

# Influence of Digital Marketing, FOMO, and Influencer Marketing on Skintific Purchase Decisions in Samarinda

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## ABSTRACT

This study aims to analyze the influence of Digital Marketing, Fomo (Fear of Missing Out), and Influencer Marketing on purchasing decisions for Skintific skincare products in Samarinda City. The study population was Skintific product users in Samarinda City. The study used a purposive sampling technique with a sample of 128 respondents. Data were collected through a Likert scale questionnaire and analyzed using SEM-PLS with SmartPLS 3.0. The results showed that Digital Marketing, Fomo (Fear of Missing Out), and Influencer Marketing had a positive and significant effect on purchasing decisions. Digital Marketing was the most dominant variable with a path coefficient of 0.407, followed by Influencer Marketing (0.327) and Fomo (Fear of Missing Out) (0.206). The R-Square value of 0.608 indicated that 60.8% of the variation in purchasing decisions could be explained by these three variables.

**Keywords:** Digital Marketing, Fomo (Fear of Missing Out), Influencer Marketing, Purchase Decision.

## I. Introduction

The global beauty industry continues to experience rapid growth, driven by increasing public awareness of the importance of skincare and innovations in product formulation. According to [Republika.co.id](https://republika.co.id) (2024), the beauty and personal care industry in Indonesia is projected to reach IDR 142 trillion in 2024, with an annual growth rate of approximately 4.02% for the 2024–2029 period. Based on data from [Vritimes](https://vritimes.com) (2025), in the third quarter of 2024, Skintific led the online serum and essence market with a market share of 10.1%, followed by Elformula (6.1%), The Originote (4.1%), Y.O.U (4.0%), and Somethinc (3.4%). Skintific also recorded the highest sales value on the Shopee and Tokopedia marketplaces during the first quarter of 2024, with the official SKINTIFIC\_ID store contributing IDR 47.6 billion, representing a 66.48% market share in the beauty care category ([Compas.co.id](https://compas.co.id), 2024).

Locally, Skintific sales at the Big Mall Samarinda pop-up store have demonstrated a consistent monthly upward trend. In August 2024, 1,176 units were sold; this figure increased to 1,214 units in September 2024 and remained stable in October 2024 at 1,230 units. Subsequently, a significant increase occurred in November 2024, reaching 1,541 units, which continued to rise through December 2024, culminating in total sales of 1,725 units. This success is inseparable from aggressive digital marketing strategies encompassing digital advertisements and social media promotions, the utilization of the FOMO (Fear of Missing Out)

phenomenon through flash sales and limited-time offers, and collaborations with influencers such as Tasya Farasya, who possess high credibility and substantial follower bases.

Several previous studies have examined the influence of digital marketing, FOMO (Fear of Missing Out), and influencer marketing on purchase decisions. Willis and Faik (2022) stated that digital marketing and influencer marketing significantly influence purchase decisions. Lombok and Samadi (2022) demonstrated that digital marketing has a positive impact on purchase decisions for Emina skincare products. Furthermore, Putri et al. (2024) revealed that FOMO (Fear of Missing Out) plays a role in enhancing purchase decisions for Facetology skincare products via the TikTok Shop platform. Although these studies have substantiated the influence of digital marketing, FOMO (Fear of Missing Out), and influencer marketing on purchase decisions, the majority of this research remains focused on other brands and has predominantly been conducted in major metropolitan areas such as Jakarta and Surabaya. To date, there is limited research specifically examining how these three factors influence purchase decisions for Skintific products in the city of Samarinda. Therefore, this study aims to analyze the influence of digital marketing, FOMO (Fear of Missing Out), and influencer marketing on purchase decisions for Skintific skincare products in Samarinda.

