

THE ROLE OF SOCIAL INFLUENCE AS A MEDIATOR OF THE EFFECT OF SOCIAL MEDIA MARKETING AND FEAR OF MISSING OUT ON PURCHASE DECISIONS

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ABSTRACT

This study examines the effect of Social Media Marketing and Fear of Missing Out (FOMO) on Purchase Decisions, both directly and through Social Influence as a mediating variable, among consumers of Gemara Grill, a grill-concept culinary business in Malang Regency, East Java. The phenomenon underlying this study is that Gemara Grill's social media activity generates high reach but a relatively high skip rate and short average viewing time, suggesting that awareness has not fully translated into purchase decisions. This quantitative, explanatory, and causal-associative study involved 140 respondents selected through purposive sampling and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that Social Media Marketing and Fear of Missing Out each have a positive and significant effect on Social Influence and on Purchase Decision, Social Influence has a positive and significant effect on Purchase Decision, and Social Influence partially mediates the effect of both Social Media Marketing and Fear of Missing Out on Purchase Decision. These findings confirm that consumer purchase decisions are shaped not only by direct marketing stimuli and psychological urgency but also by the social influence that these factors generate.

Keywords: Social Media Marketing; Fear of Missing Out; Social Influence; Purchase Decision; PLS-SEM

Article history

Received: Agustus 2026

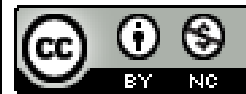
Reviewed: Agustus 2026

Published: Agustus 2026

Plagirism checker no 80

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Publish by : musytari



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INTRODUCTION

The rapid development of digital technology has transformed marketing, making social media an important platform for product promotion, consumer interaction, and purchase decisions. Consumers increasingly rely on reviews, testimonials, influencer recommendations, and other users' experiences rather than company information alone, making purchase decisions increasingly influenced by social and interactive factors.

Social media use in Indonesia has grown significantly. Data Reportal for 2021-2025 shows substantial growth across platforms such as YouTube, Instagram, TikTok, and Facebook, with TikTok reaching approximately 180 million users in 2025. Instagram also remains widely used to search for product information, follow trends, and view recommendations. Through promotion, information sharing, and interaction, Social Media Marketing can increase brand awareness and consumer interest (Zuhad & Yoestini, 2023).

Purchase decisions in the digital era are increasingly influenced by emotional and social factors such as trends, viral content, and recommendations. This study applies the Stimulus-Organism-Response (S-O-R) framework (Mehrabian et al., 1974), Social Comparison Theory (Festinger, 1954), and the Theory of Reasoned Action and Theory of Planned Behavior (Fishbein & Ajzen, 1975; Ajzen, 1991). These theories explain the relationships among Social Media Marketing, FOMO, Social Influence, and Purchase Decision.

Fear of Missing Out (FOMO) refers to anxiety about missing popular experiences or trends (Przybylski et al., 2013). On social media, FOMO can arise from viral content, limited promotions, and recommendations, encouraging consumers to purchase more quickly. Social digital reports from 2023-2026 indicate an increasing FOMO tendency among social media users, with TikTok identified as the dominant platform (Mikaela et al., 2026). Meanwhile, Social Influence from friends, family, influencers, and digital communities can shape purchase decisions and function as a subjective norm influencing consumer behavior (Ajzen, 1991).

Gemara Grill is a culinary MSME in Malang Regency that uses Instagram and TikTok as its main marketing channels. During the most recent 90 days, its social media generated 148,943 impressions and reached 11,984 accounts, with 89.9% from non-followers. One FYP reel reached 39,612 views. However, engagement remained relatively low, reflected in a 61.4% skip rate and an average viewing time of approximately 12 seconds. This indicates that high social media reach does not necessarily translate into deeper engagement or purchase decisions, suggesting the potential role of FOMO and Social Influence.

