

ABSTRACT

Mobile Legends: Bang Bang (MLBB) is one of the most popular online games, topping download charts on both Android and iOS platforms. Its popularity among young and adult audiences, whether as entertainment or a digital lifestyle, motivates players to purchase hero skins as a form of self-expression. This phenomenon creates strategic opportunities for companies to boost sales and formulate effective marketing strategies.

This study aims to analyze the influence of Fear of Missing Out (FOMO) and sales promotion on impulsive buying behavior related to hero skin purchases in Mobile Legends: Bang Bang. A quantitative approach was employed, utilizing primary data collected through questionnaires distributed to 120 Mobile Legends users. Secondary data were gathered from various sources, including journals, books, and online references. The data were analyzed using IBM SPSS version 30. The analysis techniques included descriptive statistics, classical assumption tests, multiple linear regression analysis, and hypothesis testing to examine the relationships between variables.

The findings reveal that, based on descriptive analysis, respondent perceptions of the FOMO and sales promotion variables fall within the “good” category. The results of the multiple linear regression analysis indicate that both FOMO and sales promotion have a positive and significant influence on impulsive buying behavior, particularly in the context of topping up or purchasing hero skins. Simultaneously, FOMO and sales promotion contribute 65.1% to the variance in impulsive buying behavior, while the remaining 34.9% is influenced by other factors not examined in this study.

Key Words: *Fear of Missing Out (FOMO), Sales promotion, Impulsive buying*