

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Effect of Social Media Marketing Activities on Skintific Product Purchase Decision, with Mediation Social Media Influencers and Fear of Missing Out (FOMO) in Generation Z

Apriliya Dwi Jayanti¹, Mohamad Rifqy Roosdhani²

^{1,2}Department of Management, Faculty of Economics and Business, Universitas Islam Nahdlatul Ulama Jepara, Jepara, Indonesia. Email: dwijayantiaprilia40@gmail.com¹, roosdhani@gmail.com²

ARTICLE HISTORY

Received: July 04, 2025

Revised: October 20, 2025

Accepted: October 28, 2025

DOI

<https://doi.org/10.52970/grmilf.v6i1.1508>

ABSTRACT

This study analyzes the effect of Social Media Marketing Activities (SMMA) on Social Media Influence (SMI), Fear of Missing Out (FOMO), and Purchase Decision (PD) for Skintific products. Using a quantitative approach and the Partial Least Squares (PLS) method, data were collected from 120 active social media users who are Skintific consumers. Results show that SMMA directly affects SMI, FOMO, and PD, indicating that social media marketing can shape social influence, evoke FOMO, and drive purchases. While SMI did not mediate the SMMA and PD relationship, FOMO did, highlighting the role of consumer emotions in purchase decisions. These findings emphasize the effectiveness of urgency and exclusivity-based strategies in enhancing Skintific's social media marketing impact.

Keywords: Social Media Marketing Activities, Social Media Influence, Fear of Missing Out, Purchase Decision.

I. Introduction

Social media marketing is becoming an essential part of modern business plans for a number of industries, especially beauty products. Using social media in marketing tactics for beauty products allows for a multifaceted strategy to connect and talk to potential customers. Utilizing the internet for communication, such as Facebook, Twitter, Instagram, and YouTube, companies can effectively sell their services, answer customer questions, and provide real-time information. (Roosdhani et al., 2024). We Are Social's report shows that 98% of Generation Z use social media daily, with platforms such as Instagram and TikTok being the most dominant. (Hermawan, 2023). This growing dependence on social media has transformed how Generation Z perceives brands and makes purchase decisions. Unlike previous generations, Gen Z consumers rely heavily on social media influencers, peer reviews, and online trends when evaluating beauty products. They tend to value authenticity, transparency, and engagement from brands rather than traditional advertising appeals. The phenomenon of Fear of Missing Out (FOMO) further amplifies their responsiveness to limited offers and viral content, prompting impulsive buying behavior and emotional connections to brand communities (Kemp, 2024; Park & Lim, 2023). Consequently, understanding how social media marketing activities interact with

influencer credibility and FOMO dynamics is crucial for predicting purchase decisions in this highly digital and visually driven demographic.

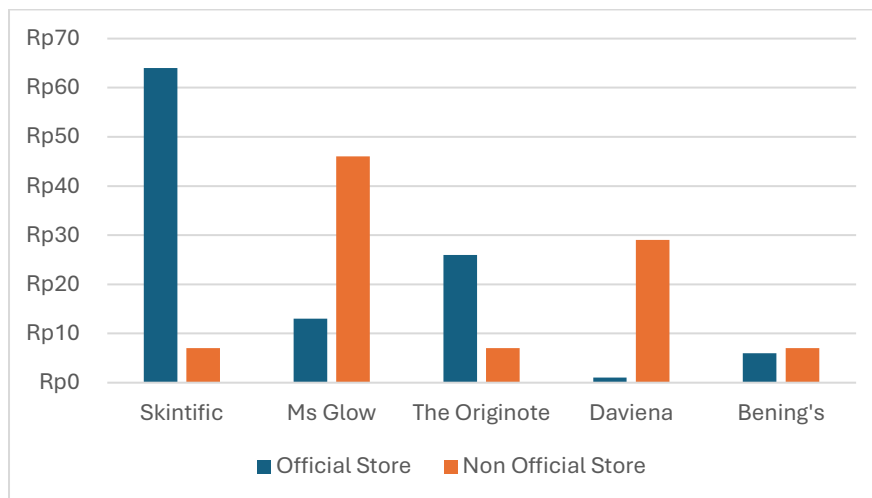


Figure 1. Beauty Product Sales 2024 (in billion)

Based on the data above, Figure 1, it's no wonder Skintific has managed to dominate the care and beauty market. Compas.co.id also monitors the movement of the Skintific brand, based on the results of the Compas Market Insight Dashboard. During the first quarter of 2024, the Skintific brand managed to achieve sales value of more than Rp 70 billion. Compas.co.id also found that the biggest sales came from Skintific's official store. The sales value generated by Skintific's official store is Rp 64 billion, while the sales value obtained from the non-official store is Rp 7 billion. Other brands that ranked 2nd after Skintific include MS Glow, The Originote, Daviena Skincare, and Benings Indonesia. Skintific, as one of the most popular skincare brands in Indonesia, often works with influencers to promote its products. On the other hand, FOMO is also an important factor that drives Generation Z to make purchases, as they don't want to miss out on trends that are going viral on social media. In addition, the Fear of Missing Out (FOMO) phenomenon is also an important factor in driving purchase decisions, especially for Generation Z consumers. They tend to be encouraged to buy products that are trending on social media, such as Instagram and TikTok, because they do not want to be left behind in their social environment. (Andini, 2023).

Purchase decision is the final stage in the consumer decision-making process, where a person decides to buy a particular product or service. (Sipakoly, 2022). Generation Z has unique characteristics, including a preference for authentic content, responsiveness to trends, and high trust in reviews or testimonials from people they deem relevant. (Changchit et al., 2021). An interesting phenomenon to research is the role of Social media marketing activities in creating purchase decisions among Generation Z. Social media marketing activities (SMMA) have become one of the most effective strategies to reach a wider audience, especially Generation Z. (Roosdhani et al., 2024). Therefore, companies need to understand how SMMA can influence purchase decisions among Generation Z. (Reza & Avianti, 2024). Social Media Marketing Activities (SMMA) is engaging, interactive, and relevant marketing content on social media platforms. (Erwin et al., 2022). Generation Z tends to be responsive to campaigns with aesthetic visual design and strong storytelling. In addition, Generation Z, as the main target, tends to be responsive to campaigns with aesthetic visual design and strong storytelling. Platforms such as Instagram and TikTok are highly relevant media as they support the delivery of visually appealing content and emotional narratives. Therefore, content strategies should focus on personal and emotional approaches that match the characteristics of the social media they use.

