

Antecedent of Purchase Decision Skincare Product

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Abstract

This study aims to ascertain how the Mediation of FOMO and empirical buy intent influence influencer marketing and purchasing decisions. 189 individuals participated in an online survey that was used to collect data. Those at least 15–35 years old, interested in influencers, and residing in Cirebon were eligible to participate in this study. The data analysis utilizes Structural Equation Modeling (SEM) with Smart PLS 4.0 software to differentiate constructs. The results reveal that Influencer Marketing positively affects FOMO (Fear of Missing Out), showing an outer loading of 0.938, but it has a notably negative effect on purchase decisions with an outer loading of -0.362. FOMO has a positive impact on both purchasing decisions (with an external loading of 0.275) and purchase intentions (with an external loading of 0.911). The decision (with an external loading of 0.275) and purchase intentions (with an external loading of 0.911). With an external loading of 1.057, Purchase Intent positively influences 1.057, Purchases. Purchase Intent positively impacts the Purchase Decision. Additionally, FOMO mediates the relationship between Influencer and Purchases (with an external loading of approximately 0.258). The relationship between FOMO and Purchasing Decisions (with an outer loading of around 0.963). Companies must thus think about efficient marketing techniques to raise consumer knowledge and interest in their products, as Influencer Marketing can affect Purchase Decisions through FOMO and Purchase Intent.

Keywords: *Influencer Marketing, Fear of Missing Out (FOMO), Purchase Intention, Purchase Decision*

INTRODUCTION

The growth of commercial and industrial world indicates the more intense competition among companies, which forces them to provide higher-quality and more valuable products to survive, grow, and accomplish their objectives. Offer, they will decide which goods to buy, making the purchasing choice one of the most crucial items to consider. Purchase decisions occur with the action of consumers to buy or not to buy products (Koesoemaningsih., 2013) in (Murad, M. J., 2025).

One of the products that is currently developing rapidly is body care products. Scarlett Whitening is a type of business engaged in the beauty sector, especially in the field of body and facial care, and it has been tested by BPOM so that it is safe from all types of use. Scarlett Whitening is a local Indonesian brand established at the end of 2017. This brand is a product owned by a celebrity in Indonesia, Felicia Angelista. Scarlett Whitening has been trusted to be able to whiten the skin instantly. Because of the belief in this product, many women in Indonesia choose to buy Scarlett Whitening products. Purchase decisions are what customers do when they decide whether or not to purchase goods (Kotler, 2002) in (Wardani & Maskur, 2022).

Scarlett Whitening implements a reasonably aggressive marketing strategy, one of which is through promotions on social media by collaborating with popular artists and influencers as brand ambassadors. Based on existing data, personal care products formulated to brighten the skin are in great demand by the Indonesian people. 2022 is expected to be a busy year to launch skin-lightening products for use outside the body and consumption. As a local personal care brand, Scarlett Whitening managed to capture a market share of 23.4%, much higher than other brands. The various products offered by Scarlett, ranging from body lotions, shower gels, and body scrubs to face serums that function as skin lighteners, further strengthen her position. Indonesian people tend to prefer local products for their care. Scarlett, a relatively new local

beauty brand, has achieved significant international market share, currently occupying the top three positions with a market share of 8.7%, after Nivea and Vaseline, which each have a market share of 9.0%. With the rapid growth of the local beauty product market, Scarlett is committed to becoming a market leader with products categorized as beauty products (Nuriyah et al., 2023) in (Ardhianti & Kusuma, 2023).

