

The Influence of Self-Esteem and Social Media Engagement on Coffee Shop Choice through FOMO among Management Students

Adly Abid Firdaus¹, Fery Setiawan², Wahna Widhianingrum³

^{1,2,3} Department of Economics, Faculty of Management, Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia.
Email: adlyabid020804@gmail.com¹, ferysetyafeumpo@umpo.ac.id², wahnawidhia@gmail.com³

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ABSTRACT

The growth of the coffee shop industry in Indonesia, particularly among the younger generation, has shifted consumption patterns from a functional necessity to a lifestyle choice. This study aims to analyze the influence of self-esteem and social media engagement on coffee shop choices, with Fear of Missing Out (FOMO) serving as a mediating variable, among Management students at Universitas Muhammadiyah Ponorogo. A quantitative approach was employed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, surveying students from the 2022–2023 cohorts who had purchased coffee at shops in Ponorogo. The results indicate that self-esteem has a positive and significant effect on FOMO ($\beta=0.332$; $t=3.535$; $p<0.001$). Social media engagement also has a positive and significant effect on FOMO ($\beta=0.447$; $t=5.179$; $p<0.001$). Furthermore, FOMO has a positive and significant effect on coffee shop choices ($\beta=0.524$; $t=4.716$; $p<0.001$). Self-esteem directly influences coffee shop choices positively and significantly ($\beta=0.202$; $t=2.055$; $p=0.040$), whereas social media engagement does not have a significant direct effect on coffee shop choices ($\beta=0.047$; $t=0.348$; $p=0.728$). Mediation analysis reveals that FOMO significantly mediates the effect of self-esteem on coffee shop choices ($\beta=0.174$; $t=2.711$; $p=0.007$) via a complementary mediation pattern, and significantly mediates the effect of social media engagement on coffee shop choices ($\beta=0.234$; $t=3.219$; $p=0.001$) via an indirect-only mediation pattern. These findings demonstrate that FOMO acts as a crucial psychological mechanism bridging the influence of personal factors and social media engagement on coffee shop choices among students.

Keyword: Self-Esteem, Social Media Engagement, Fear of Missing Out (FOMO), Purchase Decisions, Coffee Shop.

I. Introduction

The growth of the coffee shop industry in Indonesia over the past few years has shifted consumption patterns among the public particularly the younger generation from merely fulfilling a functional need to becoming part of a lifestyle and a means of self-expression. Data from the Central Statistics Agency shows that national coffee production reached 807,580 metric tons in 2024 the highest figure in the past decade in line with rising domestic consumption and exports (Raka Meheswara, 2025). On the other hand, social media platforms such as Instagram and TikTok have become primary channels for shaping consumer preferences through visual content, digital interactions, and the influence of influencers who can drive purchasing decisions (Kadek et al., 2025). This phenomenon is increasingly evident among college students who use

coffee shops as spaces for studying, socializing, and building their personal identities through activities shared on social media (Taufani, 2020). From a consumer behavior perspective, purchasing decisions are influenced not only by rational factors but also by psychological and social factors. Self-esteem affects how individuals view themselves, while social media engagement reflects the level of user involvement with digital content. These two factors are believed to drive the emergence of Fear of Missing Out (FOMO) an anxiety stemming from the feeling of being left out of experiences or trends others are currently enjoying (Przybylski et al., 2013). Various studies indicate that FOMO can increase individuals' tendency to follow consumption trends, including visiting coffee shops that are trending on social media (Nguyen et al., 2022). However, research on the relationship between self-esteem, social media engagement, FOMO, and purchasing decisions still yields mixed results, particularly regarding the direct influence of self-esteem on purchasing decisions (Imani & Ariani, 2023).