## II. Literature Review

### 2.1. The Influence of Digital Marketing on Purchase Decisions

Digital marketing is a marketing strategy that utilizes digital technology to reach consumers and promote products or services. According to Kotler and Keller (2016, pp. 638–639), digital marketing encompasses various media, such as websites, social media, email, and other interactive technologies. According to Tjiptono and Chandra (2017), digital marketing can be measured using four primary indicators: Trust, Convenience, Information Quality, and Price. Empirical research supports this relationship, as Lestari et al. (2025) and Awaluddin (2025) state that effective digital marketing strategies can drive consumer purchase decisions. Therefore, the hypothesis proposed in this study is:

*H1: Digital marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda.*

### 2.2. The Influence of FOMO (Fear of Missing Out) on Purchase Decisions

According to Kotler et al. (2021, p. 40), FOMO (Fear of Missing Out) is the feeling of anxiety or fear of being left behind regarding experiences, information, or trends deemed important. Przybylski et al. (2013) explain that FOMO is an anxiety that arises when an individual feels left out of rewarding social experiences enjoyed by others. FOMO can be measured using three indicators: Fear, Worry, and Anxiety. Studies by Lazuardi and Usman (2025) and Ardianti and Sofyan (2024) state that psychological pressure resulting from FOMO can increase consumers' desires to purchase products immediately. Therefore, the hypothesis proposed in this study is:

*H2: FOMO (Fear of Missing Out) has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda.*

### 2.3. The Influence of Influencer Marketing on Purchase Decisions

Influencer marketing is a marketing strategy that utilizes influential individuals to promote a product or brand to a broader audience. According to Kotler and Keller (2016, p. 625), marketing through influencers can increase brand awareness and build consumer trust. There are four indicators used to measure influencer marketing: Popularity, Credibility, Attractiveness, and Power. Research by Evrianti et al. (2025) and Pajriyanti and Permana (2025) demonstrates that an influencer's credibility and power significantly influence purchase decisions. Therefore, the hypothesis proposed in this study is:

*H3: Influencer marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda.*

### III. Research Method

#### 3.1. Population and Sample

The population in this study comprises users of Skintific skincare products in the city of Samarinda. The sampling technique utilized was purposive sampling, based on the following criteria: (1) a minimum age of 17 years; (2) residing in Samarinda; (3) having purchased a Skintific product at least once; (4) having interacted with Skintific's digital marketing content on social media or e-commerce platforms; and (5) having seen or followed influencers promoting Skintific products. Based on these criteria, a sample of 128 respondents was obtained, calculated using the formula by Hair et al. (2014) by multiplying 16 indicators by 8 ( $16 \times 8 = 128$ ).

#### 3.2. Data Types and Sources

This study employs quantitative data, utilizing primary data sources obtained directly from respondents through the distribution of questionnaires to Skintific skincare product users in Samarinda. Primary data were selected because they provide accurate and relevant information aligned with the research objectives. According to Sugiyono (2019, p. 296), primary data are data obtained directly from the original source through data collection techniques such as interviews, questionnaires, or observations.

#### 3.3. Data Collection Methods

Data collection was conducted by distributing online questionnaires to Skintific product users in Samarinda. This approach was selected to allow respondents to complete the questionnaire more practically, flexibly, and efficiently, without temporal or spatial constraints.

#### 3.4. Variable Measurement

The research variables consist of purchase decisions as the dependent variable, and digital marketing, FOMO (Fear of Missing Out), and influencer marketing as the independent variables. All variables were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The operationalization of all research variables is presented in Table 1.

**Table 1. Operationalization of Research Variables**

Variable	Indicator	Code	Questionnaire Item
Digital Marketing (X1) (Tjiptono & Chandra, 2017)	Trust	X1.1	I feel more confident buying Skintific products because of the official store, authenticity labels, and warranty services.
	Convenience	X1.2	I find it easy to shop for Skintific products because the digital store layout is organized, navigation is easy, and payment methods are diverse.
	Information Quality	X1.3	I am helped in making purchase decisions because Skintific product information is presented comprehensively, such as descriptions, ingredients, benefits, and customer reviews.
	Price	X1.4	I am interested in buying Skintific products due to discounts, bundling promos, flash sales, and prices that match the quality.