Previous studies have examined various factors influencing consumer behavior in digital and social media environments. Insani et al. (2025) found that Social Influence contributes to Purchase Decision among Valorant players in Malang, with Emotional Attachment examined as a mediating mechanism. Meanwhile,

Mala et al. (2025) explored brand love and e-trust in shaping revisit intention through shopping experiences on TikTok Live among Generation Z. In the food and beverage SME context, Mala et al. (2026) examined branding-related factors that influence purchase intention. These studies demonstrate that social influence, digital consumer experiences, and branding factors are relevant to consumer behavioral responses. However, the existing studies have examined these relationships separately and have not specifically integrated Social Media Marketing and Fear of Missing Out as antecedents of Social Influence in explaining Purchase Decision. In particular, research examining Social Influence as a mediating variable between Social Media Marketing and Fear of Missing Out toward Purchase Decision remains limited. Therefore, this study addresses this gap by examining the direct effects of Social Media Marketing and Fear of Missing Out on Social Influence and Purchase Decision, as well as the mediating role of Social Influence in these relationships among Gemara Grill consumers.

Based on this phenomenon and research gap, this study examines the effects of Social Media Marketing and Fear of Missing Out on Purchase Decision and Social Influence, the effect of Social Influence on Purchase Decision, and the mediating role of Social Influence in the relationship between Social Media Marketing, FOMO, and Purchase Decision among Gemara Grill consumers.

LITERATURE REVIEW

Grand Theory

The Stimulus-Organism-Response (S-O-R) model, developed within environmental psychology by Mehrabian et al. (1974), explains that stimuli originating from the environment-such as marketing activity-can trigger an individual's internal emotional and cognitive evaluation (organism), which in turn drives a behavioral response. In this study, Social Media Marketing and Fear of Missing Out function as external and internal stimuli, respectively, that shape consumer evaluation and ultimately drive Purchase Decision as the behavioral response.

Social Comparison Theory, first introduced by Festinger (1954), holds that individuals are driven to evaluate themselves through comparison with others, encompassing upward, downward, and lateral comparison. Within social media environments such as Instagram and TikTok, this comparison process intensifies because the experiences, activities, and choices of others are continuously visible, which can trigger the emergence of FOMO and heighten sensitivity to social influence.

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), and its extension, the Theory of Planned Behavior (TPB) by Ajzen (1991), center on attitude toward behavior and subjective norms as key determinants of behavioral intention. These theories explain that individual behavior is shaped in

part by social pressure or the expectations of others, which in this study is reflected through the Social Influence construct as a determinant of Purchase Decision.

Social Media Marketing

Social Media Marketing is a form of digital marketing that promotes products or services through social media and company websites, organically or through paid means (Yadav & Rahman, 2017). Through platforms such as Instagram, TikTok, and Facebook, companies can reach broad audiences in an effective, efficient, and interactive manner, and effective Social Media Marketing has been shown to increase brand equity and purchase intention (Yadav & Rahman, 2017). In this study, Social Media Marketing is measured through five indicators adapted from Yadav and Rahman (2017): Interactivity, Informativeness, Personalization, Trendiness, and Word of Mouth.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is the anxiety experienced when other people are perceived to be having a valuable experience, accompanied by a desire to stay connected with what others are doing through social media (Przybylski et al., 2013). FOMO is typically characterized by feelings of fear, worry, and anxiety arising from an unmet basic need to belong. In this study, FOMO is measured through four indicators adapted from a combination of Przybylski et al. (2013) and Duradoni et al. (2025): Worry of Losing an Experience, the Need to Stay Connected, Dissatisfaction with Oneself, and FOMO-Driven Consumption.

Social Influence

Social Influence refers to the social influence that can change an individual's behavior, shaped by factors such as small social groups, family, and the consumer's social role and status (Bearden et al., 1989). In this study, Social Influence is measured through two dimensions adapted from Bearden et al. (1989): Normative Influence, reflecting a consumer's tendency to adjust dining choices to be accepted by their social group, and Informational Influence, reflecting a consumer's tendency to seek information from others before deciding to visit a dining establishment.

Purchase Decision

Purchase decision is at the core of consumer behavior, defined as the process of selecting one course of action from two or more available alternatives, a process that unfolds through a series of systematic stages rather than occurring instantly (Chiu et al., 2012). In the social media context, engaging and relevant advertising content can influence consumer preferences and encourage purchase decisions (Wachyuni et al., 2024). In this study, Purchase Decision is measured through three indicators adapted from the purchase-intention concept developed by Chiu et al. (2012) and Diallo (2012): Intention to Buy/Visit, Confidence in the Decision, and Tendency to Recommend.