The research gap from this study is the gap in the results of research conducted by Riskiana & Isthiqomah (2024), Laila & Roosdhani (2025), Utama et al. (2023), Nadia et al. (2021), dan Welsa et al. (2022). Research results, Riskiana & Isthiqomah (2024), Laila & Roosdhani (2025), and Utama et al. (2023) show that Social Media Marketing has a positive and significant influence on purchase decisions. Different results were

found in the research results of Nadia et al. (2021) and Welsa et al. (2022). Social Media Marketing does not affect Purchase decisions.

This study aims to analyze the effect of marketing activities through social media (Social Media Marketing Activities) on the purchase decision of Skintific products, both directly and through the mediating role of Social Media Influencers and Fear of Missing Out (FOMO) among Generation Z. Specifically, this study is to examine the extent to which marketing strategies carried out on social media can shape the perceptions and psychological drives of young consumers, especially Generation Z, who are known to be responsive to digital trends and social influences. Social media influencers play an important role in shaping consumer opinions and preferences through the content they share. Meanwhile, FOMO is one of the psychological factors that encourages consumers to make purchases immediately so as not to fall behind the trend. Therefore, this research is expected to provide in-depth insights into the effectiveness of digital marketing activities in shaping purchase decisions based on social influence and psychological pressures unique to Generation Z. This research has similarities with several previous studies. Seruni et al., (2024) and Agustin & Amron, (2022) This also highlights the role of social media platforms such as Instagram and TikTok in influencing consumer purchasing decisions, particularly among Generation Z.

Previous studies have shown that social media marketing activities, such as promotional content, brand interactions, and endorsements by influencers on Instagram and TikTok, significantly influence consumers' perceptions of and purchase intention for beauty products. Thus, this study not only strengthens previous findings but also extends the existing model by adding mediating variables such as Social Media Influencers and FOMO, to provide a more comprehensive understanding of the Skintific product purchase decision-making process in today's digital era. The results of this study can provide useful empirical information for companies, especially beauty industry players, especially Skintific products in designing more effective and targeted digital marketing strategies. In addition, this research can also provide an understanding for consumers, especially Generation Z, regarding how they are influenced by social media in the process of making purchase decisions. For academics and future researchers, the results of this study are expected to enrich the literature in the fields of digital marketing, consumer behavior, and consumption dynamics influenced by social media.

II. Literature Review and Hypothesis Development

2.1. Purchase Decision

Purchase decision is an important stage in consumer behavior because it is the end point of the decision-making process and determines whether a marketing strategy is successful or not. Purchase decisions collectively create market trends (Kotler & Armstrong, 2019). Purchase decision is one of the stages in the buying process before post-purchase behavior. (Duhita Sari & Arifin, 2024). Purchase decision is part of consumer behavior with activities that are directly involved in obtaining, determining products and services, to the process of making decisions. (Tjiptono, 2020). Meanwhile, a purchase decision can also be interpreted as something that represents consumer confidence in making a purchase decision. (Ridwan, 2022). Based on the results of research Ar – Rasyid et al., (2023) On social media, it shows that Social Media Marketing has a significant effect on Purchase decisions. The same results in Laila & Roosdhani, (2025) Show that Social Media Marketing has a significant impact on Purchase decisions. Purchase decision has a very important role, because it can increase profits for the company and increase the market products. (Komaryatin, 2023).

2.2. Hypothesis

a. Fear of Missing Out on Purchase Decision

Argan & Tokay, (2020) Fear of missing out (FOMO) refers to the feeling of fear that one might miss out on important experiences that others have. Fear of missing out (FOMO) can be identified as an intrapersonal

trait that encourages people to keep up with what others are doing on social media. Przybylski et al., (2018) Fear of missing out (FoMO) is a condition in which a person feels restless after viewing or checking social media and witnessing fun activities carried out by friends or other people out there, as well as a great desire to stay connected to what others are doing on the internet. Based on the results of Patrisya et al., (2025) FOMO can significantly influence consumer purchasing decisions. The same results in the research of Permana et al., (2024) Show the influence of the FOMO variable and the purchase decision.

H1: Fear of Missing Out impacts Purchase Decision.

b. Social Media Influencer on Purchase Decision

Mahendri & Lutfi, (2022) Social media influencers are individuals who independently become third-party conduits of support that influence audience attitudes through blogs, tweets, and the use of other social media platforms. Through extensive utilization of social media platforms and innovative self-promotion strategies, influencers gain a position of authority and recognition as opinion leaders within a community of loyal followers. (Han & Balabanis, 2024). According to Mustika & Arifin, (2021) Social media influencers are a type of micro-celebrity who practice self-presentation on social media, which is fulfilled through the creation of web images and the use of these images to attract and lock in a large number of followers. Based on the results of Mahendri & Lutfi, (2022) Social media influencers have a positive and significant effect on purchase decisions. The same results in Amalia & Sagita, (2019) Show that there is an influence between social media influencer variables and Generation Z consumer purchase decision variables.

H2: Social Media Influencers affect Purchase Decision

c. Social Media Marketing Activities on Purchase Decision

Hasan & Agus, (2024) Social media marketing is a form of marketing used to create awareness, recognition, memory, and even action on a brand, product, business, individual, or group, either directly or indirectly, using tools from the social web such as blogging, microblogging, and social networking. Social media marketing is a system that allows marketers to engage, collaborate, interact, and utilize the intelligence of the people who participate in it for marketing purposes. Attract attention and encourage readers to share with their social networks. (Nasir et al., 2018). Based on the results of Riskiana & Isthiqomah, (2024) Social Media Marketing has a significant effect on Purchase decisions. The same results in Laila & Roosdhani, (2025) Show that Social Media Marketing has a significant impact on Purchase decisions.

