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**The influence of influencer marketing, and hedonic motivation on purchasing decisions on the Tiktok application in Padang City with fear of missing out (FoMo) as a mediating variable.**

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| ARTICLE INFO |  | ABSTRACT  |
| Received 15 August 2024Accepted 01 December 2024Published 20 December 2024 |  | This study aims to analyze the effect of influencer marketing and hedonic motivation on consumer purchasing decisions on the TikTok application in Padang City with Fearof Missing Out (FoMo) as the Mediating Variable. The number of samples in this study were 210 respondents. The research data was collected through distributing questionnaires online and the analysis technique used in this study was the Structural Equation Modeling (SEM) analysis technique with PLS 4.0 software. The results of this study indicate (1) Influencer marketing has a significant effect on fear of missing out (FoMo) (2) Fear of missing out (FoMo) has a significant positive effect on consumer purchasing decisions (3) Influencer Marketing has a significant positive effect on consumer purchasing decisions (4) Hedonic motivation has a significant effect on consumer purchasing decisions (5) Influencer marketing has a negative and significant effect on purchasing decisions with fear of missing out (FoMo) as mediation. |
| **keywords:**Influencer marketing; hedonic motivation; fear of missing out (fomo) purchasing decisions |  |
| DOI:10.24036/jkmp.v1i1  |  | ABSTRAK |
| ***Kata kunci:****Influencer Marketing, Hedonic motivation, Fear of Missing Out (FoMo), Keputusan Pembelian Konsumen.* |  | Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing* dan *hedonic motivation* terhadap keputusan pembelian konsumen pada aplikasi TikTok di Kota Padang dengan Fear of Missing Out (FoMo) sebagai Variabel Mediasi. Jumlah sampel pada penelitian ini adalah 210 responden. Data penelitian dikumpulkan melalui penyebaran kuesioner secara online dan teknik analisis yang digunakan di dalam penelitian ini adalah teknik analisis *Structural Equation Modelling* (SEM) dengan software PLS 4.0. hasil penelitian ini menunjukkan (1) *Influencer marketing* berpengaruh signifkan terhadap *fear of missing out* (FoMo) (2) *Fear of missing out* (FoMo) berpengaruh positif signifikan terhadap keputusan pembelian konsumen (3) *Influencer Marketing* berpengaruh positif yang signifikan terhadap keputusan Pembelian Konsumen (4) *Hedonic motivation* berpengaruh signifkan terhadap keputusan pembelian konsumen (5) *Influencer marketing* berpengaruh negatif dan signifikan terhadap keputusan pembelian dengan *fear of missing out* (FoMo) sebagai mediasi.DOI: [10.24036/jkmp.v1i1](https://doi.org/10.24036/jkmp.v1i1) |
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**INTRODUCTION**

Social media has become one of the trends and makes life on the internet feel like real life. in the real world. According to Forbes (2022), "Millennials and Generation Z, whose main influences include: social media, online content, and celebrity culture, are expected to make up a larger portion of the world's population by 2022. occupy a larger share of the world's population by 2030."As such, their purchasing decisions will increase significantly as they age. Along with increasing internet access, the use of smartphone usage is also increasing every year. This is a great opportunity for social commerce to continue to grow.

Based on the results of a recent survey conducted by populix on 1020 Indonesian respondents, 86% of respondents revealed that TikTok Shop is one of the most widely used social commerce for online shopping compared to WhatsApp, Facebook, etc. used for online shopping compared to WhatsApp, Facebook Shop, Instagram Shopping, Telegram, and other applications. The TikTok application is an entertainment and promotional media application that is one of the business opportunities for businesses because there is interesting content in it. one of the business opportunities for business people because there is interesting content in it.

Until 2021, TikTok presents a new feature, namely, Tiktok shop as a buying and selling transaction that allows sellers to interact and sell products directly to consumers by making live broadcasts on social media supported by various features provided by developers from each platform. This relates to influencer marketing where social media will continue to highlight the importance of attracting the majority of Indonesian consumers with the increasing number of new influencers.