Based on these conditions, this study formulates the following research questions: Does self-esteem influence FOMO? Does social media engagement influence FOMO? Do self-esteem and social media engagement influence purchasing decisions? Does FOMO influence purchasing decisions? And does FOMO mediate the effects of self-esteem and social media engagement on the purchasing decisions of students at Muhammadiyah University of Ponorogo? This study aims to analyze the relationships among these variables and to test the role of FOMO as a mediating variable in the context of purchasing decisions at coffee shops in Ponorogo. Research on café consumer behavior, which serves as the foundation for this study, has largely focused on consumers in urban areas or on different consumption contexts, whereas the phenomenon of café selection among college students in Ponorogo Regency has not been extensively studied by integrating Self-Esteem, Social Media Engagement, and FOMO into a single model. This thesis has previously identified that students at Muhammadiyah University of Ponorogo constitute a relevant group because they actively use social media and view coffee shops not only as places to drink coffee but also as spaces for studying, discussing, socializing, and following trends. Based on this research gap, this study proposes a model that tests Self-Esteem and Social Media Engagement as independent variables, FOMO as a mediating variable, and coffee shop choice as the dependent variable. This model allows the study not only to test whether the two independent variables are related to coffee shop choice but also to explain whether this relationship occurs through the FOMO mechanism. Thus, this study is expected to provide more specific empirical evidence regarding the psychological and social mechanisms related to coffee shop choice among students at Muhammadiyah University of Ponorogo.

II. Literature Review and Hypothesis Development

2.1. Consumer Behavior Theory

Consumer behavior theory provides the overarching theoretical foundation for this study. Consumer behavior is influenced by a combination of personal, social, psychological, and environmental factors that shape how individuals evaluate alternatives and make consumption-related choices. In the context of this study, self-esteem represents an individual factor, social media engagement represents a social and digital factor, while Fear of Missing Out (FOMO) represents a psychological mechanism that may translate social and personal influences into consumption behavior. This perspective is particularly relevant to coffee shop selection among university students. Coffee shop choices are not necessarily determined solely by functional considerations such as price, product quality, or location, but may also be influenced by identity, social interaction, online exposure, and the desire to participate in socially valued experiences. Therefore, examining self-esteem and social media engagement simultaneously, while positioning FOMO as a mediating mechanism, provides a more comprehensive explanation of coffee shop choice behavior.

2.2. Self-Esteem and FOMO

Self-esteem refers to an individual's overall evaluation of their own worth and value. In consumer behavior, self-esteem may influence how individuals respond to social environments and how they use consumption activities to express or reinforce their self-concept. Individuals with different levels of self-esteem may also differ in their sensitivity to social comparison and their need for social recognition. In the context of social media, individuals are continuously exposed to information concerning the activities, lifestyles, and experiences of others. Such exposure may encourage social comparison, particularly when individuals perceive that others are experiencing more desirable or socially valued activities. When individuals perceive a gap between their own experiences and those of others, they may experience anxiety or concern about being excluded from socially meaningful experiences. This condition is closely associated with FOMO.

2.3. Social Media Engagement and FOMO

Social media engagement refers to the degree to which individuals cognitively, emotionally, and behaviorally interact with social media content. Engagement may include activities such as viewing, liking, commenting on, sharing, and creating content. Therefore, social media engagement represents more than simple exposure to digital information; it reflects an individual's active involvement with social media content and interactions. High levels of social media engagement may increase individuals' exposure to information concerning other people's experiences, lifestyles, and consumption activities. In the context of coffee shops, students who frequently interact with coffee shop-related content may become increasingly aware of trending locations, popular menus, promotional activities, and experiences shared by peers or influencers. Such exposure can intensify social comparison and increase awareness of experiences that individuals have not yet experienced themselves. Previous research has demonstrated a relationship between social media engagement and FOMO, particularly among young social media users. However, social media engagement does not necessarily translate directly into purchasing behavior because users may interact with content without subsequently making a purchase. This distinction suggests that FOMO may represent an important psychological mechanism through which social media engagement influences subsequent consumption behavior.

2.4. FOMO and Coffee Shop Choice

FOMO is generally characterized by anxiety or concern that other people are experiencing rewarding or socially meaningful experiences from which an individual is absent. FOMO is particularly relevant in digital environments because social media continuously provides users with information about the activities and experiences of others. In the coffee shop context, FOMO may arise when students repeatedly encounter social media content showing peers or other users visiting popular or trending coffee shops. Such content may create a perception that visiting particular coffee shops is part of a desirable social experience. Consequently, students may select a coffee shop not only because of functional attributes but also because of its popularity, social visibility, and perceived relevance within their social environment. Previous empirical studies have found that FOMO can encourage purchasing behavior and participation in consumption trends. Nevertheless, much of the existing evidence has focused on products, restaurants, or online consumption contexts rather than coffee shop choice among university students. This contextual limitation provides an opportunity to examine whether FOMO similarly contributes to coffee shop choice.