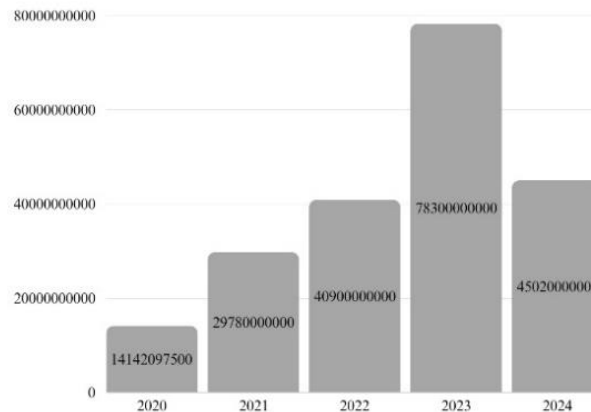


Figure 1 Scarlett Whitening Sales Data Year 2020-2024

Source: Kompas.co.id (2022), Kalodata.com (2024)

Figure 1 shows that Scarlett Whitening has quite good sales, as evidenced by an increase in sales for four consecutive years. In 2020, Scarlett Whitening had sales of around Rp. 14.1 billion increased by 110.58% in 2021, doubling revenue from the previous year. In 2022, Scarlett Whitening's sales increased slightly by 37.34%; this year is a period of recovery from COVID-19, so people's purchasing power increases. One of Felicia Angelista's strategies for increasing her sales traffic is by using Korean influencers as Scarlett Whitening's brand ambassadors, such as Song Joongki, TWICE, Lee Min-ho, and Boy Band EXO (Kompasiana, 2022). The increase in resales occurred and became the most significant sales peak in 2023, which was 91.44%, with a total revenue of around Rp.78.3 billion. This invited K-POP fans to become FOMO for this product and decided to buy Scarlett Whittening's product.

The existence of a conflict that occurred at the end of 2023 which had an impact on the sales of Scarlett Whitening in 2024, there was a decrease in sales of 42.50% due to a product boycott carried out by the public due to the country's support for the war conflict carried out by the company, as reported by (CNN Indonesia, 2023) where the issue could reduce the sales chart and rating. However, some other people did not respond to the issue and remained loyal customers of Scarlett Whittening. This problem proves that the community's power significantly influences product purchasing.

Marketing through influencers is heavily influenced by technological advancements, which can be seen from the social media support given by influencers to various products, such as toiletries, food, and clothing. According to research (Kurniawan., 2019) (Carolina & Mahestu, 2020), millennials in Indonesia tend to be influenced by Fear of Missing Out (FOMO). Factors such as social environment, cultural influences, age, and professional background contribute to the emergence of FOMO—a psychological state where individuals are highly susceptible to external trends and quickly embrace widely accepted ideas (Kang et al., 2020). Influencers tend to target teenagers looking for self-identity, make it easier for them to be influenced in following social media trends, and motivate them to imitate the influencer's behavior (Carolina & Mahestu, 2020). These consumers not only buy products but also establish an emotional closeness with brands, which can improve their purchasing behavior.

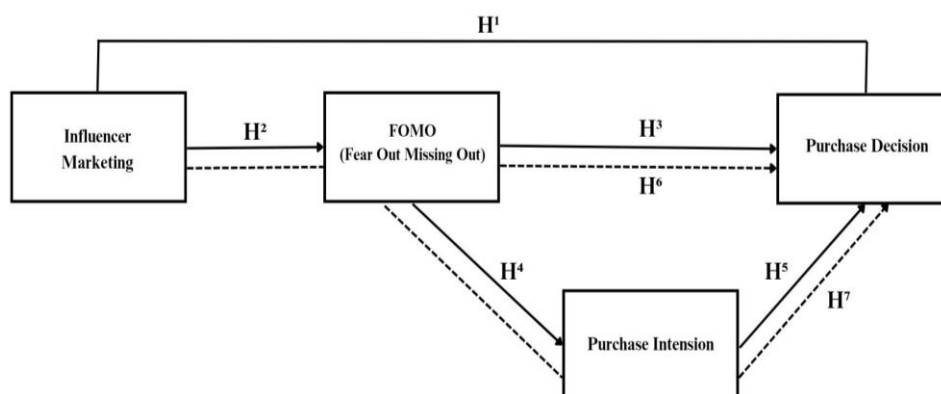
Fomo is characterized by a deep fear that the other person may have an interesting experience that the person does not have (Przybylski et al., 2013). Anxiety about losing social