The habit of buying a product, especially at this Tiktok Shop makes consumers feel afraid of missing trends and motivates consumers to buy products without thinking about their benefits, making them FoMo. This FoMo attitude is formed from a hedon lifestyle which creates a perception of fear of being looked down upon by others because they have not made a purchase of a product that is trending. The worry caused by this perception arises the urge to make a purchase, even though the product is trending. purchase, even though the product is not necessarily needed.

**LITERATURE REVIEW**

**Purchase Decisions**

According to Kotler and Keller (2016: 194), "Consumer purchasing decisions are part of consumer behavior about how to make purchasing decisions. consumer is part of consumer behavior about how

individuals, groups, and organizations choose, buy, use, and use goods, services, ideas or experiences to satisfy their needs. how goods, services, ideas or experiences satisfy their needs and desires. their needs and wants." Meanwhile, according to Fandy (2015: 21), "Consumer purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand.

According to Kotler and Armstrong (2008: 181), indicators of purchasing decisions are as follows:

1. Steadiness to buy after knowing product information.
2. Decided to buy because of the most preferred brand.
3. Buying because it suits your wants and needs.
4. Buying because of recommendations from others.

**Influencer Marketing**

According to Hariyanti and Wirapraja (2018), "Influencer is a figure who is active on social media with a large number of followers. active on social media with a large number of followers, able to influence their followers based on their expertise and abilities. influence their followers based on their expertise and abilities." Furthermore, according to Brown and Hayes (2008), "Influencers are defined as a new approach to reaching consumers by promoting or marketing products."According to Shimp (2014), there are three key indicators for influencers namely: "Trustworthiness, Attractiveness, and Expertise."

1. Trustworthiness, based on an individual's perceived level of honesty, integrity and reliability.
2. Attractiveness, influencers are known to be attractive and consistent with the products they promote. Attractiveness, both physical and non-physical
3. Expertise relates to the influencer's ability, skills, knowledge, and the influencer's capacity to connect with the brand

they are promoting.

**Hedonic Motivation**

According to Kosyu, et al. (2014), "Hedonic motivation is the encouragement from consumers to buy because shopping cause their own pleasure and do not care what benefits are offered by the product. offered from the product." Meanwhile, according to Kirgiz (2014), "Consumers who behave hedonistically are those who often shopping to fulfill their desires and satisfaction." According to Ozen and Engizek (2014), "The motivation for hedonic shopping includes five dimensions, namely:

1. Adventure Shopping, Consumers seek novelty and personal pleasure during their e-commerce experience.
2. Value shopping, This dimension revolves around consumer satisfaction with sales, bargains, and discounts.
3. Idea shopping, Consumers engage in idea shopping to stay informed about new trends and fashions.
4. Social shopping, .involves purchase decisions that are driven by the the desire to socialize with friends and family
5. Relaxation shopping, this dimension refers to shopping as a means of relieving stress and improving mood.

**Fear of Missing Out (FoMo)**

Pryzbylski, Murayama, DeeHaan, and Gladwell (2013) state that that "Fear of Missing Out (FoMo) is an anxiety that occurs due to the fear of being left behind when other people experience various things.

fear of being left behind when others experience various impressive experiences. Pryzbylski, Murayama, DeeHaan, and Gladwell (2013) identified several indicators of FoMo, namely:

1. Fear, this relates to the emotional fear experienced when a person feels threatened by missing out on certain moments or events
2. Worry, arises when a person observes other people participating in a particular moment or event and experiences fear.
3. Anxiety as a response to an uncomfortable situation uncomfortable situation when one participates or refrains from participate in a moment or event

**Hipotesis Penelitian**

**Influence of Influencer Marketing on Fear of Missing Out (FoMo)**

According to Mahmud, et al. (2023) "Influencer marketing has a positive and significant impact on Fear of Missing Out (FoMO). positive and significant on Fear of Missing Out (FoMO). Thusalso with Schmuck's research (2021) in Mahmud, et al., (2023) which obtained similar results, namely when consumers, especially Gen-Z consumers.who obtained similar results, namely when consumers, especially Gen-Zwho follow influencers on social media, it is likely that they will experience an increase in FoMo because they continue to receive new information.