Conceptual Framework and Hypothesis Development

The conceptual framework of this study is built on the Stimulus-Organism-Response model (Mehrabian et al., 1974), Social Comparison Theory (Festinger, 1954), and the Theory of Reasoned Action/Theory of Planned Behavior (Fishbein & Ajzen, 1975; Ajzen, 1991). These perspectives explain how Social Media Marketing and Fear of Missing Out act as stimuli that shape Social Influence and ultimately drive Purchase Decision, both directly and through the mediating pathway of Social Influence.

Social Media Marketing acts as a stimulus that provides information, entertainment, interaction, and trendiness to consumers, forming a positive evaluation of the product or brand that in turn drives purchase behavior. Empirical studies support a positive relationship between Social Media Marketing and Purchase Decision (Hanaysha, 2022; 2023, جاد).

H1. Social Media Marketing has a positive and significant effect on Social Influence.

Consistent with S-O-R, exposure to Social Media Marketing content, interaction, reviews, influencer endorsement, and electronic word of mouth strengthens social exposure, which shapes consumers' perceptions, attitudes, and preferences as these become increasingly influenced by the opinions, recommendations, and behavior of the surrounding digital community.

Fear of Missing Out is a psychological condition marked by intense anxiety over being left behind from experiences, trends, or possessions enjoyed by others, particularly as amplified through social media, which creates an emotional urge to act quickly, including making a purchase, in order to stay socially relevant.

H2. Fear of Missing Out has a positive and significant effect on Social Influence.

Grounded in Social Comparison Theory (Festinger, 1954), individuals with high FOMO tend to be more sensitive to what others around them do, own, or recommend, both offline and online, making them more susceptible to group norms, prevailing trends, and social pressure from online and offline communities.

H3. Social Media Marketing has a positive and significant effect on Purchase Decision.

Social Media Marketing activity, through informative, entertaining, interactive, and trend-following content, provides a stimulus that shapes consumer evaluation and encourages a purchase decision as the behavioral response, consistent with the S-O-R framework.

H4. Fear of Missing Out has a positive and significant effect on Purchase Decision.

As an internal organism condition arising from external social and digital stimuli, FOMO creates emotional urgency that drives consumers to make faster purchase decisions in order not to feel left behind by trends or experiences that others are enjoying.

H5. Social Influence has a positive and significant effect on Purchase Decision.

Grounded in TRA/TPB (Fishbein & Ajzen, 1975; Ajzen, 1991), Social Influence operates through mechanisms such as subjective norms, compliance with the expectations of others, group identification, and internalization of reference-group values; when important others or reference groups support or recommend a product, the tendency to make a purchase decision increases.

H6. Social Influence mediates the effect of Social Media Marketing on Purchase Decision.

Within the S-O-R framework, Social Media Marketing serves as the initial stimulus received by consumers, while Social Influence functions as the internal mechanism that translates this stimulus into the behavioral response of a purchase decision.

H7. Social Influence mediates the effect of Fear of Missing Out on Purchase Decision.

FOMO heightens individual sensitivity to the opinions, behavior, and social trends developing in the surrounding environment; this sensitivity is then reinforced through the Social Influence mechanism, encouraging individuals to purchase so as not to feel left behind by their reference group and social community.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory and causal-associative research design to examine the effect of Social Media Marketing (X1) and Fear of Missing Out (X2) on Purchase Decision (Y), with Social Influence (Z) as a mediating variable, analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 (J. F. Hair et al., 2021). The object of the study consists of these four research variables, while the subject of the study is active social media users who have seen Gemara Grill's promotional content on social media and have purchased its products. The study was conducted at Gemara Grill in Malang Regency, East Java, from April to July 2026, covering instrument preparation, questionnaire pilot testing, questionnaire distribution, data processing, and analysis and report preparation.

The population of this study consists of all Gemara Grill consumers who have seen the brand's marketing content on social media and have purchased its products; because Gemara Grill does not maintain a formal registered customer database, the population size cannot be identified precisely (an infinite population). The sampling technique used was non-probability purposive sampling, based on the following criteria: (1) at least 17 years of age; (2) an active user of social media, particularly Instagram or TikTok; (3) has seen Gemara Grill promotional or informational content on social media; (4) has purchased a Gemara Grill product at least once; and (5) willing to complete the research questionnaire. Following J. F. Hair et al.