2.5. Self-Esteem and Coffee Shop Choice

Self-esteem may also influence consumption choices directly because consumers can use products, brands, and consumption environments as means of expressing or reinforcing their self-concept. Coffee

shops, particularly those associated with particular lifestyles, aesthetics, or social identities, may function as symbolic consumption environments rather than merely places to purchase beverages. For university students, selecting a particular coffee shop may therefore reflect how they perceive themselves and the type of identity they wish to express. Students may prefer coffee shops that are perceived as compatible with their personal image, lifestyle, or desired social identity. Accordingly, self-esteem may contribute to coffee shop choice through the individual's evaluation of personal worth and identity. Although previous studies have reported relationships between self-esteem and consumer behavior, the evidence remains context-dependent. Therefore, examining the relationship within the context of coffee shop choice among university students may provide additional empirical evidence.

2.6. Social Media Engagement and Coffee Shop Choice

Social media engagement may also influence coffee shop choice by providing consumers with information about available alternatives, product attributes, atmosphere, promotions, reviews, and the popularity of particular establishments. Through activities such as viewing, liking, commenting, and sharing coffee shop-related content, students may become more familiar with particular coffee shops and develop preferences toward them. However, the relationship between social media engagement and purchasing behavior may not always be direct. Consumers can actively interact with social media content without necessarily purchasing the products or visiting the establishments featured. Other factors, including financial considerations, location, product quality, personal preferences, and social circumstances, may influence the final choice. Previous studies have reported positive relationships between social media engagement and purchasing behavior, particularly within food and beverage contexts. Nevertheless, the possibility of an insignificant direct relationship suggests that psychological mechanisms may explain how social media engagement is translated into actual consumption choices. In this study, FOMO is therefore positioned as a potential mechanism that may explain this relationship.

2.7. The Mediating Role of FOMO in the Relationship between Self-Esteem and Coffee Shop Choice

The relationship between self-esteem and coffee shop choice may not operate exclusively through a direct pathway. Self-esteem influences how individuals evaluate themselves and respond to their social environment. When individuals are sensitive to social comparison and social recognition, exposure to the experiences of others may generate concern about being excluded from socially desirable activities. FOMO can therefore function as a psychological mechanism linking self-esteem with consumption choice. A student's self-evaluation may influence their sensitivity to socially valued experiences, which may subsequently increase FOMO. Increased FOMO may then encourage the student to participate in trending activities, including visiting or choosing coffee shops that are perceived as popular within their social environment.

2.8. The Mediating Role of FOMO in the Relationship between Social Media Engagement and Coffee Shop Choice

Social media engagement may create the initial conditions for FOMO by increasing individuals' exposure to socially relevant content. Frequent interaction with coffee shop-related content may increase awareness of popular locations, trends, and experiences shared by peers and other social media users. This heightened awareness may lead students to compare their own experiences with those of others and develop concerns about missing socially meaningful activities. FOMO may subsequently translate this psychological response into consumption behavior. Students who feel that they are missing experiences that are currently popular may be more motivated to visit or choose the coffee shops associated with those experiences. Consequently, social media engagement may influence coffee shop choice indirectly through FOMO rather

than solely through a direct behavioral pathway. This mediation perspective is particularly important because it provides a possible explanation for differences between direct and indirect effects. Social media engagement may increase FOMO even when engagement itself does not automatically result in a coffee shop choice

III. Research Method

Based on the theoretical arguments and empirical evidence discussed above, this study proposes a model in which self-esteem and social media engagement function as independent variables, FOMO serves as the mediating variable, and coffee shop choice represents the dependent variable. The proposed model examines both direct and indirect relationships. The direct paths assess whether self-esteem and social media engagement are associated with coffee shop choice, while the indirect paths examine whether these relationships operate through FOMO. This model is intended to address the inconsistency in previous findings by distinguishing between direct effects and psychologically mediated effects.