H1: The influence of Influencer Marketing has a positive and significant effect on Fear of Missing Out (FoMo)

**Fear of Missing Out (FoMo) on Purchase Decisions**

According to DS and Halidy (2022) in Suhartini and Maharani (2023) state that "Fear of Missing Out (FoMo) has a significant effect on the purchasing decisions of people in significant on public purchasing decisions in Bekasi City." Likewise, research conducted by Ningtyas and Fauzi (2023)which states that "Fear of missing out (FoMo) has a significant effect on purchasing decisions of users in Bekasi City.

H2: The influence of Fear of Missing Out (FoMo) has a positive and significant effect on Consumer Purchasing Decisions.

**Influencer Marketing on Purchasing Decisions**

According to Mahmud, et al. (2023) "Influencer marketing has a positive and significant impact on consumer purchasing decisions. positive and significant on consumer purchasing decisions. The findings of This is in line with the research of Pratiwi & Patrikha (2021) in Mahmud, et al. al. (2023), which uses a similar framework and finds that influencer marketing has a positive effect on consumer purchasing decisions. found that influencer marketing has a positive effect on purchasing decisions.

H3: Influencer Marketing has a positive and significant effect on Purchasing Decisions

**Hedonic Motivation on Purchasing Decisions**

According to Mahmud, et al., (2023) "Hedonic motivation has a positive and significant effect on purchasing decisions positive and significant on purchasing decisions." Likewise with research conducted by Nawarati (2024), which states that hedonic motivation has a significant effect on purchasing decisions purchasing decisions on TikTok Shop users.

H4: Hedonic Motivation has a positive and significant effect on Purchasing Decisions

**Influencer Marketing Mediated by Fear of Missing Out (FoMo)**

on Consumer Purchasing Decisions According to research conducted by Mahmud, et al. (2023) FoMo can mediate between social media content and purchasing decisions. Therefore, information provided to potential customers on social media can encourage purchasing decisions.

H5: Influencer Marketing Mediated by Fear of Missing Out (FoMo) has a positive and significant effect on Purchasing Decisions.



**Figure 1. Conceptual Framework**

### METHOD

The type of research used is quantitative research. According to Sugiyono (2018: 13), "Quantitative research methods are research based on concrete data and data in the form of numbers that will be analyzed using statistics as a tool to assess the problems to be studied in order to produce conclusions." This research will be conducted in Padang City in May 2024 until August 2024. The number of samples in this study were 210 consumers who had shopped on the TikTok application. In this study, data will be collected using a questionnaire data retrieval technique using the Partial Least Square (PLS).

**Table 1 Definition Operational**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Variable** | **Definition Operational** | **Indicator** |
| 1 | Purchasing Decision  | Purchasing decisions are part of consumer behavior about how individuals, groups, and organizations choose, buy, use, and how goods or services, ideas and experiences to decide their needs and wants to shop at TikTok Shop. | 1. Steadiness to buy after knowing product information.
2. Decided to buy because of the most preferred brand.
3. Buying because it suits your wants and needs.
4. Buying because of recommendations from others.
 |
| 2 | Influencer Marketing  | Influncer marketing is an approach taken by influencers in TikTok Shop who have the skills and expertise to influence consumer purchasing decisions by promoting or marketing a product. | 1. Trustworthiness
2. Attractiveness
3. Expertise
 |
| 3 | Hedonic Motivation  | Hedonic motivation is the urge of consumers to buy products at TikTok Shop because shopping creates its own pleasure without caring about what benefits the product offers.  | 1. Adventure Shopping,
2. Value shopping
3. Idea shopping
4. Social shopping
5. Relaxation shopping
 |
| 4 | Fear Of Missing Out  | Fear of Missing Out (FoMo) is an anxiety that occurs due to the fear of being left behind when others experience various things such as memorable experiences when shopping at TikTok Shop. | 1. Fear,
2. Worry
3. Anxiety
 |

**RESULT AND DISCUSSION**

The investigate employments a information investigation strategz with PLS (Partial Least Square), which maz be a variant based auxiliarz condition examination(SEM) procedure that can at the sae time test the outer model as well as test the inner model.

