

Influence of Influencer Marketing, E-Wom on Timephoria Purchase Decisions Via Tiktok, Mediated by Fomo

Dhiannisa Shabrina Yuwono*, Ratih Hasanah Sudradjat

Universitas Telkom, Indonesia

Email: dhiannisasy10@gmail.com*

ABSTRACT

This research aims to analyze the influence of Influencer Marketing and Electronic Word of Mouth (E-WOM) on purchasing decisions of Timephoria cosmetic products on the TikTok social media platform, with Fear of Missing Out (FOMO) as a mediating variable. The growing use of TikTok as a marketing tool and the high consumer engagement with influencer-created content serve as the main background of this research. A quantitative approach was used with Structural Equation Modeling-Partial Least Squares (SEM-PLS), involving 140 TikTok users in Indonesia. The results indicate that both influencer marketing and E-WOM significantly influence FOMO and purchase decisions. Moreover, FOMO significantly mediates the relationship between influencer marketing, E-WOM, and purchase decisions. These findings highlight the importance of marketing communication strategies that leverage influencer credibility and the power of online reviews in shaping consumer behavior. This study contributes to the development of the Elaboration Likelihood Model (ELM) in the digital marketing context and offers practical implications for cosmetic businesses in designing effective promotional strategies on social media.

KEYWORDS



Influencer Marketing, Electronic Word of Mouth (E-WOM), Fear of Missing Out (FOMO), Purchase Decision, TikTok

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

The advancement of technology has fundamentally transformed the global marketing landscape, enabling societies worldwide to establish connectivity rapidly with lower costs, faster information dissemination, and wider reach (Chandradewi & Saefudin, 2024). Communication has evolved into a complex process of delivering information or messages from one individual to another to fulfill diverse life goals. In the modern era, society has embraced new alternatives that connect human communication across various parts of the world through online platforms facilitated by internet technology (Isnéniah et al., 2024). The internet and social media have emerged as society's prima donna, offering various benefits that generate different innovations compared to previous conventional approaches. This digital transformation has significantly impacted how businesses communicate with their consumers and conduct marketing activities globally.

The rise of social media platforms has created unprecedented opportunities for businesses to engage with consumers through innovative marketing strategies. Social media plays a crucial role in advancing business practices across different societies, particularly through online marketing initiatives that build positive relationships with consumers and enhance purchasing potential (Surya & Erdiansyah, 2024). Companies that fail to adapt to these technological developments risk experiencing declining sales potential, especially when entire societies become integrated into social media ecosystems for easy product information searching. Among various social media platforms, *TikTok* has emerged as one of the most influential

digital marketing communication media, providing companies with powerful tools to market products or services through features such as *TikTok Shop*, *TikTok Adsense*, and live streaming capabilities.

TikTok's global impact on consumer behavior is particularly evident in Indonesia, where the platform has achieved remarkable penetration rates. According to DataReportal data from early 2025, approximately 108 million *TikTok* users in Indonesia aged 18 years and above have reached 53.5% of various product marketing advertising targets (Kemp, 2025). The demographic distribution shows that women account for 50.8% of *TikTok* advertising audiences, while men represent 49.2%. This massive user base demonstrates *TikTok's* significant potential as a marketing platform. Based on data compiled by We Are Social in February 2025, *TikTok* users aged 18 to 34 years represent more than 14% of *TikTok* ad viewers, indicating the platform's strong appeal among young adult demographics. According to JWT Intelligence data, this age category of late adolescents (18 years) to early adults (34 years) tends to satisfy personal needs according to emotional states, often resulting in irrational purchasing behavior (Sirait & Brahmana, 2023).