The proposed relationships are summarized as follows:

- H1: Self-esteem → FOMO
- H2: Social media engagement → FOMO
- H3: FOMO → Coffee shop choice
- H4: Self-esteem → Coffee shop choice
- H5: Social media engagement → Coffee shop choice
- H6: Self-esteem → FOMO → Coffee shop choice
- H7: Social media engagement → FOMO → Coffee shop choice

3.1. Population and Sample

The target population consisted of undergraduate students of the Management Study Program at Universitas Muhammadiyah Ponorogo who had experience or intention to choose a coffee shop. A purposive sampling technique was employed because respondents were required to meet specific characteristics relevant to the research objectives. The inclusion criteria were: (1) being an active Management student at Universitas Muhammadiyah Ponorogo; (2) having experience visiting or choosing a coffee shop; and (3) being willing to participate voluntarily in the study. Respondents who did not meet these criteria or submitted incomplete questionnaires were excluded from the final analysis.

3.2. Questionnaire Development

The questionnaire was developed based on previously established measurement constructs and adapted to the context of coffee shop choice among university students. The questionnaire consisted of items measuring four constructs: self-esteem, social media engagement, FOMO, and coffee shop choice/purchase decision. Items were adapted from established measures reported in previous studies and adjusted linguistically to fit the research context without changing the underlying meaning of the constructs. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

3.3. Data Screening and PLS-SEM Procedure

Data screening was conducted before hypothesis testing. Responses were first checked for eligibility and completeness. Incomplete responses and responses from participants who did not meet the inclusion criteria were excluded. The cleaned dataset was then imported into SmartPLS 4 for analysis. The PLS-SEM analysis was conducted in two main stages. First, the measurement model was evaluated to assess the reliability and validity of the constructs. Convergent validity was assessed using outer loadings and Average

Variance Extracted (AVE), while internal consistency reliability was evaluated using composite reliability and Cronbach's alpha. Discriminant validity was assessed using the appropriate discriminant validity criteria.

3.4. Sampling Technique

Purposive sampling is generally consistent with the stated eligibility criteria. However, the authors should report sample size, sampling rationale, population frame, inclusion/exclusion criteria, and limitations arising from non-probability sampling.

IV. Result and Discussion

4.1. Analysis Result

a. Convergent Validity Test

Table 1. Convergent Validity Test

Variabel	Indikator	Outer Loading	AVE	Description
Self-Esteem (SE)	SE1	0,793	0,625	Valid
	SE2	0,786		Valid
	SE3	0,793		Valid
Social Media Engagement (SME)	SME1	0,833	0,670	Valid
	SME2	0,819		Valid
	SME3	0,803		Valid
Fear of Missing Out (F)	F1	0,851	0,671	Valid
	F2	0,827		Valid
	F3	0,778		Valid
Purchase Decision (PD)	PD1	0,849	0,705	Valid
	PD2	0,832		Valid
	PD3	0,838		Valid

The table above, it can be seen that all indicators for each research variable have outer loading values > 0.70 and Average Variance Extracted (AVE) values > 0.50. This indicates that all indicators have met the criteria for convergent validity; therefore, these indicators are deemed valid.

b. Discriminant Validity Test

Table 2. Discriminant Validity Test

	Self-Esteem	Social Media Engagement	Fear of Missing Out	Purchase Decision
SE1	0,793	0,507	0,499	0,476
SE2	0,786	0,538	0,486	0,413
SE3	0,793	0,584	0,544	0,477
SME1	0,547	0,833	0,501	0,415
SME2	0,539	0,819	0,552	0,429
SME3	0,599	0,803	0,573	0,447
F1	0,594	0,605	0,851	0,563
F2	0,547	0,546	0,827	0,578
F3	0,436	0,472	0,778	0,528
PD1	0,508	0,443	0,561	0,849
PD2	0,505	0,416	0,578	0,832
PD3	0,440	0,469	0,573	0,838