(2021), the minimum sample size for PLS-SEM was determined using an approach of 10 times the number of indicators; with 14 indicators used in the research model, the resulting sample size is 140 respondents (14 indicators $\times$ 10).

Data were collected through a five-point Likert-scale questionnaire (from strongly disagree to strongly agree) as the primary technique, distributed online via Google Form and offline directly to qualifying consumers, supported by interviews with the business and documentation of social media content, reviews, and testimonials. Primary data were obtained directly from respondents, while secondary data were obtained from books, scientific journals, prior research, articles, and statistical reports relevant to the study. Data analysis was conducted in two stages: descriptive statistical analysis of respondent characteristics and variable perceptions, and inferential analysis using PLS-SEM. Model evaluation covered the outer model-convergent validity through Average Variance Extracted (AVE), discriminant validity through the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), and construct reliability through Cronbach's Alpha, rho_A, and Composite Reliability-as well as the inner model, comprising collinearity testing through the Variance Inflation Factor (VIF), the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), hypothesis testing through path coefficients and bootstrapping, mediation testing through specific indirect effects, and model fit evaluation through the Standardized Root Mean Square Residual (SRMR).

RESULTS AND DISCUSSION

RESULTS

1. Respondent Characteristics

Gemara Grill is a culinary business serving grill-concept menus in Malang Regency, East Java, aimed at the taste preferences of young consumers and active social media users. The characteristics of the 140 Gemara Grill customers who participated as respondents in this study are presented in Table 1.

Category	Group	n	%
Gender	Male	62	44.29
	Female	78	55.71
Age	17-20 years	54	38.57
	21-25 years	61	43.57
	26-30 years	21	15.00
	> 30 years	4	2.86
Education	Junior high school	2	1.43
	Senior high/vocational school	71	50.71
	Diploma	8	5.71

Category	Group	n	%
	Bachelor's degree	52	37.14
	Postgraduate	3	2.14
	Other	4	2.86
Occupation	Student	58	41.43
	Private employee	48	34.29
	Civil servant	7	5.00
	Entrepreneur	18	12.86
	Homemaker	5	3.57
	Other	4	2.86
Monthly income/allowance	< IDR 1,000,000	31	22.14
	IDR 1,000,000-2,500,000	55	39.29
	IDR 2,500,001-5,000,000	39	27.86
	> IDR 5,000,000	15	10.71
Domicile	Malang City	78	55.71
	Malang Regency	39	27.86
	Batu City	17	12.14
	Outside Greater Malang	6	4.29
Most-used platform	TikTok	52	37.14
	Instagram	45	32.14
	WhatsApp	18	12.86
	YouTube	14	10.00
	Facebook	5	3.57
	X / Other	6	4.28
Daily social media use	< 1 hour	5	3.57
	1-3 hours	38	27.14
	4-6 hours	61	43.57
	> 6 hours	36	25.71

Table 1. Respondent Characteristics (n = 140). Source: Processed questionnaire data, 2026.

Table 1 shows that respondents were predominantly female (55.71%), aged 21-25 years (43.57%), with a senior high/vocational school background (50.71%), working as students (41.43%), earning IDR 1,000,000-2,500,000 per month (39.29%), domiciled in Malang City (55.71%), most frequently using TikTok (37.14%) followed by Instagram (32.14%), and using social media 4-6 hours per day (43.57%). This profile indicates that most respondents belong to a young, digitally active consumer segment well positioned to evaluate the Social Media Marketing, Fear of Missing Out, Social Influence, and Purchase Decision constructs examined in this study.

