purchases, especially in limited-time promotions such as flash sales. These findings provide important implications for business actors to optimize urgency-based promotional strategies while still paying ethical attention to the psychological aspects of consumers.

Keywords: *Fear of missing out, impulsive buying, flash sale, TikTok Shop, digital marketing*