The specific phenomenon of *TikTok's* influence on consumer behavior extends beyond mere entertainment, transforming into a powerful marketing communication medium that increases consumer desire to purchase goods based on satisfaction levels rather than actual needs (Djamhari et al., 2024). This behavioral shift opens significant opportunities for business actors to engage consumers in product decision-making processes after facilitating interaction and experience sharing. *TikTok's* unique algorithm and content delivery system create an environment where users are constantly exposed to product recommendations and reviews, leading to increased impulse purchasing behaviors. The platform's short-form video format, ranging from 15 seconds to 10 minutes, provides individuals with opportunities to seek information and interact before making product choices, fundamentally changing traditional consumer decision-making processes.

The cosmetics industry represents a particularly compelling case study for understanding *TikTok's* marketing impact. The advancement of the beauty sector has facilitated the entry of foreign cosmetic products to meet the appearance needs of Indonesian women who seek expressive looks suitable for tropical climates. Cosmetics are divided into two main types: makeup cosmetics and skincare cosmetics, used for maintaining, cleaning, changing appearance, and adding visual appeal to individuals (Azizah et al., 2021). One notable example is *Timephoria*, a makeup cosmetic brand that recently entered the Indonesian market. This brand originates from China with the slogan "Beauty Without Limits" and has demonstrated remarkable market penetration through *TikTok* marketing strategies.

Since early 2025, *Timephoria* has successfully launched several flagship products, including *Timeless Lumina Matte Perfect Cushion*, *Nebula Velvet Lip Cream*, and *Stellar Dust Lip Stain*. With affordable pricing starting from IDR 100,000, *Timephoria* focuses on providing comfort, increasing self-confidence, and offering high quality through various shade options suitable for different skin colors, skin types, and buyer needs (Metropolitanpost.id, 2025). The brand's *TikTok* account @timephoria.id conducts daily live broadcasts to influence consumer purchase decisions, demonstrating the platform's real-time marketing capabilities. Remarkably, one of their products, *Stellar Dust Lip Stain*, achieved more than 13,000 sales with over 1,000

customer reviews on *TikTok Shop Timephoria.id* within just two months from late January to March 2025 (Timephoria, 2025).

The success of *Timephoria's* marketing strategy is closely linked to the emerging phenomenon of influencer marketing on *TikTok*. Influencer marketing represents one of the marketing strategies that involves influencers collaborating with business actors to market their products on social media platforms (Aini & Zagladi, 2025). An influencer is categorized into four levels based on their social media follower count: mega influencers with 1,000,000 to 5,000,000 followers, macro influencers with 100,000 to 1,000,000 followers, micro influencers with 10,000 to 100,000 followers, and nano influencers with 1,000 to 10,000 followers (Chan et al., 2023). *Timephoria* has strategically collaborated with macro influencers, including Shasha Zhania, who has one million *TikTok* followers, to conduct persuasive marketing and generate positive comments from viewers.

The brand's influencer marketing strategy extends to collaboration with actors from the popular soap opera "*Asmara Gen Z*," including Catu (@cataalcorse), Jolina (@jjolinnaaa), Ciara (@ciarabrosnan_official), and Viky (@urdadluz), who are classified as macro influencers based on their *TikTok* follower counts. These influencers upload *TikTok* videos showcasing the use of *Timephoria* lip products as soft-selling promotions on their accounts, demonstrating the brand's aggressive influencer marketing strategy to expand market reach. Additionally, *Timephoria* has successfully created unique and creative product marketing through influencers by introducing a lip stain product held like a cigarette and then applied to lips, creating a new trend that many people immediately followed.

The urgency of this research stems from the rapid evolution of digital marketing practices and the increasing influence of social media on consumer behavior, particularly among younger demographics. The competitive business environment demands that business actors innovate their marketing approaches through intensive collaboration with influencers on social media platforms. According to Solaiman & Pangaribuan (2024), research findings show that recommendations provided by influencers have significant impact in shaping consumer behavior, particularly in purchase decisions. This finding confirms the importance of influencer marketing as a primary strategy in developing digital marketing efforts.