Based on the table of cross-loading test results, all indicators showed higher loading values for the constructs they represented compared to other constructs. These findings indicate that each indicator accurately reflects the latent variable being measured; therefore, all constructs in this study are deemed to meet the requirements for discriminant validity.

c. Reliability Test

Table 3. Reliability Test

Variabel	Cronbach's alpha	Composite reliability (rho_c)	Description
Self-Esteem	0,701	0,833	Reliabel
Social Media Engagement	0,754	0,859	Reliabel
Fear of Missing Out	0,755	0,859	Reliabel
Purchase Decision	0,791	0,878	Reliabel

Based on the results of the reliability test, all research variables met the reliability criteria because they had a composite reliability value greater than 0.70. In addition, the Cronbach's alpha value was greater than 0.70, indicating that the research instrument had a good level of internal consistency and was capable of producing stable and reliable data for testing the structural model.

d. Test of the Coefficient of Determination (R^2)

Table 4. Test of the Coefficient of Determination (R^2)

	R-square	R-square adjusted
FOMO	0,509	0,500
Purchase Decision	0,495	0,483

Based on the results of the coefficient of determination (R-Square) test on the research model, the R-Square value for the FOMO variable was 0.509, with an adjusted R-Square value of 0.500. These results indicate that the Self-Esteem and Social Media Engagement variables account for 50.9% of the variance in the FOMO variable, while the remaining 49.1% is explained by other factors outside the research model that were not examined. According to the criteria (Joseph F. Hair Jr, 2021), an R-Square value of 0.509 falls into the moderate category. This indicates that the research model is reasonably effective in explaining the variation in FOMO experienced by the respondents.

e. Predictive Relevance (Q^2) Test

Table 5. Predictive Relevance (Q^2) Test

	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
Self-Esteem	348,000	348,000	0,000
Social Media Engagement	348,000	348,000	0,000
FOMO	348,000	240,842	0,308
Purchase Decision	348,000	239,795	0,311

Based on the results of the Predictive Relevance (Q^2) test, a Q^2 value of 0.308 was obtained for the FOMO variable and 0.311 for the Purchase Decision variable. These values are greater than 0 ($Q^2 > 0$); therefore, based on the criteria (Joseph F. Hair Jr, 2021), the research model has good predictive ability for both endogenous variables. Thus, the research model is deemed to have adequate predictive relevance in explaining and predicting the FOMO and Purchase Decision variables. Meanwhile, the Self-Esteem and Social Media Engagement variables have a Q^2 value of 0.000 because both are exogenous (independent) variables

that are not predicted by other variables in the research model. Therefore, the Q^2 values for exogenous variables are not the focus of the evaluation of the model's predictive relevance.

f. Hypothesis Testing

Table 6. Hypothesis Testing

Correlation between Variables	Original sample (O)	t-statistic	p-value	Description
Self-Esteem → Fear of Missing Out	0,359	3,679	0,000	Signifikan
Social Media Engagement → Fear of Missing Out	0,417	4,662	0,000	Signifikan
Fear of Missing Out → Purchase Decision	0,514	4,528	0,000	Signifikan
Self-Esteem → Purchase Decision	0,224	2,142	0,032	Signifikan
Social Media Engagement → Purchase Decision	0,032	0,231	0,817	Tidak Signifikan

Based on the hypothesis test table, the hypothesis can be accepted or rejected. The explanation is as follows:

- 1) The effect of self-esteem on Fear of Missing Out (FOMO) among students at Muhammadiyah University of Ponorogo. Based on the test results, the path coefficient (original sample) was 0.359, the t-statistic was $3.679 > 1.96$, and the p-value was $0.000 < 0.05$. Thus, H1 is accepted, meaning that self-esteem has a positive and significant effect on Fear of Missing Out (FOMO).
- 2) The Effect of Social Media Engagement on Fear of Missing Out (FOMO) Among Students at Muhammadiyah University of Ponorogo The test results showed a path coefficient of 0.417, a t-statistic of $4.662 > 1.96$, and a p-value of $0.000 < 0.05$. Thus, H2 is accepted, meaning that social media engagement has a positive and significant effect on Fear of Missing Out (FOMO).
- 3) The Effect of Fear of Missing Out (FOMO) on Purchase Decisions in Ponorogo Among Students at Muhammadiyah University of Ponorogo. Based on the test results, the path coefficient was 0.514, the t-statistic was $4.528 > 1.96$, and the p-value was $0.001 < 0.05$. Thus, H3 is accepted, meaning that Fear of Missing Out (FOMO) has a positive and significant effect on purchasing decisions.
- 4) The Effect of Self-Esteem on Purchasing Decisions in Ponorogo Among Students at Muhammadiyah University of Ponorogo. Based on the test results, the path coefficient was 0.224, the t-statistic was $2.142 > 1.96$, and the p-value was $0.001 < 0.05$. Thus, H4 is accepted, meaning that self-esteem has a positive and significant effect on purchasing decisions.
- 5) The Effect of Social Media Engagement on Purchase Decisions in Ponorogo Among Students at Muhammadiyah University of Ponorogo. Based on the test results, the path coefficient was 0.032, the t-statistic was $0.231 < 1.96$, and the p-value was $0.068 > 0.05$. Thus, H5 is rejected, meaning that social media engagement does not have a significant effect on purchasing decisions.

g. Mediation Test

Table 7. Mediation Test

Correlation between Variables	Original sample (O)	t-statistic	p-value	Description
Self-Esteem → Fear of Missing Out → Purchase Decision	0,185	2,670	0,008	Signifikan
Social Media Engagement → Fear of Missing Out → Purchase Decision	0,214	3,061	0,002	Signifikan

The results of the mediation analysis indicate that FOMO acts as a psychological mechanism in the relationship between the independent variables and purchase decisions. The indirect effect of Self-Esteem on Purchase Decisions via FOMO was 0.174, with a t-statistic of 2.711 and a p-value of 0.007, while the indirect

effect of Social Media Engagement on Purchase Decisions via FOMO was 0.234, with a t-statistic of 3.219 and a p-value of 0.001. Both of these indirect effects are significant. These findings indicate that psychological and digital factors do not always translate directly into purchasing decisions but can operate through the emergence of the fear of missing out on social experiences or trends. Based on the results in the table above, an analysis of whether to accept or reject the hypothesis can be conducted. The explanation is as follows:

- 1) The effect of self-esteem on purchasing decisions mediated by Fear of Missing Out (FOMO). Based on the results of the indirect effect test, the original sample (O) value was 0.185, the t-statistic value was $2.670 > 1.96$, and the p-value was $0.008 < 0.05$. Thus, the indirect effect of self-esteem on purchasing decisions via Fear of Missing Out (FOMO) is significant; therefore, the hypothesis stating that FOMO mediates the relationship between self-esteem and purchasing decisions is accepted (H6 accepted).
- 2) The effect of social media engagement on purchasing decisions mediated by Fear of Missing Out. Based on the results of the indirect effect test, the original sample (O) value was 0.214, the t-statistic was $3.061 > 1.96$, and the p-value was $0.002 < 0.05$. Thus, the indirect effect of Social Media Engagement on Purchase Decisions through Fear of Missing Out (FOMO) is significant; therefore, the hypothesis stating that FOMO mediates the relationship between Social Media Engagement and Purchase Decisions is accepted (H7 accepted).

4.2. Discussion

- a. The Effect of Self-Esteem on Levels of Fear of Missing Out (FOMO) in Choosing a Coffee Shop Among Students at Muhammadiyah University of Ponorogo

The results of the study indicate that self-esteem is positively and significantly correlated with Fear of Missing Out (FOMO). A path coefficient of 0.332, a t-statistic of 3.535, and a p-value of 0.000 indicate that this relationship is statistically significant. These findings suggest that stronger self-esteem characteristics, in the context of this study, are associated with an increased tendency for college students to experience FOMO regarding coffee shop activities, experiences, and trends emerging in both social settings and digital media (Agarwal & Mewafarosh, 2021). These findings align with a study (Franchina et al., 2020), that found individuals with a high need for social acceptance are more vulnerable to experiencing FOMO, as well as a study (Saputri et al., 2023) that demonstrated a relationship between self-esteem and the tendency to follow social trends as an effort to maintain one's self-image. However, these findings offer a new perspective: high self-esteem is not always a protective factor but can actually act as a catalyst for FOMO when linked to the need for social validation and status.