H3: Social Media Marketing Activities affect Purchase Decision

d. Social Media Marketing Activities on Purchase Decision with Mediation Social Media Influencer

Through extensive utilization of social media platforms and innovative self-promotion strategies, influencers gain a position of authority and recognition as opinion leaders within a community of loyal followers. (Han & Balabanis, 2024). Mahendri & Lutfi, (2022) Social media influencers are individuals who independently become third-party conduits of support that influence audience attitudes through blogs, tweets, and the use of other social media platforms. According to Mustika & Arifin, (2021) Social media influencers are a type of micro-celebrity who practice self-presentation on social media, which is fulfilled through the creation of web images and the use of these images to attract and lock in a large number of followers. Based on the results of research by Laila & Roosdhani, (2025), shows that social media influencers are able to mediate the influence of Social Media Marketing Activities on purchase decisions.

H4: Social Media Influencers mediate the influence of Social Media Marketing Activities on Purchase Decision

e. Social Media Marketing Activities on Purchase Decision with Mediation Fear of Missing Out

Argan & Tokay, (2020) Fear of missing out (FOMO) refers to the feeling of fear that one might miss out on important experiences that others have. Fear of missing out (FOMO) can be identified as an intrapersonal trait that encourages people to keep up with what others are doing on social media. Przybylski et al., (2018) Fear of missing out (FoMO) is a condition in which a person feels restless after viewing or checking social media and witnessing fun activities carried out by friends or other people out there, as well as a great desire to stay connected to what others are doing on the internet. Based on the results of Patrisya et al., (2025) FOMO can significantly influence consumer purchasing decisions. The same results in the research of Permana et al., (2024) Show the influence of the FOMO variable and the purchase decision.

H5: Fear of Missing Out (FOMO) mediates the effect of Social Media Marketing Activities on Purchase Decision

This research investigates how digital marketing impacts purchase decisions, with a focus on Fear of missing out (FOMO). This research builds on the following hypotheses:

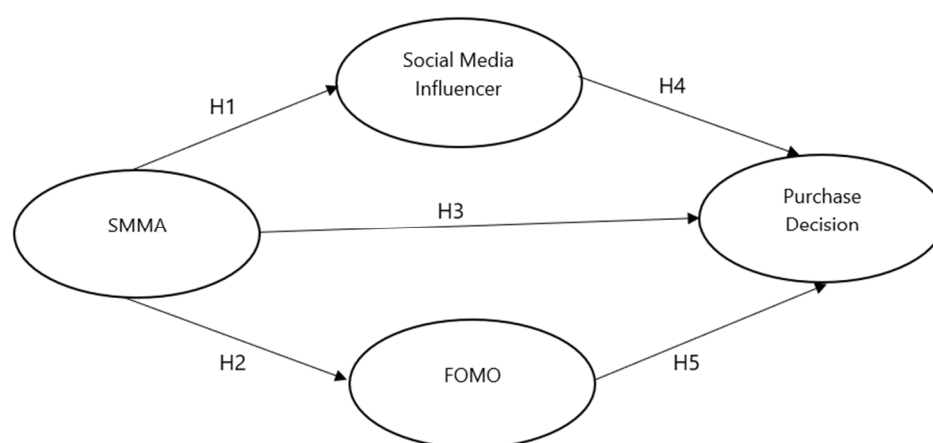


Figure 2. Conceptual Framework

Figure 2 above shows a conceptual framework that explains the relationship between Social Media Marketing Activities (SMMA) and Purchase Decision with the mediating role of Social Media Influencers and FOMO (Fear of Missing Out). Engaging, interactive, and consistent social media marketing activities (SMMA) can increase the influence of social media influencers (H1) and cause FOMO among the audience (H2). In addition, SMMA also has a direct effect on purchasing decisions (H3), where consumers are encouraged to buy products because they are exposed to effective promotional content. Social media influencers then strengthen this relationship (H4), as positive recommendations and reviews from influencers can increase consumer trust and purchase interest. Meanwhile, FOMO also becomes a driving factor (H5) that makes consumers afraid of missing out on trends and ultimately makes purchasing decisions more quickly. Thus, this model illustrates that the effectiveness of SMMA on purchasing decisions can occur directly or through the indirect influence of influencers and FOMO.

III. Research Method

3.1. Research Design

The research used a quantitative approach. This design evaluates how digital marketing affects Social Media Marketing Activities and the mediating role of Social Media Influencers and Fear of Missing Out (FOMO). Using statistical analysis, this research will explain the relationship between these variables and their impact on the resulting Purchase Decision.

3.2. Research Location and Time

This study focuses on Generation Z consumers who use Skintific products in Jepara Regency. The research was conducted from January to June 2025 in order to obtain relevant and up-to-date data related to the Generation Z phenomenon in digital marketing.

3.3. Population and Sample

The population is part of the overall object concerned, both quality and characteristics, to study and then draw conclusions. (Sugiyono, 2021). The population in this study is Skintific consumers whose numbers are not known with certainty. This is because the number of consumers who come and make purchases is uncountable. Researchers will choose by chance from the population to serve as a research sample. Determination of the researcher's sample using the Rao Purba formula:

$$n = \frac{1,96^2}{4 (0,10)^2} = 96,4$$

Based on the calculation of the Rao Purba formula, the number of samples used is at least 96 respondents. However, the number of samples to be used in this study was 120 respondents. To meet the minimum requirements for data analysis through SEM. According to Sugiyono, (2019) Simple random sampling is the selection of samples from a population that is carried out randomly without regard to the strata in that population. Each member of the population has the same opportunity to be selected as a sample so that this method can produce a representative sample, Rao Purba (Hair et al., 2016).