FOMO (Fear of Missing Out) (X2)  (Przybylski et al., 2013)	Fear	X2.1	I feel afraid of being left behind if I do not immediately buy Skintific products that are popular on social media.
	Worry	X2.2	I worry about not being able to follow beauty trends if I do not own Skintific products that many people are using.
	Anxiety	X2.3	I feel anxious if the Skintific product I want runs out of stock before I have the chance to buy it.
Influencer Marketing (X3)  (Alifa & Saputri, 2022)	Popularity	X3.1	I know about Skintific products through influencers who frequently share skincare reviews on social media.
	Credibility	X3.2	I believe that influencers who promote Skintific products provide honest and trustworthy reviews.
	Attractiveness	X3.3	I am attracted to the way influencers promote Skintific products because their delivery is engaging and easy to understand.
	Power	X3.4	I am more interested in buying Skintific products after seeing promotions from influencers on social media.
Purchase Decision (Y)  (Kotler & Armstrong, 2018)	Product Choice	Y.1	I buy Skintific products because they suit my skin's needs.
	Brand Choice	Y.2	I choose Skintific because I trust its quality and reputation.
	Purchase Channel Choice	Y.3	I prefer to buy Skintific products through e-commerce because of its convenience and security.
	Purchase Amount	Y.4	I often buy more than one Skintific product when there is a promo or discount.
	Purchase Timing	Y.5	I tend to buy Skintific products when there are special promos or discounts.

### 3.5. Data Analysis Techniques

Data analysis in this study utilized the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method using SmartPLS version 3.0 software. The testing included: (1) convergent validity test (loading factor and AVE); (2) discriminant validity test (cross-loading); (3) reliability test (Cronbach's Alpha and Composite Reliability); and (4) hypothesis testing via bootstrapping, observing a t-statistic > 1.96 and a p-value < 0.05.

## IV. Results and Discussion

### 4.1. Convergent Validity Test

The convergent validity test observes the loading factor and Average Variance Extracted (AVE) values. The loading factor criterion is acceptable if its value is > 0.7, and the AVE value is > 0.5 (Ghozali & Latan, 2015, p. 76).

**Table 2. Outer Loading**

	Digital Marketing	FOMO (Fear of Missing Out)	Influencer Marketing	Purchase Decision
<b>X1.1</b>	0.789			
<b>X1.2</b>	0.862			
<b>X1.3</b>	0.814			
<b>X1.4</b>	0.807			
<b>X2.1</b>		0.942		
<b>X2.2</b>		0.942		
<b>X2.3</b>		0.924		

<b>X3.1</b>		0.726	
<b>X3.2</b>		0.867	
<b>X3.3</b>		0.856	
<b>X3.4</b>		0.899	
<b>Y.1</b>			0.798
<b>Y.2</b>			0.824
<b>Y.3</b>			0.732
<b>Y.4</b>			0.789
<b>Y.5</b>			0.822

Based on Table 2, all indicators possess a loading factor value > 0.7; therefore, all research instruments are declared valid. The Average Variance Extracted (AVE) value for all variables is > 0.5 (Digital Marketing = 0.670; FOMO = 0.876; Influencer Marketing = 0.705; Purchase Decision = 0.630), thus fulfilling the criteria for good convergent validity. Furthermore, the AVE values for each variable are presented in Table 3.

**Table 3. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)	Remarks
Digital Marketing (X1)	0.670	Valid
FOMO (Fear of Missing Out) (X2)	0.876	Valid
Influencer Marketing (X3)	0.705	Valid
Purchase Decision (Y)	0.630	Valid

Based on Table 3, all variables possess an Average Variance Extracted (AVE) value > 0.5, thereby fulfilling the criteria for good convergent validity.

#### 4.2. Discriminant Validity Test

The discriminant validity test in this study employs the cross-loading criterion. The cross-loading criterion is considered fulfilled if the cross-loading value of a latent variable indicator is greater than the correlation value of that indicator with other variables (Ghozali & Latan, 2015, p. 77).

**Table 4. Cross Loading**

	Digital Marketing	FOMO (Fear of Missing Out)	Influencer Marketing	Purchase Decision
X1.1	0.789	0.238	0.428	0.469
X1.2	0.862	0.365	0.448	0.578
X1.3	0.814	0.192	0.359	0.476
X1.4	0.807	0.326	0.564	0.616
X2.1	0.316	0.942	0.580	0.512
X2.2	0.248	0.942	0.573	0.452
X2.3	0.401	0.942	0.607	0.577
X3.1	0.422	0.383	0.726	0.501
X3.2	0.396	0.570	0.867	0.538
X3.3	0.590	0.512	0.856	0.587
X3.4	0.462	0.625	0.899	0.655
Y.1	0.549	0.410	0.441	0.798
Y.2	0.574	0.553	0.613	0.824
Y.3	0.493	0.329	0.446	0.732
Y.4	0.520	0.443	0.639	0.789
Y.5	0.486	0.437	0.547	0.822

Based on Table 4, all variable items correlate more highly with their measured variables and correlate less with other unmeasured variables. Overall, discriminant validity using cross-loading is fulfilled.