- b. The Effect of Social Media Engagement on Levels of Fear of Missing Out (FOMO) in Choosing a Coffee Shop Among Students at Muhammadiyah University of Ponorogo.

The results of the second hypothesis test indicate that social media engagement has a positive and significant effect on Fear of Missing Out (FOMO) among students at Muhammadiyah University of Ponorogo. These results are supported by an Original Sample (β) value of 0.417, a t-statistic of $4.662 > 1.96$, and a p-value of $0.000 < 0.05$, indicating that the second hypothesis is accepted. This implies that social media engagement is a factor in driving the emergence of Fear of Missing Out (FOMO) among students. This finding is supported by research (Destriana et al., 2025), which shows that the higher the intensity of social media use and engagement, the greater the likelihood that individuals will experience FOMO. Studies by (Agarwal & Mewafarosh, 2021) and (Elena & Radu, 2025) also found that social media engagement has a positive effect on FOMO among college students. This reinforces the argument that social media is not merely a means of communication but has become an ecosystem that shapes consumers' perceptions, anxieties, and behavioral motivations.

c. The Influence of Fear of Missing Out (FOMO) on Purchase Decisions When Choosing a Coffee Shop in Ponorogo.

The results of the study indicate that social media engagement does not have a significant direct effect on the purchasing decisions of students at Muhammadiyah University of Ponorogo. The test results show a path coefficient of 0.047, a t-statistic of 0.348, and a p-value of 0.728. These findings indicate that higher student engagement with coffee shop content on social media does not automatically increase their decision to choose or make a purchase. Thus, activities such as liking, commenting, sharing, or paying attention to coffee shop content are not yet sufficient to serve as a direct stimulus that leads to a purchase decision (Sutanto & Aubelia, 2022). These findings are consistent with a study (Wachyuni et al., 2024) that found FOMO has a significant effect on purchasing decisions at viral restaurants, as well as a study (Velian & Zalfa, 2025) showing that FOMO drives an increase in purchasing decisions for trending products. The contribution of this study lies in contextualizing FOMO within the coffee shop industry in semi-urban areas such as Ponorogo, demonstrating that this phenomenon is not limited to major cities.

d. The Influence of Self-Esteem on Purchase Decisions When Choosing a Coffee Shop in Ponorogo.

The finding that self-esteem has a positive and significant influence on purchase decisions indicates that internal psychological factors play an important role in shaping students' consumption behavior. The positive direction of the relationship suggests that the higher the level of self-esteem, the greater the tendency to make purchase decisions at coffee shops (Samaniego-arias et al., 2025). These results can be explained through the concept of self-concept in consumer behavior (Kotler & Armstrong, 2020), which states that individuals tend to choose products, services, or consumption venues that reflect their identity and self-image. Students who hold a positive view of themselves are more selective in choosing where to go. They tend to choose coffee shops perceived as having a comfortable atmosphere, adequate facilities, and an image that aligns with their personality and social environment. This phenomenon indicates that purchasing decisions at coffee shops are not only based on functional benefits such as coffee quality or price but also on how well the venue aligns with the consumer's self-image. College students use visits to coffee shops as a means of self-expression and reinforcing a positive identity, making self-esteem a key factor influencing the decision-making process.

e. The Effect of Social Media Engagement on Purchase Decisions When Choosing a Coffee Shop in Ponorogo.