IV. Results and Discussion

4.1. Demography of Respondents and Data

Table 1. Characteristics of Respondents Based on Age

Age (Years)	Frequency	Persentase (%)
> 28 Tahun	15	12,5
17 - 20 Tahun	16	13,3
21 - 24 Tahun	79	65,8
25 - 28 Tahun	10	8,3
Total	120	100,0

Based on Table 1, the majority of respondents were aged 21–24 years old, totaling 79 people (65.8%), indicating the dominance of young people who are active on social media. Meanwhile, 16 respondents (13.3%) were aged 17–20, 10 respondents (8.3%) were aged 25–28, and 15 respondents (12.5%) were over 28 years old. This indicates that the respondents were predominantly Generation Z.

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Persentase (%)
Male	26	21,7
Female	94	78,3
Total	120	100,0

Based on Table 2, the majority of respondents were female, numbering 94 (78.3%), while males numbered 26 (21.7%). This shows that the respondents in this study were predominantly female, who are generally more active in shopping for fashion products on e-commerce sites.

Table 3. Characteristics of Respondents Based on Education

Education	Frequency	Persentase (%)
High School Equivalent	57	47,5
Diplomas	6	5,0
Bachelor Degree	57	47,5
Total	120	100,0

Based on Table 3, most respondents had a high school/equivalent and bachelor's degree (S1) education level, with 57 people (47.5%) each, while only 6 people (5.0%) had a diploma. This shows that the research respondents were dominated by individuals with a secondary and bachelor's degree educational background who generally had a good understanding of the use of social media and e-commerce.

Table 4. Characteristics of Respondents Based on Frequently Used Social Media

Social Media	Frequency	Persentase (%)
Instagram	60	50,0
Tiktok	60	50,0
Total	120	100,0

Based on Table 4, it is known that the number of Instagram and TikTok users is the same, each with 60 people (50.0%). This shows that both platforms have an equal role as the main social media used by respondents, especially in accessing promotional content and conducting online shopping activities.

4.2. Partial Least Squares (PLS) Analysis

The measurement model (outer model) has two main tests, namely the Validity Test and the Reliability Test.

a. Convergent Validity

In this study, the validity of the indicator is seen from the factor loading value on the outer loading, which defines the relationship between the indicator and the variable under study. Indicators are said to be valid if they have a value of more than 0,7 (Ghozali, 2019).

Table 5. Convergent Validity

Variable	Indicator	Outer Loading	AVE	Result
Fear of Missing Out (FOMO)	FOMO 1	0,897	0,860	Valid
	FOMO 2	0,958		
	FOMO 3	0,918		
	FOMO 4	0,912		
	FOMO 5	0,950		
Purchase Decision	PD 1	0,910	0,918	Valid
	PD 2	0,978		
	PD 3	0,979		
	PD 4	0,963		
Social Media Influencer	SMI 1	0,742	0,721	Valid
	SMI 2	0,777		
	SMI 3	0,883		
	SMI 4	0,930		
	SMI 5	0,898		
Social Media Marketing Activities	SMMA 1	0,945	0,887	Valid
	SMMA 2	0,925		
	SMMA 3	0,960		
	SMMA 4	0,920		

	SMMA 5	0,934		
	SMMA 6	0,953		
	SMMA 7	0,941		
	SMMA 8	0,954		
	SMMA 9	0,967		
	SMMA 1	0,945		

Based on the results of the convergent validity test, all indicator values in this study are above 0.7, and the AVE value for each variable is above 0.5. Therefore, all indicator values that measure the Fear of Missing Out (FOMO), Purchase Decision, Social Media Influencer, and Social Media Marketing Activities variables show valid results.

b. Reliability Test

Composite Reliability and Cronbach's Alpha are reliability measures used to assess the internal consistency of variables. Both metrics have a range of values between 0 and 1, where higher values indicate better reliability. A variable is considered reliable if the Composite Reliability and Cronbach's Alpha values exceed 0.7. This means that the indicators in the variable are mutually consistent and reliable to measure the same construct.

Table 6. Composite Reliability and Cronbach's Alpha Values

Variable	Composite reliability	Cronbach's alpha	Result
Fear of Missing Out (FOMO)	0,966	0,959	Reliable
Purchase Decision	0,970	0,970	
Social Media Influencer	0,942	0,906	
SMMA	0,986	0,986	

The variables Fear of Missing Out (FOMO), Purchase Decision, Social Media Influencer, and Social Media Marketing Activities are proven to be reliable based on the Composite Reliability and Cronbach's Alpha values which exceed 0.7. So it can be concluded that the variables in this study can be considered reliable.

c. R-Square

In this analysis, R-squared measures how much variation in the dependent variable can be explained by the independent variable under study. The R-Square value indicates the strength of this influence: values above 0.67 indicate a strong influence, values around 0.33 indicate a moderate influence, and values around 0.19 or lower indicate a weak influence. Thus, R-Square helps us understand the proportion of variance in the dependent variable that can be predicted from the independent variables used in the model.

Table 7. R-Square

Variable	R-square	R-square adjusted
Fear of Missing Out (FOMO)	0,159	0,152
Purchase Decision	0,667	0,658
Social Media Influencer	0,817	0,815

The analysis shows that Social Media Marketing Activities only contribute relatively strongly to Fear of Missing Out (FOMO), Purchase Decision, and Social Media Influencer. Specifically, Social Media Marketing Activities can explain 15.9% of the change in Fear of Missing Out (FOMO) (R-square = 0.159, Adjusted R-square = 0.152), 66.7% of Purchase Decision (R-square = 0.667, Adjusted R-square = 0.658), and 81.7% of Social Media Influencer (R-square = 0.817, Adjusted R-square = 0.815). Thus, it can be concluded that the effect of Social Media Marketing Activities on the three dependent variables is relatively strong, and the rest of the changes are explained by other factors outside this research model.

