

ABSTRACT

This study aims to analyze the influence of Short Video Content, Live Streaming Attractiveness, and Social Influence on Purchase Decision among Generation Z users of TikTok Shop in Semarang City. In this study, Fear of Missing Out (FoMO) is used as a mediating variable to explain the role of consumers' psychological conditions in shaping purchasing decisions through digital and social stimuli. This study employs a quantitative approach using the Structural Equation Modeling (SEM) method based on Analysis of Moment Structures (AMOS). Data were collected through questionnaires using a Likert scale ranging from 1 to 7 involving 250 Generation Z respondents who use TikTok Shop in Semarang City. Data analysis includes validity testing, reliability testing, SEM assumption testing, Confirmatory Factor Analysis (CFA), Goodness of Fit evaluation, and structural model testing to examine the direct and indirect effects among research variables. The results show that Short Video Content, Live Streaming Attractiveness, and Social Influence have positive and significant effects on Fear of Missing Out (FoMO). Furthermore, these three variables also have positive and significant effects on Purchase Decision. In addition, Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Decision. The results of the indirect effect analysis indicate that Fear of Missing Out (FoMO) acts as a mediating variable in the relationship between Short Video Content, Live Streaming Attractiveness, and Social Influence toward Purchase Decision with a partial mediation effect. The findings of this study indicate that Generation Z's purchase decisions on TikTok Shop are not only influenced by digital and social stimuli but also by psychological conditions related to the fear of missing trends, experiences, and opportunities that emerge during interactions in the digital environment. This study contributes to expanding the understanding of digital consumer behavior through the Stimulus-Organism-Response (S-O-R) approach and provides practical implications for TikTok Shop business actors in developing marketing strategies through short video content, live streaming activities, and strengthening digital social interactions to improve consumer purchase decisions.

Keywords: *Short Video Content, Live Streaming Attractiveness, Social Influence, Fear of Missing Out (FoMO), Purchase Decision, TikTok Shop.*