

ABSTRACT

This research aims to determine how much influence FoMO, Sales Promotion and Payment Methods simultaneously have on Impulsive Purchases of iPhone products in Bandung City. The method used is descriptive quantitative. This research will start from November 2023 to January 2024 in Bandung City. Data collection techniques were carried out using questionnaires and literature studies. The data analysis used is descriptive analysis. goodness of Fit (GoF) analysis, inner model; path coefficient; R square (R²); and finally hypothesis testing. The results of hypothesis testing, namely the influence of Fear of Missing Out (FoMo), Sales Promotion and Payment Methods on Impulsive Buying, show a p value of 0.000, less than 0.05, which indicates that there is an influence of Fear of Missing Out (FoMo), Sales Promotion and Payment Methods. simultaneously on Impulsive Buying. The results of this research can provide valuable insight to the Indonesian people, especially the city of Bandung, to avoid FoMO factors, sales promotions, or transaction types so as not to be consumptive when buying an iPhone product.

Keywords: *Fear of Missing Out, Sales Promotion, Payment Methods, Impulsive Buying.*