Electronic Word of Mouth (*E-WOM*) emerges as another critical factor in contemporary marketing communication strategies. *E-WOM* refers to the dynamic exchange of information between consumers aimed at understanding products, services, or company brands (Slamet & Ulil Albab, 2023). Every individual has personal goals in the process of making decisions to purchase certain products, influenced by factors such as age, lifestyle, income, and personality characteristics (Chandradewi & Saefudin, 2024). Purchase decisions represent actions taken by consumers to buy products according to their needs or desires from available brands (Kotler & Keler, 2021). Research by Chandradewi & Saefudin (2024) explains that consumer purchase decisions for products are influenced by positive information shared by other users on social media.

The psychological dimension of contemporary consumer behavior is increasingly characterized by the *Fear of Missing Out (FOMO)* phenomenon. *FOMO* refers to individual anxiety and fear regarding the possibility of pleasant or valuable events occurring elsewhere without their presence. In this context, *FOMO* represents one of the strong factors driving consumptive behavior (Radianto & Kilay, 2023). Studies conducted by Yani & Rojuaniah

(2023) show that Generation Z and millennials have high online shopping interests because they actively view posts and product reviews before making purchases. However, feelings of fear about losing opportunities, offers, or chances to purchase products indirectly increase individuals' desire to achieve satisfaction rather than fulfilling actual needs. This creates opportunities for companies to stimulate consumptive attitudes among potential buyers who are vulnerable to *FOMO* influences through influencer content (Falajunah & Hendayani, 2024).

Several relevant studies have explored the relationships between these variables in different contexts. Research by Abadi & Hawa (2024) and Indrawati et al. (2023) focused on the influence of influencer marketing or *E-WOM* on purchase decisions across various platforms and product segments, particularly skincare products. Similarly, studies by Sari & Darma (2024) examined the impact of viral and influencer marketing on purchase decisions while exploring *FOMO*'s mediating role. However, most previous research has focused on established brands or different product categories, leaving a gap in understanding how these dynamics operate for new foreign cosmetic brands entering specific markets through aggressive *TikTok* marketing strategies.

The novelty of this research lies in several key aspects that distinguish it from previous studies. Empirically, this research focuses on *Timephoria*, a foreign cosmetic brand that recently entered the Indonesian market and employs aggressive marketing strategies on the *TikTok* platform, making it the first study to examine this specific brand as a research object. Theoretically, while previous research has adopted Stimulus-Organism-Response theory and information adoption models to explain relationships between influencer marketing or *E-WOM* and purchase decisions (Hidayatullah et al., 2025; Indrawati et al., 2023), this study integrates the Elaboration Likelihood Model (ELM) as the primary theoretical framework. ELM distinguishes persuasion process mechanisms through central and peripheral routes while incorporating *FOMO* as a mediating variable between independent and dependent variables (Dinh et al., 2023; Petty & Cacioppo, 1986; Pramesthi et al., 2024; Sari & Darma, 2024). Methodologically, this research employs a quantitative approach using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS software, enabling researchers to analyze direct and indirect effects between variables.

This study aims to analyze the influence of *Influencer Marketing* and Electronic Word of Mouth (*E-WOM*) on the purchase decisions for *Timephoria* cosmetic products on *TikTok*, with *Fear of Missing Out (FOMO)* as a mediating variable. The research seeks to provide both theoretical and practical contributions by enriching the Elaboration Likelihood Model within the digital marketing context and offering actionable insights for businesses to design effective, psychologically informed marketing strategies on social media. Ultimately, this research addresses the critical need to understand the mechanisms behind effective marketing communication that drives sales while fostering positive consumer experiences.

METHOD

This research was categorized as quantitative. Based on its purpose, it was descriptive, aiming to provide a systematic picture of the phenomena without altering existing variables (Sugiyono, 2021). The approach used was a survey, collecting data directly from respondents through questionnaires to gather information from a broader population (Sekaran & Bougie, 2019).