**Table 2. Outer Loading**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Purchasing Decision (Y)** | ***Influence Marketing* (X1)** | ***Hedonic Motivation* (X2)** | ***Fear of Missing Out* (Z)** |
| Y - 1.1 | 0,883 |  |  |  |
| Y - 1.2 | 0,866 |  |  |  |
| Y - 1.3 | 0,837 |  |  |  |
| X1 - 1.1 |  | 0,827 |  |  |
| X1 - 1.2 |  | 0,715 |  |  |
| X1 - 1.3 |  | 0,778 |  |  |
| X1 - 2.1 |  | 0,744 |  |  |
| X1 – 31. |  | 0,789 |  |  |
| X2 - 1.1 |  |  | 0,774 |  |
| X2 - 2.1 |  |  | 0,714 |  |
| X2 - 3.1 |  |  | 0,779 |  |
| X2 – 3.2 |  |  | 0,815 |  |
| X2 – 4.1 |  |  | 0,772 |  |
| X2 - 5.1 |  |  | 0,848 |  |
| X2 – 5.2 |  |  | 0,845 |  |
| X2 - 5.1 |  |  | 0,807 |  |
| Z - 1.1 |  |  |  | 0,921 |
| Z – 1.2 |  |  |  | 0,921 |
| Z - 1.3 |  |  |  | 0,938 |
| Z - 1.4 |  |  |  | 0,920 |

Source: Primary Data, 2024

Based on the table 2, it can be seen that the outer loading value is greater than 0.7, it can be concluded that the convergent validity of all indicators can be said to be valid.

**Table 3. Output AVE**

|  |  |
| --- | --- |
| **Variable** | **Average Variance Extracted (AVE)** |
| Purchasing Decision (Y) | 0,743 |
| Influencer Marketing (X1) | 0,595 |
| Hedonic Motivation (X2) | 0,633 |
| Fear of Missing Out (Z) | 0,855 |

Source: Primary Data, 2024

Based on the table 3, it can be seen that the average variance extracted (AVE) value on all indicators is above 0.5, it can be concluded that the convergent validity of all variables can be said to be valid.

**Table 4. Cross Loading Value**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Purchasing Decision (Y)** | **Influence Marketing (X1)** | **Hedonic Motivation (X2)** | **Fear of Missing Out (Z)** |
| Y - 1.1 | **0,883** | 0.435  | 0.306  | 0.015  |
| Y - 1.2 | **0,856** | 0.331  | 0.332  | 0.058  |
| Y - 1.3 | **0,837** | 0.313  | 0.260  | -0.031  |
| X1 - 1.1 | 0.400  | **0.827**  | 0.428  | 0.153  |
| X1 - 1.2 | 0.181  | **0.715**  | 0.506  | 0.357  |
| X1 - 1.3 | 0.278  | **0.778**  | 0.380  | 0.234  |
| X1 - 2.1 | 0.408  | **0.744**  | 0.271  | 0.022  |
| X1 – 31. | 0.334  | **0.789**  | 0.310  | 0.066  |
| X2 - 1.1 | 0.233  | 0.429  | **0.774**  | 0.397  |
| X2 - 2.1 | 0.218  | 0.305  | **0.714**  | 0.223  |
| X2 - 3.1 | 0.248  | 0.377  | **0.779**  | 0.521  |
| X2 – 3.2 | 0.375  | 0.429  | **0.815**  | 0.358  |
| X2 – 4.1 | 0.176  | 0.292  | **0.772**  | 0.543  |
| X2 - 5.1 | 0.266  | 0.430  | **0.848**  | 0.410  |
| X2 – 5.2 | 0.234  | 0.372  | **0.845**  | 0.408  |
| X2 - 5.1 | 0.351  | 0.419  | **0.807**  | 0.216  |
| Z - 1.1 | 0.028  | 0.199  | 0.459  | **0.921**  |
| Z – 1.2 | 0.029  | 0.184  | 0.435  | **0.921**  |
| Z - 1.3 | 0.023  | 0.213  | 0.437  | **0.938**  |
| Z - 1.4 | -0.021  | 0.175  | 0.385  | **0.920**  |

