

ABSTRACT

The phenomenon of Fear of Missing Out (FoMO) is increasingly developing among consumers, especially in the trend of local brand collaborations with anime which raises high enthusiasm to cause consumers to make purchasing decisions which sometimes cause unplanned purchases. This study aims to determine the effect of Fear of Missing Out on Purchasing Decisions through Impulse Buying on local brands that collaborate with anime. The method used in this research is descriptive quantitative with non-probability sampling technique through purposive sampling. The number of samples used in this study were 385 respondents. Data collection was carried out through distributing questionnaires online and analyzed using Smart-PLS software version 4. Based on the research results, it was found that the Fear of Missing Out variable had a positive and significant effect on Impulse Buying. The Fear of Missing Out variable has a positive and significant effect on Purchasing Decisions. Impulse Buying variable has a positive and significant effect on Purchasing Decisions. The Fear of Missing Out variable has a positive and significant effect on Purchasing Decisions through Impulse Buying as a mediating variable.

Keywords: *Fear of Missing Out, Impulse Buying, Purchase Decision*