

ABSTRACT

The development of the digital era today greatly influences consumer behavior in purchasing decisions, especially in the fashion industry. This study focuses on the influence of Fear of Missing Out (FOMO), co-branding, and odd ending price on purchase decisions with purchase intention as a mediating variable. This study uses consumer behavior theory to analyze how these three factors influence purchase intention and purchase decision among Aerostreet product users in Semarang City.

This research is a quantitative study conducted by distributing online questionnaires to 150 respondents who are Aerostreet users in the city of Semarang. The sampling technique used purposive sampling to ensure that the respondents met the research criteria. The collected data were analyzed using Structural Equation Modeling (SEM) with AMOS software. This analysis allows for the testing of direct and indirect effects, particularly the mediating role of purchase intention in the relationship between FOMO, co-branding, and odd ending price on purchase decision.

The research results show that FOMO and co-branding have a positive and significant impact on purchase intention, which in turn significantly affects purchase decision. Odd ending price has a positive impact on purchase intention but a negative impact on purchase decision. This indicates that the higher the FOMO, co-branding, and odd ending price perceived by consumers, the greater their purchase interest. The higher the FOMO and co-branding perceived by consumers, the greater their purchase decision. Conversely, odd ending price does not affect purchase decision.

Keywords: *FOMO, Co-branding, Odd Ending Price, Purchase Intention, Purchase Decision.*