interaction, even beneficial experiences, particularly in the context of social media, is another explanation of FOMO (Alt & Boniel-Nissim, 2018). Low self-esteem, social anxiety, the drive to fit in, the desire to maintain relationships, and the Fear of falling behind are the characteristics of FOMO (Dinh et al., 2023). FOMO indicators are feelings of worry that others will get something useful, feelings of neglect if they do not follow trends, worry if others are having fun, feeling anxious about missing out on trends, regrets if not trying and buying new products, feeling annoyed that they will miss opportunities if they do not try products and worrying about missing products recommended by influencers (Dinh et al., 2023).

Exposure to purchase intent, according to (Kotler & Keller, 2019), is how much customers buy a brand or how likely it is for customers to move from one brand to another. The dimensions of buying intent are interest, certainty, and possibility. First, customers are interested in looking for information about a product and are interested in trying it. Second, customers want to dig deeper into the product they aim for and consider whether to buy it or cancel their intentions. Third, customers desire to buy products and make product purchase decisions. Indicators of purchase intention are interested in looking for and trying a product, knowing its usefulness and considering the product, and the desire to purchase the product (Syamsurya & Ahmad, 2023).

Purchase decision is a crucial step in the purchasing process that involves several considerations before initiating it. Additionally, Alma states in Curatman et al. (2021) that several factors, including price, promotion, economy, product, technology, politics, and culture, influence consumer behavior. Suharto also states in Curatman et al. (2021) that purchase decisions involve the process of problem-solving, information gathering, alternative evaluation, and the purchasing process. According to Asani (2024), purchase decision comprises several dimensions, including perceived value, which relates to the product's utility based on its price, brand preference, which represents consumers' affinity for a particular brand, social influence, which is the social factor that affects purchase decisions, and perceived risk, which pertains to consumers' attitudes towards the purchase.

Figure 2. Conceptual Framework



Source: Processed by Researchers 2025 Hypothesis Formulation

RESEARCH METHODS

Association techniques are used in this research along with a quantitative methodology. The association approach is a research method that tests hypotheses about the relationships between two or more variables (Radjab, E & Jam'an, A, 2019). Specifically, this study will

examine two relationships: "The Role of Purchase Intention as a Mediator in Influencer Marketing Related to Purchases" and "The Role of FOMO (Fear of Missing Out) in Mediating the Impact of Influencer Marketing on Purchases."

Customers of the Scarlett Whitening product residing in the Cirebon area are the demographic of the research. The widespread presence of Scarlett Whitening products in the Cirebon area forms the basis of this study. The number of Scarlett Whitening users in Cirebon City has not been measured, hence the population is unknown in detail. According to Hair in (Damayanti et al., 2024), The population size cannot be precisely identified on its own; therefore. The sample size must be at least five to ten times greater than the total number of measurement items. In this study, 189 samples were utilized, determined by adapting 27 measurement items and applying a multiplier of seven to the total item count, thus achieving the minimum recommended criteria. The sample taken in this measurement is Scarlett Whitening users in Cirebon City.

Sampling uses purposive sampling, which means that samples are taken according to a specific classification (Radjab & Jam'an, 2017). The required participant criteria are (1) Individuals who have used Scarlett Whitening products, (2) Living in Cirebon City, and (3) At least 15-35 years old. The data collection technique uses an online questionnaire. The Likert scale is used, consisting of 5 points for the items, which are: 5 - Strongly Agree, 4 - Agree, 3 - Neutral, 2 - Disagree, and 1 - Strongly Disagree.