Source: Primary Data, 2024

Based on table 4, it can be seen that the correlation value of the variables to their respective indicators is greater than the correlation value of the variables to other indicators. Then, the correlation value of the variables to their respective indicators shows a value above 0.7, so it can be concluded that all indicators tested in this study have discriminant validity.

**Table 5 Cronbach Alpha and Composite Reability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel**  | **Cronbach's alpha**  | **Composite reliability**  | **criteria** |
| Purchasing Decision (Y) | 0,828 | 0,839 | Reliable |
| Influencer Marketing (X1) | 0,830 | 0,837 | Reliable |
| Hedonic Motivation (X2) | 0,918 | 0,938 | Reliable |
| Fear of Missing Out (Z) | 0,944 | 0,950 | Reliable |

Source: Primary Data, 2024

Based on table 5, it can be seen that all variables have an Alpha Cronbach value above 0.6 and Composite Reability above 0.7, so it can be concluded that all variables have fairly good reliability**.**

**Table 6. R Square**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **R-square** | **R-square Adjusted** | **Criteria** |
| Fear of Missing Out (Z) | 0,044 | 0,039 | Moderate  |
| Purchasing Decision (Y) | 0,230 | 0,218 | Weak  |

Source: Primary Data, 2024

Based on table 6, the mediating variable Fear of Missing Out (Z) has an R-Square value of 0.044 or 4%, meaning that the distribution of the Fear of Missing Out (Z) variable has a very weak contribution. Meanwhile, the remaining 96% can be explained outside the independent variables. Furthermore, it is known that the dependent variable on consumer purchasing decisions has an R-Square value of 0.230 or 23%, meaning that the distribution of consumer purchasing decision variables (Y) has a moderate contribution. Meanwhile, the remaining 77% can be explained outside the dependent variable.

**Table 7 Direct Effect**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variabel** | **Original Sample (O)** | **Sample mean (M)** | **Standard deviation (STDEV)** | **T statistics (O/STDEV)** | **P values** | **Hypothesis** |
| Influencer Marketing (X1) -> Fear of Missing Out (Z) | 0,210 | 0,212 | 0,071 | 2,948 | 0.003 | Accepted |
| Fear of Missing Out (Z) -> Purchasing Decision (Y) | 0,177 | 0,178 | 0,063 | 2,794 | 0,005 | Accepted |
| Influencer Marketing (X1) -> Purchasing Decision (Y) | 0,328 | 0,338 | 0,089 | 3,678 | 0,000 | Accepted |
| Hedonic Motivation (X2) -> Purchasing Decision (Y) | 0,270 | 0,271 | 0,099 | 2,735 | 0,005 | Accepted |

Source: Primary Data, 2024

1. Hypothesis testing 1: the effect of influencer marketing on fear of missing out

The test result on hypothesis 1 show that influencer marketing and fear of missing out have a P values of more than 0.05, namely 0.003 and a statistical t value greater than 1.96, namely 2.948. So, it can be concluded that this hypothesis test states that influencer marketing has a significant positive effect on fear of missing out.

1. Hypothesis testing 2: the effect of fear of missing out on purchasing decision

The test result on hypothesis 2 show that P values of 0.005 and a t statistic value greater than 1.96, namely 2.794. So, it can be concluded that this hypothesis test states that fear of missing out has a significant positive effect on consumer purchasing decisions.

1. Hypothesis testing 3: the effect of influencer marketing on purchasing decision

The test result on hypothesis 3 show that P values are smaller than 0.05, namely 0.000 and the t statistic value is greater than 1.96, namely 3.678. So, it can be concluded that this hypothesis test states that influencer marketing has a significant positive effect on consumer purchasing decisions.

