

ABSTRACT

THE EFFECT OF FEAR OF MISSING OUT (FOMO) AND STORE ATMOSPHERE ON CONSUMER BUYING INTEREST NAKO COFFEE LAMPUNG BRANCH

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This research aims to determine the impact of fear of missing out (FOMO) and store atmosphere on consumer buying interest in Kopi Nako Lampung. The research used was quantitative associative. The population selected in this research includes all potential consumers of the Nako Coffee Lampung Branch. Withdrawal method, the sample used in this research was nonprobability sampling used a purposive sampling technique, 110 respondents were obtained. The data analysis used in this research was multiple linear regression analysis. The results of the analysis stated that fear of missing out (FOMO) and store atmosphere which consists of exterior, general interior, store layout, and interior displays affect consumer buying interest in Nako Coffee Lampung Branch.

Keywords: Fear of Missing Out (FOMO), Store Atmosphere, Purchase Interest