2. Descriptive Statistics

Descriptive analysis shows that all four research variables fall into the high category (mean range 3.41-4.20). Social Media Marketing obtained an overall high rating, with Interactivity as its strongest indicator (mean 4.08) and Informativeness and Word of Mouth as its relatively weakest, though still high, indicators (mean 3.95 each). Fear of Missing Out likewise fell into the high category, with the Need to Stay Connected as its strongest indicator (mean 3.75) and Dissatisfaction with Oneself its weakest (mean 3.61), indicating that FOMO among Gemara Grill customers is more experience-oriented and socially driven than rooted in self-evaluation. Social Influence obtained an overall mean of 4.04 (high), with Normative Influence (mean 4.11) somewhat stronger than Informational Influence (mean 3.98). Purchase Decision obtained an overall mean of 3.81 (high), with Intention to Buy/Visit as its strongest indicator (mean 3.96), followed by Tendency to Recommend (mean 3.80) and Confidence in the Decision (mean 3.68).

3. Measurement Model (Outer Model)

Convergent validity was assessed through Average Variance Extracted (AVE), with a construct declared convergently valid if $AVE \geq 0.50$ (Ringle et al., 2015). As shown in Table 2, all constructs met this criterion, ranging from 0.687 (Social Media Marketing) to 0.858 (Social Influence).

Construct	AVE	Criterion	Remarks
Social Media Marketing (X1)	0.687	≥ 0.50	Convergently valid
Fear of Missing Out (X2)	0.834	≥ 0.50	Convergently valid
Social Influence (Z)	0.858	≥ 0.50	Convergently valid
Purchase Decision (Y)	0.774	≥ 0.50	Convergently valid

Table 2. Average Variance Extracted (AVE). Source: Processed SmartPLS output, 2026.

Discriminant validity was tested using the Fornell-Larcker criterion, under which a construct is discriminantly valid if the square root of its AVE exceeds its correlation with any other construct (Ringle et al., 2015), and was corroborated by Heterotrait-Monotrait Ratio (HTMT) values below 0.90 for every construct pair (ranging from 0.622 to 0.843), confirming that all four constructs are empirically distinct.

Construct	FOMO (X2)	Purchase Decision (Y)	SMM (X1)	Social Influence (Z)
Fear of Missing Out (X2)	0.913			
Purchase Decision (Y)	0.778	0.880		
Social Media Marketing (X1)	0.609	0.744	0.829	
Social Influence (Z)	0.647	0.812	0.717	0.926

Table 3. Discriminant Validity - Fornell-Larcker Criterion. Diagonal values are the square roots of AVE. Source: Processed SmartPLS output, 2026.

Construct reliability was tested through Cronbach's Alpha, rho_A, and Composite Reliability, with a construct declared reliable if Cronbach's Alpha ≥ 0.70 and Composite Reliability falls between 0.70 and 0.95 (Ringle et al., 2015). As shown in Table 4, all constructs exceeded this threshold by a wide margin, ranging from 0.963 to 0.982 for Cronbach's Alpha, confirming excellent internal consistency.

Construct	Cronbach's Alpha	rho_A	Composite Reliability
Social Media Marketing (X1)	0.967	0.967	0.970
Fear of Missing Out (X2)	0.982	0.983	0.984
Social Influence (Z)	0.967	0.967	0.973
Purchase Decision (Y)	0.963	0.964	0.968

Table 4. Reliability Test Results. Source: Processed SmartPLS output, 2026.

4. Structural Model (Inner Model)

Multicollinearity among constructs was tested using the Variance Inflation Factor (VIF), with the criterion of no multicollinearity if $VIF < 5$ (Ringle et al., 2015). As shown in Table 5, all structural paths recorded VIF values between 1.590 and 2.409, well below the threshold.

Path	VIF	Criterion	Remarks
SMM (X1) $\rightarrow$ Social Influence (Z)	1.590	< 5	No multicollinearity
FOMO (X2) $\rightarrow$ Social Influence (Z)	1.590	< 5	No multicollinearity
SMM (X1) $\rightarrow$ Purchase Decision (Y)	2.226	< 5	No multicollinearity
FOMO (X2) $\rightarrow$ Purchase Decision (Y)	1.859	< 5	No multicollinearity
Social Influence (Z) $\rightarrow$ Purchase Decision (Y)	2.409	< 5	No multicollinearity

Table 5. Collinearity Statistics (VIF). Source: Processed SmartPLS output, 2026.