Validation, reliability, R-Square (R²), and hypothesis testing utilizing Structural Equation Modeling (SEM) with Smart PLS 3.0 software are all part of quantitative data analysis. This method seeks to explain the link between the two variables. Social science researchers frequently use SEM to link theory and facts. Additionally, it is capable of path analysis using latent variables (Hair et al., 2017, 2021).

RESULT AND DISCUSSION

Users of Scarlett Whitening products in the city of Cirebon are the subjects of this study. Table 1 displays the respondents' demographic and background characteristics.

Table 1: Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Age	15-20 years	37	19,6%
	21-25 years	109	57,7%
	25-30 years	32	16,9%
	31-35 years	11	5,8%
Gender	Male	43	22,8%
	Female	146	77,2%

Source: 2025 Data Processing Results

Based on the characteristics table above, there were 43 male with 146 female respondents, average respondent was 21-25 years old, with a percentage of 57.7%.

Validity

When evaluating the validity of convergence, external loading values and the average variance extracted (AVE) are important metrics. An indicator is deemed valid when it achieves an external loading of at least 0.7 and an AVE value of no less than 0.5 (Setiaman, 2023). The table below presents the external loading and AVE figures associated with this research.

Table 2: Convergent Validity Test Values

Variable	Indicator	Outer Loading	AVE	Information
Influencer Marketing (X)	X.1	0,764	0,569	VALID
	X.2	0,769	0,569	VALID
	X.3	0,733	0,569	VALID
	X.4	0,724	0,569	VALID
	X.5	0,713	0,569	VALID
	X.6	0,759	0,569	VALID
	X.7	0,782	0,569	VALID
	X.8	0,727	0,569	VALID
	X.9	0,760	0,569	VALID
	X.10	0,796	0,569	VALID
	X.11	0,751	0,569	VALID
	X.12	0,769	0,569	VALID
Fear Out Missing Or (Z1)	Z1.1	0,766	0,594	VALID
	Z1.2	0,733	0,594	VALID
	Z1.3	0,790	0,594	VALID
	Z1.4	0,787	0,594	VALID
	Z1.5	0,776	0,594	VALID
Purchase Intention (Z2)	Z2.1	0,788	0,574	VALID
	Z2.2	0,738	0,574	VALID
	Z2.3	0,751	0,574	VALID
	Z2.4	0,720	0,574	VALID
	Z2.5	0,777	0,574	VALID
	Z2.6	0,768	0,574	VALID
Purchase Decision (Y)	Y.1	0,742	0,593	VALID
	Y.2	0,763	0,593	VALID
	Y.3	0,801	0,593	VALID
	Y.4	0,774	0,593	VALID

Source: Smart PLS Output

Referring to the data in Table 2, it can be inferred that the values for both outer loading and AVE are statistically significant. This suggests that the indicators employed in this study are valid, fulfilling the required standards outer loading exceeding 0.7 and AVE above 0.5 making them suitable for application in long-term research.

Table 3: Cross Loading

Indicator	Influencer Marketing (X)	Fear of Missing Out (Z1)	Purchase Intention (Z2)	Purchase Decision (Y)
X.1	0,764			
X.2	0,769			
X.3	0,733			
X.4	0,724			
X.5	0,713			
X.6	0,759			
X.7	0,782			
X.8	0,727			
X.9	0,760			
X.10	0,796			

X.11	0,751			
X.12	0,769			
Z1.1		0,766		
Z1.2		0,733		
Z1.3		0,790		
Z1.4		0,787		
Z1.5		0,776		
Z2.1			0,788	
Z2.2			0,738	
Z2.3			0,751	
Z2.4			0,720	
Z2.5			0,777	
Z2.6			0,768	
Y.1				0,742
Y.2				0,763
Y.3				0,801
Y.4				0,774

Source: Smart PLS Output

Referring to the information presented in Table 3, each indicator value from the variables can be analyzed: Influencer Marketing (X), Fear of missing Out (Z1), Purchase Intention (Z2), and Purchase Decision (Y) produce a value of more than 0.7. This proves that the test results of each variable are valid.

