THE ROLE OF FEAR OF MISSING OUT (FOMO) AS MEDIATING FACTOR BETWEEN SOCIAL ENGAGEMENT AND INFLUENCER MARKETING ON SMARTPHONE PURCHASE DECISIONS IN INDONESIA

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DEDICATIONS

Glory to the one and only, God Almighty

I would have never done it by myself only but what I can say is…

Without Sacrifices, There are no Victories.

"Whosoever holds this thesis, turn these pages, and truly seek the wisdom herein, if they be worthy, shall possess the knowledge of the AuThor."

STATEMENT OF NON-PLAGIARISM

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ABSTRACT

This study aims to analyze the role of *Fear of Missing Out (FOMO)* as a mediating variable between *social engagement* and *influencer marketing* on the *purchase decisions* for smartphones with innovative features among Indonesian consumers. The main problem addressed is the lack of clarity on how digital marketing stimuli are converted into *purchase decisions* for high-involvement products in a competitive market characterized by feature homogenization.

The objective is to examine the direct and indirect effects of these variables to provide an empirical model of modern consumer behaviour. This research uses a quantitative approach. Data was collected through an online questionnaire distributed to 100 Indonesian social media users, with the sample predominantly consisting of Gen Z and students. The data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.0 software to test the relationships between the variables and the proposed hypotheses.

The findings of this study indicate that *FOMO* has a strong and significant direct influence on *purchase decisions*, as does *influencer marketing*. *Social engagement*, however, does not have a significant direct effect. The most prominent conclusion is that *FOMO* acts as a significant and powerful mediator for both *social engagement* and *influencer marketing*. This reveals that *FOMO* is the key psychological mechanism that translates social media activities.

Keywords: *Fear of Missing Out (FOMO)*, *Influencer Marketing*, *Social Engagement*, *Purchase Decision*.

FOREWORD

First and foremost, the author would like to express the deepest gratitude to Almighty God for His grace and blessings, which enabled the completion of this thesis entitled “THE ROLE OF FEAR OF MISSING OUT (FOMO) AS MEDIATING FACTOR BETWEEN SOCIAL ENGAGEMENT AND INFLUENCER MARKETING ON SMARTPHONE PURCHASE DECISIONS IN INDONESIA.” This thesis was prepared as a partial fulfillment of the requirements to obtain the Master’s Degree in Management at the Faculty of Economics and Business, Universitas Pembangunan Nasional “Veteran” Jawa Timur. The choice of this topic was based on the author's received focus in marketing management and the author's personal interest in consumer behavior within the field of marketing itself.

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TABLE OF CONTENTS

CHAPTER I INTRODUCTION 1

1.1 Research Background 1

1.2. Research questions 8

1.3 Research objectives 10

1.4. Research benefits 10

1.4.1 Theoretical Benefits 10

1.4.2 Practical Benefits 11

CHAPTER II LITERATURE REVIEW 12

2.1. Previous research 12

2.2 Theoretical Basis 15

2.2.1 Social Comparison Theory 15

2.2.2 Fear of Missing Out (FoMO) Concept 17

2.2.3 Elaboration Likelihood Model (ELM) of Persuasion 19

2.2.5 Stimulus–Organism–Response (S-O-R) Model 21

2.3 Research Framework 23

2.3.1 Conceptual framework 23

2.3.2 Hypotheses 26

CHAPTER III RESEARCH METHODOLOGY 29

3.1 Type of Research 29

3.2 Operational Definitions and Measurement of Variables 29

3.3 Population and Sample 31

3.3.1 Population 31

3.3.2 Sampling Technique 32

3.3.3 Sample Size 32
3.4 Type and Sources of Data 33
3.4.1 Type of Data 33
3.4.2 Data Sources 33
3.5 Technique of Analysis 34
3.5.1 Designing the Measurement Model (Outer Model) 34
3.5.2. Designing the Structural Model (Inner Model) 36
3.5.3. Path Diagram Construction 37
3.5.4. Converting the Path Diagram to a System of Equations 38
3.5.5. Evaluation of Goodness of Fit (GoF) 40
3.5.6. Hypothesis Testing (Resampling) 41
3.5.7 Software 42
CHAPTER IV RESEARCH RESULTS AND DISCUSSION 43
4.1 Description of the Research Object 43
4.1.1 General Overview of the Research Object: Smartphones with Innovative Features 43
4.2 Description of Respondent Data 46
4.2.1. Respondent Characteristics by Gender 46
4.2.2. Respondent Characteristics by Age Group 46
4.2.3. Respondent Characteristics by Occupation 47
4.2.4 Respondent Characteristics by Education 49
4.3 Description of Research Variables 50
4.3.1. Social Engagement Variable (X1) 50
4.3.2 Influencer Marketing 52

4.3.3. Fear of Missing Out (M) 54

4.3.4. Purchase Decision (Y) 56

4.4 Research Results 58

4.4.1 Analysis Model Using PLS-SEM 58

4.4.2 Structural Model Testing (Inner Model) 64

4.4.3 Hypothesis Testing 66

4.5. Discussion 71

4.5.1 Influence of Social Engagement on Purchase Decision (H1) 71

4.5.2 Influence of Influencer Marketing on Purchase Decision..... 73

4.5.3 Influence of Fear of Missing Out (FOMO) on Purchase Decision (H3) 75

4.5.4 Mediating Role of FOMO between Social Engagement and Purchase Decision (H4) 77

4.5.5 Mediating Role of FOMO between Influencer Marketing and Purchase Decision (H5) 79

4.6 Research Implications 81

4.6.1 Theoretical Implications..... 81

4.6.2 Practical Implications..... 81

4.7 Research Limitations..... 82

CHAPTER V CONCLUSION AND SUGGESTIONS 83

5.1 Conclusion 83

5. 2 Suggestions for Future Research..... 85

LIST OF FIGURES

Figure 1.1 Southeast asian smartphone shipment (Canalysis - 2024)

Figure 1.2 Social media users in 2025 (World Population Review 2024)

Figure 2.1 Social comparison theory (Holstee)

Figure 2.2 Elaboration likelihood model (AdcoreBlog illustration, 2024)

Figure 2.3 Theory of planned behavior illustration (Minutes Tools, 2019)

Figure 2.4 Research Framework

Figure 3.1 Path Diagram Construction

Figure 4.1: Conceptual Path Diagram Model

Figure 4.2: Inner Model with P-Values

LIST OF TABLES

Table 4.1 Distribution of Respondents by Gender 46
Table 4.2 Distribution of Respondents by Age Group 47
Table 4.3 Distribution of Respondents by Occupation 47
Table 4.4 Distribution of Respondents by Education 49
Table 4.5 Frequency of Respondent Answers for Social Engagement 50
Table 4.6 Frequency of Respondent Answers for Influencer Marketing 52
Table 4.7 Frequency of Respondent Answers for Fear of Missing Out 54
Table 4.8 Frequency of Respondent Answers for Purchase Decision 56
Table 4.9 Outer Loadings 60
Table 4.10 Cronbach's Alpha and Composite Reliability 61
Table 4.11 Discriminant Validity – Fornell-Larcker Criterion 62
Table 4.12 Cross Loadings 63
Table 4.13 R Square Values 64
Table 4.14 Model Fit Summary 66
Table 4.15 Path Coefficients – Direct Effects 67
Table 4.16 Specific Indirect Effects 70