The coefficient of determination (R^2) shows that Social Media Marketing and Fear of Missing Out jointly explain 58.5% of the variance in Social Influence (moderate category), while Social Media Marketing, Fear of Missing Out, and Social Influence jointly explain 79.0% of the variance in Purchase Decision (strong category), indicating that the structural model has a strong explanatory capacity for the outcome variable of primary interest. Effect size (f^2) analysis shows that Social Media Marketing has a large effect on Social Influence ($f^2 = 0.400$) and a small effect on Purchase Decision ($f^2 = 0.103$), while Fear of Missing Out has a medium effect on Social Influence ($f^2 = 0.169$) and a large effect on Purchase Decision ($f^2 = 0.369$); Social Influence itself has a medium-to-large effect on Purchase Decision ($f^2 = 0.332$). Predictive relevance (Q^2) values for both Social Influence and Purchase Decision were above zero, confirming that the model has adequate predictive relevance for both endogenous constructs.

5. Hypothesis Testing (Path Coefficients)

Hypothesis testing was conducted through bootstrapping in SmartPLS 4.0, with a relationship declared significant at the 5% level if t-statistics > 1.96 and p-value < 0.05 (Ringle et al., 2015). The results, presented in Table 6, support all five hypothesized direct paths.

Hyp.	Path	B (O)	t-statistic	p-value	Result
H1	SMM (X1) → Social Influence (Z)	0.514	8.138	0.000	Supported
H2	FOMO (X2) → Social Influence (Z)	0.334	5.285	0.000	Supported
H3	SMM (X1) → Purchase Decision (Y)	0.219	3.130	0.002	Supported
H4	FOMO (X2) → Purchase Decision (Y)	0.379	4.919	0.000	Supported
H5	Social Influence (Z) → Purchase Decision (Y)	0.409	5.789	0.000	Supported

Table 6. Hypothesis Testing Results (Path Coefficients). Source: Processed SmartPLS output, 2026.

Mediation testing was conducted using specific indirect effects obtained through bootstrapping. As shown in Table 7, Social Influence significantly and partially mediates the effect of both Social Media Marketing and Fear of Missing Out on Purchase Decision, since both the direct and the indirect paths are statistically significant.

Hyp.	Path	B (indirect)	t-statistic	p-value	Result
H6	SMM (X1) → Social Influence (Z) → Purchase Decision (Y)	0.210	4.020	0.000	Partial mediation
H7	FOMO (X2) → Social Influence (Z) → Purchase Decision (Y)	0.137	4.464	0.000	Partial mediation

Table 7. Specific Indirect Effects (Mediation Testing). Source: Processed SmartPLS output, 2026.

Model fit was evaluated using the Standardized Root Mean Square Residual (SRMR), with a value below 0.08 indicating good fit (Ringle et al., 2015). The model obtained an SRMR of 0.072, confirming that the structural model fits the empirical data well.

DISCUSSION

Effect of Social Media Marketing on Social Influence. Social Media Marketing has a positive and significant effect on Social Influence ($\beta = 0.514$; $t = 8.138$; $p = 0.000$), the strongest path in the model and the largest effect size ($f^2 = 0.400$). Interactivity emerged as the strongest indicator of Social Media Marketing (mean 4.08), suggesting that Gemara Grill's ability to build two-way communication with consumers is its greatest strength in generating social influence: content that is viewed, commented on, shared, and discussed by consumers becomes a source of information that shapes the perceptions and choices of other consumers. This result is consistent with the S-O-R framework, whereby Social Media Marketing operates as an external stimulus that shapes consumers' internal evaluation of, and attention to, their social environment.

Effect of Fear of Missing Out on Social Influence. FOMO has a positive and significant effect on Social Influence ($\beta = 0.334$; $t = 5.285$; $p = 0.000$). The Need to Stay Connected was the strongest FOMO indicator (mean 3.75), while Dissatisfaction with Oneself was the weakest (mean 3.61), indicating that FOMO among Gemara Grill's consumers is primarily experience-oriented and socially driven rather than rooted in negative self-evaluation. This is consistent with Social Comparison Theory (Festinger, 1954): as consumers observe others enjoying Gemara Grill through social media, they compare themselves with those experiences and become more attentive to the opinions and behavior of their social environment, consistent also with the Social Influence and Theory of Planned Behavior perspectives (Kelman, 1958; Ajzen, 1991) used in this study.