4.3. Inner Model

The inner model refers to the structural model that examines causal relationships between latent variables. (Sarstedt & Cheah, 2019).

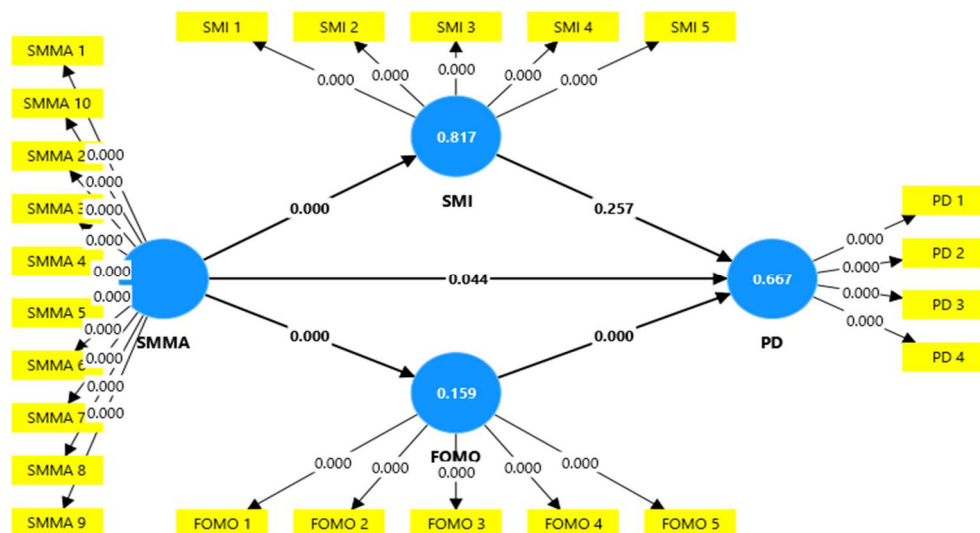


Figure 3. Structural Model

4.4. Model Fit

Model fit is seen through NFI values ranging from 0 - 1 derived from the comparison between the hypothesized model and a particular independent model.

Table 8. Model Fit

Model	Saturated model	Estimated model
Chi-square	2285,824	2333,896
NFI	0,643	0,636

The model has a high fit if the value is close to 1. Based on the table above, the NFI value is 0.643, which means that the model fit can be declared good.

4.5. Mediation Test

Mediation has three scenarios: non-mediation, complete mediation, and partial mediation. The results of the bootstrapping test with SmartPLS 4.0 indicate the existence of an indirect effect based on the P-value: $P > 0.05$, which indicates a negative effect. Conversely, $P < 0.05$ indicates a positive effect.

Table 9. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMMA -> SMI -> PD	0,174	0,195	0,153	1,136	0,256
SMMA -> FOMO -> PD	0,191	0,194	0,056	3,419	0,001

- a. Social Media Marketing Activities on Purchase Decision through Mediation of Social Media Influencers

Table 9 shows that the Indirect Effect of Social Media Marketing Activities on Purchase Decision Through Mediation of Social Media Influencers does not have a positive relationship because the $P\text{-value} = 0.256 > 0.05$. Thus, it can be concluded that the presence of Social Media Influencers does not strengthen the influence of Social Media Marketing Activities on purchase decisions in the context of this study.

- b. Social Media Marketing Activities on Purchase Decision through Mediation of Fear of Missing Out (FOMO)

Table 9 shows that the Indirect Effect of Social Media Marketing Activities on Purchase Decision Through Mediation of Fear of Missing Out (FOMO) has a positive relationship because the $P\text{-value} = 0.001 < 0.05$. The results of this study indicate that FOMO acts as a mediator that strengthens the relationship between social media marketing activities and consumer purchase decisions.

4.6. Hypothesis Test

Hypothesis testing is done by evaluating the T-statistic and the resulting P-value for each path coefficient. The hypothesis is supported or accepted if the P-value obtained is less than 0.05. For this reason, the Path Coefficient analysis was carried out using the Bootstrapping technique in SmartPLS software version 4.0.

Table 10. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
FOMO -> PD	0,480	0,481	0,090	5,304	0,000
SMI -> PD	0,192	0,216	0,169	1,135	0,257
SMMA -> PD	0,659	0,659	0,053	12,503	0,000

- a. Fear of Missing Out (FOMO) terhadap Purchase Decision (PD)

The results of the analysis show that Fear of Missing Out (FOMO) has a positive and significant effect on Purchase Decision (PD). The original sample (O) value of 0.480 indicates a fairly strong and positive influence, meaning that the higher the level of FOMO felt by consumers, the more likely they are to make a purchase. This is reinforced by the T-statistic value of 5.304, which far exceeds the minimum threshold value (1.96 for 5% significance), as well as a P-value of 0.000, which is far below 0.05, so this effect is declared statistically significant. The research shows that FOMO can trigger consumptive behavior, especially in Generation Z, who are highly connected to social media. The fear of falling behind trends or not participating in something popular encourages individuals to make purchase decisions immediately.

- b. Social Media Influencer (SMI) on Purchase Decision (PD)

The results of the analysis show that the direct effect of Social Media Influencers (SMI) on Purchase Decision (PD) is not statistically significant. The original sample (O) value of 0.192 indicates a weak positive influence, but the T-statistic value of 1.135 is below the minimum threshold of 1.96, and the P-value is 0.257, which is much greater than 0.05, thus indicating that this influence is not significant. Thus, it can be concluded that the presence or role of social media influencers in the context of this study does not directly influence Gen Z consumers' purchase decisions for Skintific products. This could be due to several factors, such as the influencer's credibility not being strong enough, the suitability of the influencer's persona to the target audience, or consumers relying more on information from other sources in the decision-making process.

c. Social Media Marketing Activities (SMMA) on Purchase Decision (PD)

The results of the analysis show that Social Media Marketing Activities (SMMA) have a very strong and significant direct influence on Purchase Decision (PD). The original sample (O) value of 0.659 shows a high positive effect, meaning that the more intense and effective marketing activities through social media, the more likely consumers are to make purchases. The T-statistic value of 12.503, which far exceeds the threshold of 1.96, and the P-value of 0.000, which is smaller than 0.05, indicate that this effect is highly statistically significant. The results of this study confirm the importance of digital marketing strategies through social media in shaping purchase behavior, especially among Gen Z, who are highly active on digital platforms. Elements such as interactive content, customer reviews, influencer campaigns, and creatively packaged promotions are proven to directly influence purchase decisions.