#### 4.3. Reliability Test

The reliability test is conducted by observing the Cronbach's Alpha and Composite Reliability values. A variable is declared reliable if the Cronbach's Alpha value is  $> 0.6$  and the Composite Reliability is  $> 0.7$  (Kusumah, 2023, p. 203).

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Digital Marketing (X1)	0.836	0.890	Valid
FOMO (Fear of Missing Out) (X2)	0.930	0.955	Valid
Influencer Marketing (X3)	0.858	0.905	Valid
Purchase Decision (Y)	0.853	0.895	Valid

Based on Table 5, the Cronbach's Alpha for all variables demonstrates values greater than 0.6, and the Composite Reliability for all variables exhibits values above 0.7. Consequently, the criteria are fulfilled, and the reliability of the variables is acceptable (reliable).

#### 4.4. Hypothesis Testing

Hypothesis testing is conducted by observing the t-statistic and p-values. A significant influence between variables can be identified when the t-statistic  $> 1.96$  or the p-value  $< 0.05$  (Hair et al., 2019, p. 781).

**Table 6. R-Square**

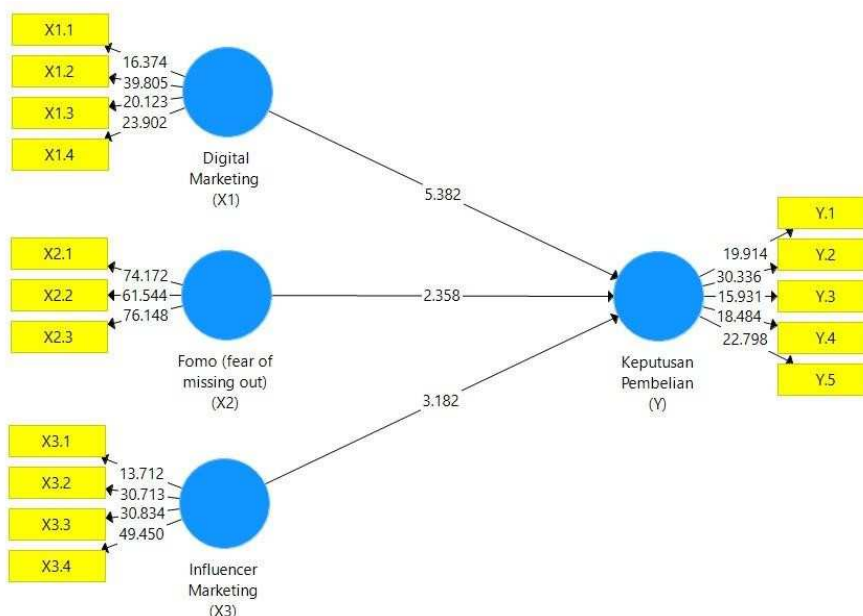
Variable	R-Square
Purchase Decision	0.608

Based on Table 6, the R-Square value of 0.608 indicates that Digital Marketing, FOMO, and Influencer Marketing can explain the variance in purchase decisions by 60.8%, while the remaining 39.2% is influenced by other factors outside the research model. This value falls into the moderate-to-strong category, indicating that the research model possesses good predictive power (Hair et al., 2019, p. 781).

**Table 7. F-Square**

Variable	F-Square	Remarks
Digital Marketing -> Purchase Decision	0.291	Moderate Effect
FOMO (Fear of Missing Out) -> Purchase Decision	0.066	Small Effect
Influencer Marketing -> Purchase Decision	0.129	Small Effect

Based on Table 7, the f-square values indicate that Digital Marketing has a moderate effect size on purchase decisions ( $f^2 = 0.291$ ), whereas Influencer Marketing ( $f^2 = 0.129$ ) and FOMO ( $f^2 = 0.066$ ) have a small effect size. This demonstrates that Digital Marketing provides the largest contribution to the increase in purchase decisions within this research model.