Reliability Test

The reliability of the composite and Cronbach's alpha must be at least 0.7 (Setiawan, 2023). In determining latent variables, the indicators of reliability will be established using these values. These values are presented in the following table.

Table 4: Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Influencer Marketing (X)	0,931	0,932
Fear of Missing Out (Z1)	0,829	0,829
Purchase Intention (Z2)	0,851	0,852
Purchase Decision (Y)	0,771	0,772

Source: Smart PLS Output

It can be concluded from Table 4 that the reliability testing of the indicators for Influencer Marketing (X), Fear of Missing Out (Z1), Purchase Intention (Z2), and Purchase Decision (Y) resulted in values exceeding 0.7. This indicates that the test results for each variable are considered reliable.

R-squared (R²) Test

The R-square test is designed to demonstrate how effectively endogenous variables can estimate structural models. Based on the strength of each model, it is grouped into weak, medium, and firm models with 0.19, 0.33, and 0.67, respectively (Setiawan, 2023). The values of R² can be displayed in the table below.

Table 5: R-squared and Adjusted – squared

Variable	R-Square	Adjusted R Square
Fear of Missing Out	0,880	0,955
Purchase Intention	0,830	0,879
Purchase Decision	0,955	0,929

Source: SmartPLS Output

The purpose of the R-square test is to indicate effectiveness of endogenous variables in predicting structural models.

Hypothesis Testing

In this study, the hypothesis was evaluated by analyzing the T and p values. A T-statistic of 1.96 was recorded, corresponding to a significance threshold of 0.005. The hypothesis is rejected if the T-statistic surpasses 1.96 and the p-value falls under 0.05 (Setiaman, 2023).

Table 6: Path Coefficients

Hypothesis	Original Sample (O)	T-Statistics	P-Value	Information
Influencer Marketing (x) → Purchase Decision (y)	-0,362	3,370	0,001	VALID
Influencer Marketing (x) → Fear Of Missing Out (z1)	0,938	60,466	0,000	VALID
Fear Of Missing Out (z1) → Purchase Decision (y)	0,275	3,010	0,003	VALID
Fear Of Missing Out (z1) → Purchase Intention (z2)	0,911	91,025	0,000	VALID
Purchase Intention (z2) → Purchase Decision (y)	1,057	18,169	0,000	VALID

Based on Table 6, all hypotheses in this study on path coefficients can be analyzed as follows:

H1: Influencer marketing has a positive influence on purchasing decisions

Previous studies by Purchase decisions were found to be significantly impacted by influencer marketing. Prior studies have demonstrated that influencer marketing positively affects consumers' buying decisions (Anggoro Wilis & Faik, 2022; Isna Amelia Nurhamidah, 2022; Mandiri et al., 2022). Influencer marketing influences consumer decisions and creates psychology conditions, such as FOMO, that can drive consumer behavior. The connection between influencers and consumer behavior is indicated by a t-statistic of 3.370 and a p-value of 0.001. Since the p-value is below 0.05 and the t-statistic exceeds 1.96, indicating a statistically significant correlation. Since both of these findings satisfied the predetermined standards, Hypothesis 1 is declared. Agreed. Given that the initial sample's (O) value was -0.362, a negative number, **H1 was accepted: Influencer marketing significantly impacts purchase decisions.** These findings suggest that while influencer marketing has a considerable impact on purchase decisions, the influence is in a negative direction, meaning that the more exposure to influencer marketing, the less likely consumers are to make purchases. Thus, the increase in Influencer Marketing activity is followed by decreased purchasing decisions. The results suggest that the strategy of Influencer Marketing has not had a favorable effect on consumer behavior. Therefore, it is essential to reassess the role of influencers to enhance purchasing decisions related to Scarlett Whitening products.