The research was classified as causal, aiming to evaluate the influence or causal relationships between independent and dependent variables (Hair et al., 2015). The population consisted of TikTok users in Indonesia who purchased *Timephoria* products. Non-probability purposive sampling was applied, with sample criteria including Indonesian TikTok users aged 18-35 who had seen influencer videos promoting *Timephoria* products on TikTok and purchased them via *TikTok Shop Timephoria Indonesia*.

Using Hair et al.'s (2014) formula, the minimum sample size was 95 and the maximum 190. This study collected data from 140 respondents. Data were gathered through questionnaires distributed via Google Forms, using a 4-point Likert scale.

Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis was conducted with SmartPLS software. The variables studied included Influencer Marketing (X1) with indicators of attractiveness, trustworthiness, and expertise; Electronic Word of Mouth (X2) with indicators of information quality and credibility; Fear of Missing Out (Z) with indicators related to self and social connection; and Purchase Decision (Y) with indicators of need recognition, information search, alternative evaluation, and payment method.

RESULT AND DISCUSSION

Respondent Characteristics

The research object includes TikTok users in Indonesia who have purchased Timephoria products on TikTok Shop Timephoria.id. A total of 140 respondents provided answers through the Google Form platform. All respondents are TikTok users who have been selected according to established criteria. Respondent characteristics are analyzed based on gender, age, education level, occupation, and income to provide contextual foundations for formulating relevant recommendations and solutions based on research findings.

Table 1. Respondent Characteristics

Category	Frequency	Percentage (%)
Gender		
Female	140	100.0
Age		
18-22 years	40	28.6
23-26 years	61	43.6
27-30 years	29	20.7
>30 years	10	7.1
Education Level		
High School/Equivalent	31	22.1
Diploma	19	13.6
Bachelor	83	59.3
Master	7	5.0
Occupation		
Student	39	27.9
Civil Servant	11	7.9
Private Employee	54	38.6
Entrepreneur	18	12.9
Others	18	12.9
Income		
<IDR 500,000	15	10.7

IDR 500,000-1,000,000	15	10.7
>IDR 1,000,000-2,500,000	15	10.7
>IDR 2,500,000-4,000,000	28	20.0
>IDR 4,000,000	67	47.9

Source: Primary Data, Processed (2025)

Based on Table 1, all respondents are female (100%), indicating that the research topic is highly relevant to women. In the age category, the majority of respondents are in the 23-26 years range (43.6%), followed by 18-22 years (28.6%), demonstrating that the research primarily reaches Generation Z and young millennials who are active social media users. Regarding education, most respondents hold bachelor's degrees (59.3%), and the majority work as private employees (38.6%). For income distribution, the highest category is above IDR 4,000,000 (47.9%), indicating that most respondents have relatively good purchasing power.

Descriptive Analysis Results

Statistical descriptive analysis is conducted to obtain deep understanding of research variable characteristics based on data from 140 respondents. Each item in the questionnaire uses a four-point Likert scale with the following provisions: "Strongly Agree" = 4, "Agree" = 3, "Disagree" = 2, and "Strongly Disagree" = 1. The scoring criteria interpretation is categorized as follows: 25%-43.75% (Very Low), 43.75%-62.50% (Low), 62.50%-81.25% (High), and 81.25%-100% (Very High).

Influencer Marketing Variable Analysis

Table 2. Descriptive Analysis of Influencer Marketing Variable

Item Code	Scale Measurement	Total	Total Score	Ideal Score	Percentage (%)	Category
	1	2	3	4		
IM1	0	10	60	70	140	480
IM2	5	21	72	42	140	431
IM3	4	18	71	47	140	441
IM4	0	9	71	60	140	471
Total Score						
Ideal Score						
Percentage (%)						

Source: Primary Data, Processed (2025)

The influencer marketing variable analysis shows that IM1 (content attractiveness) achieved the highest score of 85.71%, indicating that respondents find influencer-created content promoting Timephoria products on TikTok very attractive to watch. IM4 (influencer expertise) scored 84.11%, showing that respondents believe influencers understand the products they promote. IM3 (product recommendation quality) scored 78.75%, while IM2 (trustworthiness) scored 76.96%. Overall, the influencer marketing variable reached 81.38%, categorized as very high.