4.7. Discussion

a. The Effect of Fear of Missing Out on Purchase Decision

The results of the analysis show that Fear of Missing Out (FOMO) has a positive and significant influence on Purchase Decision (PD). The original sample (O) value of 0.480 illustrates a strong influence, meaning that the higher the level of FOMO felt by consumers, the more likely they are to make a purchase. High FOMO encourages individuals to act quickly so as not to feel left behind by ongoing trends or opportunities. This shows that the fear of losing something that is popular can be a strong driver in the purchase decision-making process.

This significant effect is also reinforced by the T-statistic value of 5.304, which far exceeds the 1.96 threshold for significance at the 5% level. This indicates that the results of the analysis are statistically acceptable and did not occur by chance. In addition, the P-value of 0.000, which is smaller than 0.05, emphasizes that the relationship between FOMO and purchase decision is statistically significant. This finding confirms that FOMO is not just a social feeling, but also has a real impact on consumer behavior. The results of the study are in line with the research of Patrisya et al., (2025) FOMO can significantly influence consumer purchase decisions. The same results in the research of Permana et al., (2024) Show the influence of the FOMO variable and the purchase decision. This research confirms that FOMO can be a strong driver of consumptive behavior, particularly among young consumers. Consumers who feel FOMO tend to have a desire to follow trends, and they are more likely to make purchases to maintain social connections or to feel part of a certain group.

b. The Effect of Social Media Influencers on Purchase Decision

The analysis results indicate that the direct effect of Social Media Influencers (SMI) on Purchase Decision (PD) is not statistically significant. The original sample (O) value of 0.192 suggests a positive effect; however, the influence is relatively weak. This is supported by a T-statistic value of 1.135, which falls below the minimum threshold of 1.96 required for significance at the 5% level. Additionally, the P-value of 0.257, which is much greater than 0.05, indicates that the relationship is not strong enough to be considered significant. Therefore, it can be concluded that social media influencers do not significantly affect the purchase decisions of Gen Z consumers regarding Skintific products in this study. These findings are inconsistent with Mahendri & Lutfi, (2022) Who found that social media influencers have a positive and significant effect on purchase decisions.

Gen Z consumers tend to rely more on various other sources of information when making purchase decisions, such as reviews from friends or family, product comparisons, and independent research through digital platforms. This suggests that although influencers do have an impact, their influence may not be dominant compared to other factors that are more relevant or trusted by consumers. Therefore, while influencers remain a part of marketing strategies, companies should consider a more holistic approach to influencing purchase decisions. These findings also offer important insights for marketers to re-evaluate strategies that rely heavily on influencers as the main force in marketing campaigns. Marketers should be more

selective in choosing influencers with high credibility and a more targeted audience. Additionally, they need to consider the combined influence of various digital marketing elements, such as personalized content, user reviews, and limited-time promotions, which may be more effective in influencing Gen Z consumers' purchase decisions.

c. The Effect of Social Media Marketing Activities on Purchase Decision

Based on the research findings, it was found that Social Media Marketing Activities (SMMA) have a direct effect on Purchase Decision (PD) for Skintific products. This is indicated by a P-value of 0.044, which is lower than the significance level of 0.05, thus supporting the hypothesis that SMMA influences PD. This result demonstrates that Skintific's marketing activities through social media are effective in influencing consumers' purchase decisions. In addition, the T-statistic value obtained was 2.012, which is greater than the critical value of 1.96, further confirming that the effect is statistically significant. Although the T-statistic is not as high as in the relationship with other variables, the results still indicate that Skintific's social media campaigns, such as promotions, educational content, influencer collaborations, and customer testimonials, play a substantial role in shaping consumers' purchase decisions. These findings are consistent with the study by Riskiana & Isthiqomah, (2024) Which found that social media marketing has a significant direct effect on purchase decisions. Similar results were also reported by Laila & Roosdhani, (2025), who concluded that social media marketing has a significant impact on purchase decisions. These results support the view that social media plays a crucial role in the consumer decision-making process, particularly in the beauty industry. Through engaging and interactive social media activities, Skintific has been able to build trust, clarify product value, and generate consumer interest, ultimately encouraging purchases. Factors such as positive reviews, special offers, and limited-edition campaigns serve as key elements in influencing these decisions.

d. The Effect of Social Media Marketing Activities on Purchase Decision Mediated by Social Media Influencers

The research findings indicate that Social Media Marketing Activities (SMMA) do not have an indirect effect on Purchase Decision (PD) through Social Media Influence (SMI). This is evidenced by a P-value of 0.256, which is greater than the 0.05 significance level. Therefore, the hypothesis stating an indirect effect of SMMA on PD through SMI is rejected. This means that the presence of SMI is not strong enough to mediate the relationship between social media activities and consumers' purchase decisions for Skintific products.