1. Hypothesis testing 4: the effect of hedonic motivation on purchasing decision

The test result on hypothesis 4 show that P values of 0.005 and a t statistic value greater than 1.96, namely 2.735. So, it can be concluded that this hypothesis test states that hedonic motivation has a significant positive effect on consumer purchasing decisions.

**Table 8 Indirect Effect**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variabel** | **Original Sample (O)** | **Sample mean (M)** | **Standard deviation (STDEV)** | **T statistics (O/STDEV)** | **P values** | **Hypothesis** |
| Influencer Marketing (X1) -> Fear of Missing Out (Z) -> purchasing decisions (Y) | -0.037 | -0.037 | 0,019 | 2,008 | 0.045 | Accepted |

Source: Primary Data, 2024

1. Hypothesis testing 5: the effect of influencer marketing with purchasing decisions mediated by fear of missing out

The test result on hypothesis 5 show that influencer marketing with purchasing decisions mediated by fear of missing out, the P values are smaller than 0.005, namely 0.045 and the t statistic value is greater than 1.96, namely 2.008. So, it can be concluded that this hypothesis test states that influencer marketing has a significant negative effect on consumer purchasing decisions mediated by fear of missing out.

**The effect of influencer marketing on fear of missing out**

The results showed that influencer marketing has a significant effect on fear of missing out. The results of this study are supported by previous research conducted by According to Mahmud, et al. (2023) "Influencer marketing has a positive and significant impact on Fear of Missing Out (FoMO). Likewise, Schmuck's research (2021) in Mahmud, et al., (2023) obtained similar results, namely when consumers, especially Gen-Z, who follow influencers on social media, are likely to experience an increase in FoMo because they continue to receive new information.

**The effect of fear of missing out on purchasing decision**

The results showed that fear of missing out has a significant effect on consumer purchasing decisions. The results of this study are supported by previous research according to DS and Halidy (2022) in Suhartini and Maharani (2023) which states that "Fear of Missing Out (FoMo) has a significant effect on people's purchasing decisions". Furthermore, based on research conducted by Sari and Darma (2024), it states that fear of missing out (FoMo) has a positive and significant impact on purchasing decisions. This means that the fear of missing out affects a consumer in determining the purchase of a product.

**The effect of influencer marketing on purchasing decision**

The results showed that influencer marketing has a significant effect on consumer purchasing decisions. The results of this study are supported by research according to Mahmud, et al. (2023) "Influencer marketing has a positive and significant impact on consumer purchasing decisions. This finding is in line with the research of Pratiwi & Patrikha (2021) in Mahmud, et al. (2023), which uses a similar framework and finds that influencer marketing has a positive effect on purchasing decisions. In this study, influencer trust plays an important role in providing information to consumers.

**The effect of hedonic motivation on purchasing decision**

The results showed that Hedonic motivation has a significant effect on consumer purchasing decisions. The results of this study are supported by the findings of Mahmud, et al., (2023) which states that "Hedonic motivation has a positive and significant effect on purchasing decisions." Likewise, research conducted by Nawarati (2024), which states that hedonic motivation has a significant effect on purchasing decisions for TikTok Shop users.

**The effect of influencer marketing with purchasing decisions mediated by fear of missing out**

The results of this study are also supported by previous research by Mahmud, et al. (2023) which states that FoMo can mediate between social media content created by influencers based on information provided to consumers that drives purchasing decisions. Furthermore, based on research conducted by Sari and Darma (2024), it is stated that influencer marketing significantly influences purchasing decisions through fear of missing out with promotions carried out by influencers that are accurate and attractive so as to encourage consumers' desire to buy.

**CONCLUSSION**

There is a significant influence between Influencer marketing on consumer purchasing decisions. There is a significant influence between hedonic motivation on consumer purchasing decisions. There is a significant influence between Fear of missing out has a significant positive effect on consumer purchasing decisions. There is a significant influence between Influencer marketing has a significant effect on fear of missing out. There is a significant influence between Influencer marketing between purchasing decisions with fear of missing out.

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