**Figure 1. PLS Bootstrapping Results**

Based on the PLS Bootstrapping results shown in Figure 1, the hypothesis testing results are presented in the table below:

**Table 8. Hypothesis Testing Results (Path Coefficient)**

Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values
Digital Marketing (X1) -> Purchase Decision (Y)	0.407	0.413	0.075	5.421	0.000
FOMO (Fear of Missing Out) (X2) -> Purchase Decision (Y)	0.206	0.198	0.096	2.162	0.031
Influencer Marketing (X3) -> Purchase Decision (Y)	0.327	0.332	0.109	3.012	0.003

a. The Influence of Digital Marketing on Purchase Decisions (H1)

The hypothesis testing results show a t-statistic value of 5.421 > 1.96 with a significance of 0.000 < 0.05, thereby accepting H1. This proves that Digital Marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. Digital Marketing is the most dominant variable, possessing the highest path coefficient of 0.407 and an f-square = 0.291 (moderate category). The most dominant indicator is Convenience (X1.2) with the highest loading factor of 0.862. These results align with research by Lestari et al. (2025) and Awaluddin (2025), which state that effective digital marketing strategies can drive consumer purchase decisions.

b. The Influence of FOMO (Fear of Missing Out) on Purchase Decisions (H2)

The hypothesis testing results show a t-statistic value of 2.162 > 1.96 with a significance of 0.031 < 0.05, thereby accepting H2. This proves that FOMO has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. FOMO is the variable with the smallest influence (path coefficient = 0.206; f-square = 0.066). The most dominant indicator is Fear (X2.1) with the highest loading factor of 0.942. These results align with research by Lazuardi and Usman (2025) and Ardianti and Sofyan (2024).

c. The Influence of Influencer Marketing on Purchase Decisions (H3)

The hypothesis testing results show a t-statistic value of 3.012 > 1.96 with a significance of 0.003 < 0.05, thereby accepting H3. This proves that Influencer Marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. Influencer Marketing is the variable with the

second-largest influence (path coefficient = 0.327; f-square = 0.129). The most dominant indicator is Power (X3.4) with the highest loading factor of 0.899. These results align with research by Evrianti et al. (2025) and Pajriyanti and Permana (2025).

## V. Conclusion

Based on the results of the analysis and discussion outlined previously, several conclusions can be drawn as follows:

1. Digital marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. This indicates that the better the digital marketing strategy implemented by Skintific, the higher the consumer purchase decisions. Digital marketing constitutes the most dominant variable in this study, with the convenience of accessing and shopping through digital platforms being the strongest indicator perceived by consumers. Therefore, the company must continuously enhance the quality of its digital store displays, ease of navigation, and comprehensiveness of product information, as well as offer competitive pricing through various digital promotions.
2. FOMO (Fear of Missing Out) has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. This signifies that the higher the feeling of missing out experienced by consumers regarding Skintific product trends, the more their purchase decisions increase. The fear of being left behind by beauty trends on social media acts as the strongest psychological factor compelling consumers to make immediate purchases. Consequently, urgency-based marketing strategies, such as flash sales, limited-time offers, and viral trending content, have proven effective in driving purchase decisions.
3. Influencer marketing has a positive and significant influence on purchase decisions for Skintific skincare products in Samarinda. This demonstrates that the higher the quality of influencers utilized by Skintific in promoting its products, the higher the consumer purchase decisions. The power of influencers to affect and persuade consumers serves as the most dominant indicator. Therefore, the company should maintain and expand collaborations with influencers who possess high credibility, strong appeal, and the capability to convey marketing messages in an engaging and easily comprehensible manner for consumers.

This study possesses limitations regarding its geographical scope, which is confined solely to the city of Samarinda, and its research object, which focuses on a single brand. Future research is recommended to expand the geographical scope, incorporate additional variables such as brand image or consumer trust, and utilize different research objects to generate more comprehensive findings.

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