In addition, the T-statistic value of 1.136, which is lower than the critical value of 1.96, further confirms that this indirect effect is not statistically significant. These results indicate that although SMMA and SMI each play important roles, SMI is not an effective intermediary in linking social media marketing activities to purchase decisions. Consumers are more likely to be directly influenced by the marketing activities themselves, rather than through their perceptions of social influence. This finding is not consistent with the study by Laila & Roosdhani, (2025) Which found that social media marketing has a significant direct effect on purchase decisions. These findings indicate that Skintific's social media marketing strategy has been effective in building awareness and engagement, but does not automatically generate strong social influence in the purchasing process. This may be due to various factors, such as individual preferences that prioritize direct product information over social recommendations, or the brand's existing strength, which reduces consumers' reliance on social influence when making purchase decisions.

e. The Effect of Social Media Marketing Activities on Purchase Decision Mediated by Fear of Missing Out (FOMO)

Based on the research findings, it was found that Social Media Marketing Activities (SMMA) have an indirect effect on Purchase Decision (PD) through Fear of Missing Out (FOMO). This is supported by a P-value of 0.001, which is lower than the 0.05 significance level, indicating that the hypothesis is accepted. This suggests that Skintific's social media marketing activities successfully evoke FOMO among consumers, which in turn drives them to make purchase decisions.

In addition, the T-statistic value of 3.419, which is well above the critical value of 1.96, further confirms that the indirect effect is statistically significant. This finding indicates that Fear of Missing Out (FOMO) serves as an important emotional factor in linking Skintific's marketing activities to consumer behavior. Promotional content that emphasizes urgency, exclusivity, or viral trends plays a major role in encouraging consumers to make immediate purchase decisions. This result is consistent with the study by Hasan & Agus, (2024) Which found that Social Media Marketing Activities (SMMA) indirectly influence Purchase Decision (PD) through Fear of Missing Out (FOMO). Through strategies such as limited product launches, time-sensitive promotions, and endorsements from relevant public figures, Skintific has successfully enhanced the perception that consumers must act quickly to avoid missing out on valuable opportunities. FOMO serves as an effective bridge connecting social media activities to purchase decisions.

V. Conclusion

This study concludes that various factors in digital marketing significantly influence consumer purchase decisions, particularly in the context of Skintific products among Gen Z consumers. Fear of Missing Out (FOMO) has been proven to be a strong driver in influencing purchase decisions. The higher the level of FOMO experienced by consumers, the more likely they are to make a purchase, indicating that the fear of missing out on trends or not participating in popular experiences can trigger consumptive behavior. In addition, Social Media Marketing Activities (SMMA) have a highly significant impact, not only on purchase decisions but also on FOMO and the role of Social Media Influencers (SMI). Social media marketing activities have been shown to effectively create a sense of urgency (FOMO) and enhance the influence of social media figures, which in turn affects consumers' purchase decisions. Well-executed marketing on social media can successfully capture attention and prompt consumers to act quickly. However, although Social Media Influencers (SMI) exhibit a positive relationship with purchase decisions, the direct effect is not statistically significant. This suggests that factors such as influencer credibility, alignment between the influencer and the target audience, as well as other more trusted sources of information may reduce the influencer's impact in the decision-making process.

Overall, these findings emphasize the importance of integrated and creative social media marketing, which can provide a more personalized experience for consumers. A deeper understanding of FOMO and well-crafted social media strategies is essential for designing effective campaigns that influence purchase decisions, particularly for Generation Z, who are deeply connected to the digital world. This study reinforces that Social Media Marketing Activities (SMMA) can influence consumer emotions, specifically Fear of Missing Out (FOMO), which in turn drives purchase decisions. The findings also show that FOMO is a more effective mediator than Social Media Influencers (SMI), indicating that emotional factors are more dominant than social influence in the context of Skintific products. This adds theoretical insight into the importance of emotional drivers in consumer behavior in the digital era. The results of this study indicate that effective social media marketing activities can enhance purchase decisions by triggering emotional responses such as Fear of Missing Out (FOMO). Therefore, Skintific's marketing managers are advised to design campaigns that emphasize urgency, limited stock, or exclusive offers to evoke a sense of FOMO. In addition, although social influence (SMI) remains important, emotional appeals have proven to be more impactful. As such, promotional content should focus more on personal and emotional aspects to better resonate with consumers.

References

- Agustin, N., & Amron. (2022). Pengaruh influencer marketing dan persepsi. *KINERJA: Jurnal Ekonomi dan Bisnis*, 5(1), 49–61.
- Amalia, A. C., & Sagita, G. (2019). Analisa pengaruh influencer social media terhadap keputusan pembelian konsumen Generasi Z di Kota Surabaya. *Jurnal Sosial: Jurnal Penelitian Ilmu-Ilmu Sosial*, 2(2), 51–59. <https://doi.org/10.33319/sos.v20i2.42>



