

## ABSTRACT

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**The Influence of Fear of Missing Out and Shopee's Live Streaming Sales Promotion Communication Style on Gen Z's Impulsive Buying Behavior**

*Keyword: Fear of Missing Out, Sales Promotion, Impulsive Buying, Gen Z*

*(xiv + 103 + Appendices)*

*This study aims to determine the influence of the level of fear of missing out and the communication style of live streaming sales promotion shopee on impulsive buying gen z. The theory used in this study is the Affect Dependent Theory of Stimulus Arrangement), which states that fear of missing out and sales promotion affect gen z by producing a response, namely impulsive buying. This research method uses a quantitative method. Data collection techniques using questionnaires. The population of this study is Generation Z who use Shopee e-commerce, where the sampling uses the Lemeshow formula so that a total of 400 respondents were obtained using the Purposive Sampling technique. The data obtained and analyzed using SPSS 22.0. The results of the study show that there is a positive influence between level Fear of Missing Out and Communication Style Live Streaming Sales Promotion on Behavior Impulsive Buying Gen Z on the use of shopee e-commerce and the results of the study also show that there is an influence of Fear of Missing Out and Sales Promotion on Impulsive Buying Gen Z by 55.6%.*

*Bibliography (1986 – 2025)*