Electronic Word of Mouth Variable Analysis

Table 3. Descriptive Analysis of Electronic Word of Mouth Variable

Item Code	Scale Measurement	Total	Total Score	Ideal Score	Percentage (%)	Category
	1	2	3	4		
EWOM1	0	5	70	65	140	480
EWOM2	1	15	74	50	140	453
EWOM3	0	11	86	43	140	452
EWOM4	0	6	77	57	140	471
Total Score						
Ideal Score						
Percentage (%)						

Source: Primary Data, Processed (2025)

The E-WOM variable analysis reveals that EWOM1 (information clarity) achieved the highest score of 85.71%, indicating that respondents find information about Timephoria on TikTok clear and easily understood. EWOM4 (information reliability) scored 84.11%, showing that information is considered dependable. EWOM2 (information detail) scored 80.89%, while EWOM3 (information credibility) scored 80.71%. The overall E-WOM variable achieved 82.86%, categorized as very high.

Fear of Missing Out Variable Analysis

Table 4. Descriptive Analysis of Fear of Missing Out Variable

Item Code	Scale Measurement	Total	Total Score	Ideal Score	Percentage (%)	Category
	1	2	3	4		
FOMO1	6	11	66	57	140	454
FOMO2	3	6	74	57	140	465
FOMO3	3	7	74	56	140	463
FOMO4	7	9	67	57	140	454
Total Score						
Ideal Score						
Percentage (%)						

Source: Primary Data, Processed (2025)

The FOMO variable analysis shows that FOMO2 (regret of not trying) achieved the highest score of 83.04%, indicating strong emotional responses regarding potential regret if not trying Timephoria products. FOMO3 (comparative worry) scored 82.68%, showing concern about others gaining more value from using the product. FOMO1 and FOMO4 both scored 81.07%, representing fear of regret and being left behind from trends respectively. The overall FOMO variable achieved 81.96%, categorized as very high.

Purchase Decision Variable Analysis

Table 5. Descriptive Analysis of Purchase Decision Variable

Item Code	Scale Measurement	Total	Total Score	Ideal Score	Percentage (%)	Category
	1	2	3	4		
KP1	3	8	51	78	140	484
KP2	1	9	58	72	140	481
KP3	1	13	59	67	140	472
KP4	0	12	68	60	140	468
KP5	0	21	72	47	140	446
KP6	0	14	80	46	140	452
KP7	0	11	74	55	140	464
Total Score						
Ideal Score						
Percentage (%)						

Source: Primary Data, Processed (2025)

The purchase decision variable analysis shows that KP1 (product discovery through TikTok) achieved the highest score of 86.43%, indicating TikTok's effectiveness in helping consumers find desired products. KP2 (information seeking behavior) scored 85.89%, showing rational consumer behavior in seeking product explanations before purchasing. KP3 (product description helpfulness) scored 84.29%, while KP4 (product comparison behavior) scored 83.57%. The overall purchase decision variable achieved 83.34%, categorized as very high.

SmartPLS Analysis Results

The analysis uses Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4 software to test the measurement model (outer model) and structural model (inner model). The outer model evaluation includes convergent validity, discriminant validity, and reliability testing, while the inner model evaluation examines path coefficients, R-square values, and hypothesis testing.

Outer Model Testing

1. Convergent Validity

Convergent validity is assessed through loading factor values and Average Variance Extracted (AVE). According to Ghazali & Kusumadewi (2023), a model meets validity criteria when loading factor values > 0.70 and AVE values > 0.50 .