- Andini, N. S. (2023). *Compas Market Insight Dashboard: Skintific menempati posisi pertama penjualan paket kecantikan di Q1 2024 dengan nilai penjualan lebih dari Rp70 miliar!* Compas.co.id.
- Ar-Rasyid, M. H., Satiawan, A. A., Alfiansyah, A., & Hamid, R. S. (2023). Analisis dampak aktivitas pemasaran pada media sosial dan persepsi harga terhadap keputusan pembelian dan kepuasan konsumen. *Jesya*, 6(2), 1873–1887. <https://doi.org/10.36778/jesya.v6i2.1189>
- Argan, M., & Tokay, A. M. (2020). Share or worry! Relationship among FOMO, social visibility, and conspicuous sharing. *Journal of Internet Applications & Management / İnternet Uygulamaları ve Yönetimi Dergisi*, 11(2), 63–80. <https://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=148328891&site=ehost-live>
- Changchit, C., Klaus, T., & Treerotchananon, A. (2021). Using customer review systems to support purchase decisions: A comparative study between the U.S. and Thailand. *Journal of Global Information Management*, 29(6), 1–24. <https://doi.org/10.4018/JGIM.20211101.0a51>
- Duhita Sari, C. R., & Arifin, S. (2024). The influence of online customer reviews, online customer ratings, and celebrity endorsers on e-commerce Shopee purchasing decisions (Study on Generation Z in Tahunan District). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 8(1), 1–14. <https://doi.org/10.29040/ijebar.v8i1.12620>
- Erwin, Ardyan, E., & Dharmayana Putra, S. (2022). Social media marketing trends: Influencers' accounts for SMEs product marketing. *International Journal of Economics, Business and Accounting Research*, 6(3), 1293–1305. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Ghozali, I. (2019). *Desain penelitian kualitatif dan kuantitatif*. Universitas Diponegoro.
- Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Han, J., & Balabanis, G. (2024). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology and Marketing*, 41(2), 394–426. <https://doi.org/10.1002/mar.21927>
- Hasan, H. H., & Agus, S. P. K. (2024). Pengaruh social media marketing terhadap keputusan pembelian yang dimediasi word of mouth marketing. *Public Service and Governance Journal*, 5(1), 168–177. <https://doi.org/10.56444/psgj.v5i1.1004>
- Hermawan, R. (2023). Influence of online customer reviews and quality information on purchase decisions at Shopee Yasashi Japan Shop. *Asian Journal of Management Entrepreneurship and Social Science*, 3(1), 200–213. <https://ajmes.com/index.php/ajmes>
- Komaryatin, N. (2023). Content marketing, live streaming, and online customer reviews on fashion product purchase decisions. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 12(2), 293–307. <https://doi.org/10.46367/iqtishaduna.v12i2.1572>
- Kotler, P., & Armstrong, G. (2019). *Prinsip-prinsip pemasaran*.
- Laila, Z. N., & Roosdhani, M. R. (2025). Pengaruh social media marketing terhadap purchase decision dengan social influence dan word of mouth sebagai variabel mediasi pada Toko Lovable Hijab. *Efektor*, 12(1), 102–116.
- Mahendri, W., & Lutfi, M. (2022). Pengaruh social media influencer, brand awareness dan brand image terhadap keputusan pembelian Ms Glow. *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi*, 5(2), 154–163. <https://doi.org/10.30737/jimek.v5i2.3231>
- Mustika, E. I., & Arifin, A. L. (2021). The influence of trust and information quality on online purchase decision in the Shopee application (A case study on PT Sri Bogor's employee). *International Journal of Social Science*, 1(2), 37–42. <https://doi.org/10.53625/ijss.v1i2.134>
- Musyfiqoh, A., & Roosdhani, M. R. (2020). Leveraging social media marketing and customer engagement to drive purchase decisions in the modern bus transport industry. *Jurnal Ekobis Dewantara*, 59–71.
- Nadia, A., Saputri, J., Apriani, V., & Sudrajat, A. (2021). Pengaruh social media marketing dan brand image terhadap keputusan pembelian dengan bunga pembelian sebagai variabel intervening pada konsumen Kripik Cidas 999 Food. *Jurnal Manajemen dan Akuntansi*, 16(2), 409–418.

- Nasir, T. M. B., Priyono, A. A., & Sholehuddin, S. (2018). Pengaruh iklan sosial media, influencer marketing, dan electronic word-of-mouth terhadap keputusan pembelian produk kecantikan Avoskin (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Malang). *E-Jurnal Riset Manajemen*, 12(1), 756–764.
- Patrisya, F., Afifah, N., & Purmono, B. B. (2025). Mediasi FOMO: Pengaruh influencer dan online review terhadap purchase decision produk The Originote. *Jurnal Manajemen dan Ekonomi*, 5(1), 186–195.
- Permana, D., Abiyah, H. N., & Hokroh, M. (2024). The influence of fear of missing out as the mediating variable against purchase decision. *Journal of Sustainable Economic and Business*, 1(1), 49–58.
- Przybylski, A. K., Murayama, K., DeHann, C. R., & Gladwell, V. (2018). Fear of missing out scale (FoMOS). *Computers in Human Behavior*, 61, 530–539.
- Reza, S. N., & Avianti, W. (2024). Shopping decisions for transactions in online stores based on product quality and price. *Jurnal Ekonomi dan Bisnis*, 2(2), 63–71.
- Ridwan, M. (2022). Purchasing decision analysis in modern retail. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 1–9. <https://doi.org/10.37481/jmneb.v2i1.243>
- Riskiana, M., & Isthiqomah, N. (2024). Pengaruh SMMA (social media marketing activities) TikTok terhadap kesediaan untuk membayar harga premium produk Makeover yang dimediasi oleh citra merek dan loyalitas merek. *Jurnal Ilmu Pemasaran*, 7(3), 61–80.
- Roosdhani, M. R., Komaryatin, N., Arifin, S., Ali, & Huda, N. (2024). From likes to rides: How social media marketing activities transform into purchase decisions in bus services. *Jurnal Ekobis Dewantara*, 7(2), 1–23.
- Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS: A software review. *Journal of Marketing Analytics*, 7(3–4), 196–202.
- Seruni, N. N. A., Suryaniadi, S. M., & Dewi, N. I. K. (2024). Pengaruh influencer marketing terhadap minat pembelian produk kecantikan brand Azarine pada Generasi Z: Studi kasus Kabupaten Badung. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(3), 885–900. <https://doi.org/10.31955/mea.v8i3.4534>
- Sipakoly, S. (2022). Price, product quality, and promotion on purchase decisions (Empirical study on consumers in Ambon City). *Dinasti International Journal of Management Science*, 3(5), 849–860. <https://doi.org/10.31933/dijms.v3i5.1225>
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D*. CV Alfabeta.
- Tjiptono, F. (2020). *Strategi pemasaran: Prinsip dan penerapan*. Yogyakarta.
- Utama, F. R., Musa, C. I., Dipoadmodjo, T. S., Musa, M. I., & Haeruddin, M. I. W. (2023). Pengaruh social media marketing activities terhadap keputusan pembelian di marketplace Shopee: Survei pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Makassar. *Jurnal Ilmu Manajemen, Bisnis dan Ekonomi*, 1(2), 57–66.
- Welsa, H., Dwi Cahyani, P., & Meidyansyah, F. (2022). Pengaruh sosial media marketing dan kualitas layanan terhadap keputusan pembelian melalui minat beli konsumen sebagai variabel intervening. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(3), 1026–1036. <https://doi.org/10.47467/alkharaj.v5i3.1471>