The results of the hypothesis testing indicate that social media engagement does not have a significant effect on purchasing decisions regarding coffee shops in Ponorogo among students at Muhammadiyah University of Ponorogo. This is evidenced by an original sample value of 0.32, a t-statistic of $0.231 < 1.96$, and a p-value of $0.817 > 0.05$, indicating that the hypothesis is rejected. This phenomenon explains why many students who actively interact with coffee shop content on social media (by liking, commenting, or sharing) do not necessarily make a purchase. They may consume information and entertainment from this content without a sufficiently strong psychological drive to act. However, when this engagement triggers FOMO the fear of missing out on trending social experiences only then does the urge to make a purchase arise. These results align with a study (Dhir et al., 2018), that found social media engagement has a strong relationship with the emergence of FOMO, which in turn influences various consumption behaviors. This study contributes by demonstrating that FOMO acts as a full mediator between Social Media Engagement and purchase decisions, given that the direct effect of SME is not significant.

f. The Effect of Self-Esteem on Purchase Decisions When Choosing a Coffee Shop, Mediated by Fear of Missing Out

The results of the study indicate that self-esteem is positively and significantly correlated with Fear of Missing Out (FOMO). A path coefficient of 0.332, a t-statistic of 3.535, and a p-value of 0.000 indicate that this relationship is statistically significant. These findings suggest that stronger self-esteem characteristics, in the

context of this study, are associated with an increased tendency for college students to experience FOMO regarding coffee shop activities, experiences, and trends emerging in both social settings and digital media. In the context of self-esteem, FOMO acts as a channel through which self-evaluation is translated into a drive to consume. Individuals with a certain level of self-esteem whether high or low experience social comparison and anxiety about missing out, which then drives them to make purchases in an effort to maintain or enhance their self-image. This suggests that FOMO is not merely a consequence of self-esteem but an active mechanism that transforms internal psychological states into observable consumption behavior. These findings reinforce consumer behavior theory (Kotler & Armstrong, 2020), by showing that psychological factors not only directly influence purchasing behavior but can also operate through other psychological mechanisms in the decision-making process. FOMO functions as an intervening variable that explains how external stimuli (social media) and internal characteristics (self-esteem) interact to produce purchasing decisions.

g. The Effect of Social Media Engagement on Purchase Decisions When Choosing a Coffee Shop, Mediated by Fear of Missing Out

The results of the hypothesis testing indicate that social media engagement has a positive and significant effect on purchase decisions through Fear of Missing Out (FOMO) among students at Muhammadiyah University of Ponorogo. This is evidenced by an Original Sample value of 0.214, a t-statistic of $3.061 > 1.96$, and a p-value of $0.002 < 0.05$, indicating that the hypothesis is accepted (Kirti & Saxena, 2025). Based on the results of the previous test, it was found that Social Media Engagement has a positive and significant effect on FOMO ($\beta = 0.417$; $p = 0.000$), while FOMO has a positive and significant effect on Purchase Decisions ($\beta = 0.514$; $p = 0.000$). However, the direct relationship between Social Media Engagement and Purchase Decisions is not significant ($\beta = 0.032$; $p = 0.817$). These findings suggest that the influence of Social Media Engagement on Purchase Decisions is more effective through the FOMO variable than through a direct pathway. Thus, FOMO serves as an important mediator in explaining how social media engagement can influence students' purchase decisions.

V. Conclusion

This study shows that psychological and digital factors exhibit different patterns of relationships in explaining students' purchase decisions at coffee shops in Ponorogo. Self-Esteem is positively and significantly associated with FOMO, while Social Media Engagement is also positively and significantly associated with FOMO. Furthermore, FOMO is positively and significantly associated with Purchase Decisions. Self-esteem also has a direct, positive, and significant relationship with purchasing decisions. Conversely, social media engagement does not show a significant direct relationship with purchasing decisions. These results indicate that consumer engagement on social media does not necessarily lead directly to purchasing decisions.

Theoretically, the results of this study reinforce and expand Consumer Behavior Theory (Kotler, P., & Armstrong, 2008), by demonstrating that psychological factors (self-esteem) and digital social factors (Social Media Engagement) influence purchasing decisions not only directly but also through a psychological mechanism (FOMO), particularly in the context of local coffee shops. In practical terms, coffee shop business owners are advised to design marketing strategies that can ethically evoke FOMO for example, through limited-time promotions or authentic experiential content rather than focusing solely on increasing digital engagement. This study has limitations in its scope, as it only included students from a single university and employed a cross-sectional design. Future research is recommended to expand the respondent pool, incorporate additional variables such as electronic word-of-mouth or brand image, and utilize a mixed-methods approach to gain a deeper understanding.

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