H2: Influencer marketing has a positive influence on FOMO

Some previous research has shown that FOMO is positively influenced by influencers. (Gunawan & Andara, 2025; Mahmud et al., 2023; Solaiman & Pangaribuan, 2024). Influencer marketing and FOMO variables had statistically significant T-values of 60.466 and 0.000, respectively. Hypothesis 2 is accepted because of the statistical T-value of 60.466, higher than 1.94, and the p-value of 0.000. A positive value is inferred based on the Original Sample (O) value of 0.938. Thus, **H2 was accepted: Influencer marketing significantly and favorably impacts Fear of Missing Out.** This shows that the more intense the Influencer Marketing activities carried out by Scarlett Whitening, the higher the FOMO consumers feel. This positive influence means that marketing strategies through influencers can create a feeling of FOMO on Scarlett's products among the audience. In other words, consumers feel motivated to get Scarlett

products immediately so as not to feel left behind by trends uploaded by influencers. These findings reinforce the importance of influencers in providing messages to potential consumers to help them make purchasing decisions.

H3: FOMO has a positive influence on Purchasing Decisions

Previous studies have indicated purchase intention benefits decision-making processes (Satriawan, 2020). The t-statistic values for the variables FOMO and Purchase Decision are 3.010 and 0.003, respectively. Since the p-value of 0.003 is below the 0.05 significance level and the t-value of 2.397 is higher than the critical value of 1.96, these findings provide evidence in favor of hypothesis H3. Moreover, the Original Sample Value (O) of 0.275 indicates a positive correlation between the variables. Consequently, **H3 accepted: FOMO exerts a positive and significant influence on the purchase decisions** of customers using Scarlett Whitening products. This suggests that an increase in consumers FOMO related to the trend of utilizing Scarlett Whitening products correlates with a heightened motivation to make purchases.

H4: FOMO has a positive influence on Purchase Intention

Research conducted by (Widyastuti, 2022) indicates that Fear of Missing Out (FOMO) notably impacts consumers' intentions to engage in e-commerce purchases. The author posits that prevailing market trends can amplify consumer anxiety regarding the necessity to remain informed about the latest trends, prompting them to frequently visit online marketplaces to discover currently popular products (Widyastuti, 2022). Additional studies affirm that FOMO positively correlates with purchase intentions (Widjaya et al., 2024; Yani & Rojuaniah, 2023). The analysis shows a T-statistic of 91.025 and a p-value of 0.000 for the link between FOMO and purchase intention. Because the T-statistic surpasses the threshold of 1.96 and the p-value falls under 0.05, the data convincingly rejects the null hypothesis H4. Additionally, the Original Sample coefficient (O) at 0.911 indicates a robust positive association between these variables. **H4 is supported: FOMO exerts a significant and positive influence on the Purchase Intentions** of consumers using Scarlett Whitening products in Cirebon City. The findings suggest an increasing trend, indicating that consumers' Fear of missing out is becoming more pronounced, intensifying their intent to purchase Scarlett Whitening products. This positive relationship highlights that the apprehension of missing the opportunity to utilize the product may motivate consumers to make future purchases.

H5: Purchase intention has a positive influence on purchase decisions

The purchasing decision has been made with a positive impact on decision making (Satriawan, 2020). The statistical analysis of the relationship between Purchase Intention and Purchase Decision reveals a T value of 18.169 and a p-value of 0.000. The T value significantly exceeds the critical limit of 1.96, and the p-value is well below the 0.05 threshold, indicating a highly significant relationship. These findings indicate a statistically significant correlation between purchase intention and purchase decision, thereby supporting hypothesis **H5: Purchase intention positively influences purchase decisions**. Furthermore, the Original Sample Value (O) of 1.057 verifies that Purchase Intention positively and significantly influences the purchasing behavior of Scarlett Whitening customers in the Cirebon region. This result is consistent with consumer behavior theory, which highlights intention as a crucial factor driving purchase choices and behaviors. As a result, strengthening purchase intention through well-designed marketing strategies can boost consumer buying power and potentially lead to sustained growth in product sales over time. **Table 7: Indirect Effect Specification**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STEDV)	P Values	Information
Influencer Marketing	0,258	0,276	0,089	2,903	0,004	VALID