Table 6. Loading Factor Results

Latent Variable	Indicator	Loading Factor	Information
Influencer Marketing (X1)	IM1	0.763	Valid
	IM2	0.849	Valid
	IM3	0.834	Valid
	IM4	0.730	Valid
Electronic Word of Mouth (X2)	EWOM1	0.759	Valid
	EWOM2	0.831	Valid
	EWOM3	0.830	Valid

Latent Variable	Indicator	Loading Factor	Information
Fear of Missing Out (Z)	EWOM4	0.782	Valid
	FOMO1	0.857	Valid
	FOMO2	0.853	Valid
	FOMO3	0.854	Valid
	FOMO4	0.862	Valid
Purchase Decision (Y)	KP1	0.822	Valid
	KP2	0.741	Valid
	KP3	0.780	Valid
	KP4	0.838	Valid
	KP5	0.773	Valid
	KP6	0.806	Valid
	KP7	0.842	Valid

Source: Data Analysis Results using SmartPLS (2025)

All items show loading factor values above 0.70, meeting convergent validity criteria. This indicates that each indicator adequately measures its respective latent construct.

Table 7. Average Variance Extracted (AVE)

Variable	AVE Value
Influencer Marketing	0.642
Electronic Word of Mouth	0.734
Fear of Missing Out	0.633
Purchase Decision	0.642

Source: Data Analysis Results using SmartPLS (2025)

All constructs show AVE values above 0.50, indicating that each latent variable is adequately explained by its measuring indicators, thus meeting convergent validity requirements.

2. Discriminant Validity

Discriminant validity is assessed through cross-loading analysis. Each indicator should have higher loading values on its intended construct compared to other constructs.

Table 8. Cross Loading Results

	EWOM	FOMO	IM	KP
EWOM1	0.759	0.610	0.595	0.661
EWOM2	0.831	0.473	0.451	0.552
EWOM3	0.830	0.519	0.475	0.579
EWOM4	0.782	0.477	0.433	0.507
FOMO1	0.524	0.857	0.721	0.759
FOMO2	0.597	0.853	0.711	0.779
FOMO3	0.613	0.854	0.736	0.780
FOMO4	0.516	0.862	0.734	0.757
IM1	0.433	0.673	0.763	0.680
IM2	0.507	0.722	0.849	0.733
IM3	0.516	0.704	0.834	0.732
IM4	0.518	0.589	0.730	0.623
KP1	0.458	0.751	0.728	0.822

KP2	0.347	0.701	0.660	0.741
KP3	0.479	0.672	0.702	0.780
KP4	0.623	0.757	0.699	0.838
KP5	0.685	0.692	0.665	0.773
KP6	0.734	0.716	0.714	0.806
KP7	0.706	0.741	0.721	0.842

Source: Data Analysis Results using SmartPLS (2025)

The cross-loading results show that each indicator has higher loading values on its intended construct compared to other constructs, confirming discriminant validity.

3. Reliability Testing

Reliability is assessed through Cronbach's Alpha and Composite Reliability values, both should exceed 0.70 for adequate internal consistency.

Table 9. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information
Influencer Marketing (X1)	0.815	0.877	Reliable
Electronic Word of Mouth (X2)	0.879	0.917	Reliable
Fear of Missing Out (Z)	0.805	0.873	Reliable
Purchase Decision (Y)	0.907	0.926	Reliable

Source: Data Analysis Results using SmartPLS (2025)

All variables demonstrate Cronbach's Alpha and Composite Reliability values above 0.70, indicating good internal consistency and reliability.

Inner Model Testing

After confirming that the measurement model meets validity and reliability criteria, the structural model evaluation examines relationships between latent constructs through path coefficients and R-square analysis.

1. Path Coefficient Analysis

Hypothesis testing uses path coefficient values, t-statistics, and p-values to assess relationship strength and significance between variables. With 95% confidence level, t-statistic values must exceed 1.96 for significance, and p-values must be below 0.05.

Table 10. Path Coefficient, T-Statistics, and P-Values

Relationship	Original Sample (O)	T Statistics	P Values	Information
IM → FOMO	0.714	12.502	0.000	Significant
EWOM → FOMO	0.216	3.316	0.001	Significant
IM → KP	0.352	5.326	0.000	Significant
EWOM → KP	0.202	3.566	0.000	Significant
FOMO → KP	0.467	7.464	0.000	Significant

Source: Data Analysis Results using SmartPLS (2025)

All direct relationships show significant results with t-statistics > 1.96 and p-values < 0.05, confirming all direct effect hypotheses.

