

ABSTRACT

This research was conducted with the aim of knowing the religious picture, Fear of Missing out (FoMO) and interest in buying McDonald's as well as the influence of religion and Fear of Missing out (FoMO) on intention to buy McDonald's simultaneously or partially. The background was the boycott of McDonald's and the decline in McDonald's shares and sales. The method used in this research is a descriptive and verification method with a quantitative approach. The population in this research is the Millennial and Gen Z generations in the city of Bandung. The sampling technique used was purposive sampling and 100 people were obtained. Based on the research results, it is known that religiousness and fear of missing out (FoMO) simultaneously influence purchasing interest. Partially, religion has a positive and significant effect on buying interest. Fear of Missing out (FoMO) has a positive and significant effect on buying interest. Partially, Religious contributed 60% to Buying Interest and Fear of Missing out (FoMO). contributed 28.3% to Buying Interest. Religiousness and Fear of Missing out (FoMO) simultaneously contributed 88.3% to Purchase Interest. Meanwhile, the remaining 11.7% is influenced by other variables such as promotions, product quality, service quality and so on.

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Keywords: *religious, fear of missing out (fomo), buying interest*

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