→ Fear Out Missing Out → Purchase Decision						
Fear Out Missing Out →Purchase Intention → Purchase Decision	0,963	0,975	0,054	17,697	0,000	VALID

H6: FOMO (Fear Out Missing Out) mediates between Influencer Marketing and Purchase Decisions

According to the research conducted by (Sari & Darma, 2024; Solaiman & Pangaribuan, 2024) influencers have a positive and significant impact on consumer purchasing decisions through the media of FOMO (Fear of Missing Out). The FOMO variable, acting as a mediator between Influencer Marketing and Purchase Decisions, yielded a t-statistic of 2.903 and a p-value of 0.004. Since the p-value falls below the 0.05 significance level and the t-statistic surpasses the critical cutoff of 1.96, the results are deemed statistically significant and support the acceptance of the hypothesis. Therefore, **H6 accepted: Fear of Missing Out (FOMO) as a mediator between Influencer Marketing and Purchase Decisions.** Findings from the study reveal that FOMO serves as a key mediator between influencer marketing and consumer behavior. Essentially, influencer marketing's impact on purchasing choices often operates indirectly, subtly driven by the increased feeling of FOMO experienced by consumers. When consumers see content promoted by influencers for Scarlett Whitening products, they worry about missing out on trends, experiences, or profits displayed by influencers. The experience of FOMO generates an urgent desire to obtain a product right away, thereby reinforcing the connection between influencer marketing and consumer purchasing decisions.

H7: Purchase Intention mediates between FOMO and Purchase Decision

Research has previously shown that FOMO has a positive effect on purchasing decisions; however, other studies have found a positive influence of FOMO on purchasing decisions. (Widjaya et al., 2024; Widyastuti, 2022; Yani & Rojuaniah, 2023). The analysis showed that the T-value for purchase intention acting as a mediator between Fear of Missing Out (FOMO) and Purchase Decision was 17.697, with a corresponding p-value of 0.000. Since the T-value exceeds the critical threshold of 1.96 and the p-value is below 0.05, the findings are statistically significant and support the proposed hypothesis. Therefore, **H7 accepted Purchase Intention as a mediator between FOMO and the Purchase Decision.** The experience of Fear of Missing Out (FOMO) incites an immediate urge to purchase a product, enhancing the association between influencer marketing and consumer purchasing behavior. Therefore, emotional approaches by influencers and social media are considered effective in influencing overall consumer purchasing behavior. When customers experience FOMO towards Scarlett Whitening products, such as the Fear of following beauty trends promoted by influencers, this willingness to buy the product emerges. The buyer's final decision has a direct impact on high buying intent.

CONCLUSION

This study's results validate the significant impact of influencer marketing on consumer behavior, particularly in driving Fear of Missing Out (FOMO) and shaping purchase decisions. The findings confirm that purchase intention plays a crucial mediating role in the relationship

between FOMO and purchase decisions. Moreover, FOMO is found to be a key mediator between influencer marketing and consumer responses. The research suggests that incorporating influencer marketing into promotional strategies can effectively trigger FOMO, motivating consumers to make purchases, especially for Scarlett Whitening products in Cirebon City. Ultimately, the study highlights the influential role of social media influencers in guiding consumer purchasing decisions and their psychological impact on consumers.

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These findings offer valuable insights for marketers and brands seeking to leverage influencer marketing in their promotional strategies. By partnering with influencers who can create engaging content and generate FOMO, brands can potentially increase purchase intentions and drive sales. Furthermore, understanding the psychological mechanisms underlying influencer marketing can help brands tailor their marketing efforts to better resonate with their target audience, ultimately enhancing the effectiveness of their campaigns.

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