2. Mediation Testing

Table 11. Specific Indirect Effects

Relationship	Original Sample (O)	T Statistics	P Values	Information
IM → FOMO → KP	0.333	6.682	0.000	Significant
EWOM → FOMO → KP	0.101	2.810	0.005	Significant

Source: Data Analysis Results using SmartPLS (2025)

The mediation analysis confirms that FOMO significantly mediates both relationships between influencer marketing and purchase decisions, and between E-WOM and purchase decisions.

3. R-Square Analysis

Table 12. R-Square Values

Variable	R-Square	Interpretation
Fear of Missing Out	0.747	Strong
Purchase Decision	0.872	Strong

Source: Data Analysis Results using SmartPLS (2025)

The R-square analysis shows that 74.7% of FOMO variance is explained by influencer marketing and E-WOM variables, while 87.2% of purchase decision variance is explained by the combination of influencer marketing, E-WOM, and FOMO variables. According to Ghazali & Kusumadewi (2023) classification (0.75 = strong, 0.50 = moderate, 0.25 = weak), both values indicate strong predictive power.

4. F-Square Analysis

Table 13. F-Square Values

Relationship	F-Square	Effect Size
EWOM → FOMO	0.113	Small
EWOM → KP	0.177	Medium
FOMO → KP	0.433	Large
IM → FOMO	1.239	Large
IM → KP	0.267	Medium

Source: Data Analysis Results using SmartPLS (2025)

Following Cohen's (1988) classification (0.02 = small, 0.15 = medium, 0.35 = large), the f-square analysis reveals varying effect sizes, with influencer marketing showing the largest effect on FOMO.

5. Predictive Relevance (Q²)

The formula for calculating Q² is:

$$Q^2 = 1 - (SSE/SSO)$$

Where SSE is the sum of squared prediction errors and SSO is the sum of squared observations.

Table 14. Q-Square Values

Variable	Q-Square	Interpretation
Fear of Missing Out	0.736	Good Predictive Relevance
Purchase Decision	0.806	Good Predictive Relevance

Source: Data Analysis Results using SmartPLS (2025)

All Q^2 values are positive and above zero, indicating that the model has good predictive relevance for the observed data.

Hypothesis Testing Results

Table 15. Hypothesis Testing Summary

Hypothesis	Relationship	Path Coefficient	T-Statistics	P-Value	Decision
H1	IM → FOMO	0.714	12.502	0.000	Accepted
H2	EWOM → FOMO	0.216	3.316	0.001	Accepted
H3	IM → KP	0.352	5.326	0.000	Accepted
H4	EWOM → KP	0.202	3.566	0.000	Accepted
H5	FOMO → KP	0.467	7.464	0.000	Accepted
H6	IM → FOMO → KP	0.333	6.682	0.000	Accepted
H7	EWOM → FOMO → KP	0.101	2.810	0.005	Accepted

Source: Data Analysis Results using SmartPLS (2025)

All seven hypotheses are accepted, indicating significant relationships between all tested variables and confirming the mediating role of FOMO in the research model.

The Influence of Influencer Marketing on Fear of Missing Out

The research results demonstrate that influencer marketing has a positive and significant effect on FOMO with a path coefficient of 0.714, representing the strongest direct relationship in the model. This finding indicates that marketing activities involving influencers play a crucial role in forming consumer psychological responses, particularly the fear of missing out on trends. The high coefficient value suggests that influencer credibility, attractiveness, and expertise significantly contribute to creating urgency and anxiety among consumers about potentially missing valuable opportunities or experiences.