Effect of Social Media Marketing on Purchase Decision. Social Media Marketing has a positive and significant, though comparatively modest, direct effect on Purchase Decision ($\beta = 0.219$; $t = 3.130$; $p = 0.002$; $f^2 = 0.103$), consistent with Fitriani and Viyani (2024) but differing from Ulfi Yani (2023), who found that Social Media Marketing influences purchase intention rather than the purchase decision directly. This direct effect is plausible given that respondents were active social media users-mostly using social media 4-6 hours per day (43.57%) and predominantly on TikTok (37.14%) and Instagram (32.14%)-and had all previously seen Gemara Grill content and made a purchase, conditions under which marketing stimuli translate relatively easily into purchase decisions despite the brand's relatively high content skip rate.

Effect of Fear of Missing Out on Purchase Decision. FOMO has a positive and significant effect on Purchase Decision, and the largest effect size in the model together with Social Media Marketing's effect on Social Influence ($\beta = 0.379$; $t = 4.919$; $p = 0.000$; $f^2 = 0.369$). This indicates that Gemara Grill's purchase decisions are not driven solely by functional food needs but also by psychological urgency to obtain an experience that is currently popular or socially significant, consistent with the S-O-R framework in which FOMO functions as the organism condition that converts external stimuli into the purchase-decision response.

Effect of Social Influence on Purchase Decision. Social Influence has a positive and significant effect on Purchase Decision ($\beta = 0.409$; $t = 5.789$; $p = 0.000$; $f^2 = 0.332$), the strongest direct predictor of Purchase Decision in the model. Consistent with the Theory of Reasoned Action/Theory of Planned Behavior (Fishbein & Ajzen, 1975; Ajzen, 1991), this indicates that normative and informational influence from friends, family, reference groups, and other consumers provide consumers with confidence and validation for their dining choices, and that Gemara Grill consumers become more confident in purchasing when their choice receives acceptance or recommendation from their social environment.

Mediating Role of Social Influence. Social Influence partially mediates the effect of both Social Media Marketing ($\beta = 0.210$; $t = 4.020$; $p = 0.000$) and Fear of Missing Out ($\beta = 0.137$; $t = 4.464$; $p = 0.000$) on Purchase Decision, since the corresponding direct effects also remain significant. This indicates that

Gemara Grill's Social Media Marketing activity and consumers' FOMO drive purchase decisions not only directly but also by strengthening the social influence consumers perceive from their environment. In other words, Social Media Marketing content and the psychological urgency created by FOMO become more effective in driving purchase decisions when reinforced by acceptance, recommendations, and shared experience within consumers' social environment, confirming that customer experience and social mechanisms play a central role in translating marketing stimuli and psychological drivers into purchase behavior.

CONCLUSION

Based on the results of data analysis and hypothesis testing, this study concludes that Social Media Marketing and Fear of Missing Out each have a positive and significant effect on Purchase Decision, both directly and through Social Influence as a partial mediating variable, among consumers of Gemara Grill. Social Media Marketing and Fear of Missing Out also each have a positive and significant effect on Social Influence, and Social Influence in turn has a positive and significant effect on Purchase Decision, with the largest direct contribution to Purchase Decision among the model's predictors. These findings confirm that purchase decisions at Gemara Grill are formed through a combination of direct marketing stimuli, psychological urgency not to be left behind by trends, and validation from the surrounding social environment, with interactivity as the strongest facet of Social Media Marketing and the need to stay connected as the strongest facet of FOMO.

For Gemara Grill, these findings suggest strengthening interactive engagement and encouraging word-of-mouth sharing to reinforce the already-strong direct and social-influence pathways of Social Media Marketing, while channeling consumers' need to stay connected through consistent, non-pressuring updates on new menus, promotions, and events, paired with customer reviews and user-generated content that can further strengthen Social Influence. Future research is encouraged to extend the model with additional constructs such as Customer Satisfaction, Brand Image, Perceived Value, Customer Trust, Service Quality, Price, Product Quality, or Electronic Word of Mouth, to broaden the object of study to other culinary businesses with different product characteristics, consumer segmentation, and digital marketing strategies using larger samples for greater generalizability, and to consider a longitudinal design to observe how Fear of Missing Out, Social Influence, Social Media Marketing, and Purchase Decision evolve over time.

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