This finding aligns with Source Credibility Theory by Hovland et al. (1953), which states that communicator credibility is the primary factor determining message effectiveness. In the context of TikTok marketing, influencers with high credibility can effectively trigger FOMO through authentic content that resonates with their audience. The platform's algorithm amplifies this effect by creating echo chambers where similar content repeatedly appears, intensifying the fear of being left behind from trending products or experiences.

The Influence of Electronic Word of Mouth on Fear of Missing Out

E-WOM demonstrates a positive and significant effect on FOMO with a path coefficient of 0.216. Although this represents the smallest direct effect in the model, it remains statistically significant and theoretically important. This finding indicates that information conveyed by fellow TikTok users creates psychological pressure in the form of worry about being left behind from trends or losing opportunities experienced by others.

The relatively lower coefficient compared to influencer marketing suggests that while E-WOM contributes to FOMO formation, its impact is more subtle and gradual. User-generated content and peer reviews create social proof that builds cumulative pressure over time, whereas influencer content often creates immediate emotional responses. This finding is consistent with research by Kusumo et al. (2024), confirming E-WOM's significant influence on FOMO formation in digital marketing contexts.

The Influence of Influencer Marketing on Purchase Decisions

Influencer marketing shows a positive and significant effect on purchase decisions with a path coefficient of 0.352. This substantial direct effect demonstrates that influencer presence on TikTok significantly shapes consumer perceptions and encourages purchase actions for Timephoria products. The finding reflects the effectiveness of influencer marketing as a form of marketing communication that is personal, visual, and relatable, particularly among social media users.

The mechanism works through parasocial relationships where consumers develop emotional connections with influencers, leading to trust and adoption of recommended behaviors. When consumers see figures they follow actively recommending products, they tend to adopt this behavior because they consider influencers as role models or trusted reference sources. This finding supports previous research by Solaiman & Pangaribuan (2024) and Chandradewi & Saefudin (2024), confirming influencer marketing's effectiveness in increasing trust, interest, and ultimately purchase decisions.

The Influence of Electronic Word of Mouth on Purchase Decisions

E-WOM demonstrates a positive and significant effect on purchase decisions with a path coefficient of 0.202. This result shows that information and reviews conveyed by other TikTok users regarding Timephoria products can form positive consumer perceptions and encourage purchase decisions. E-WOM serves as an informal information source considered more neutral, honest, and trustworthy because it originates from fellow users rather than commercial sources.

Detailed reviews, personal experiences, and testimonials from other users often become primary references for potential buyers in evaluating product quality before making decisions. In TikTok's social media context, E-WOM content spreads quickly, diversely, and is often packaged attractively, making consumer information about Timephoria products more easily accepted and considered. This finding aligns with previous research by Slamet & Ulil Albab (2023) and Indrawati et al. (2023), confirming E-WOM's significant role in forming purchase intentions and decisions.

The Influence of Fear of Missing Out on Purchase Decisions

FOMO shows a positive and significant effect on purchase decisions with a path coefficient of 0.467, representing the strongest direct effect on the dependent variable. This result indicates that higher levels of consumer FOMO significantly increase the likelihood of immediate purchase behavior. The substantial coefficient value demonstrates FOMO's powerful role as an emotional trigger that accelerates decision-making processes.

From a consumer behavior perspective, FOMO acts as an emotional trigger that speeds up decision-making processes. Consumers experiencing FOMO tend to exhibit impulsive

purchasing behavior because they are driven by social pressure and time urgency. This finding strengthens the notion that psychological factors play important roles in forming purchase intentions and behaviors, especially in social media contexts. The result aligns with research by Zharifah et al. (2025) and Bläse et al. (2024), confirming FOMO as a significant determinant in forming purchase decisions, particularly among young generations who are active digital media users.

The Mediating Role of FOMO

The mediation analysis reveals that FOMO significantly mediates the relationship between influencer marketing and purchase decisions (path coefficient 0.333) and between E-WOM and purchase decisions (path coefficient 0.101). These findings confirm that FOMO functions as a crucial psychological mechanism that explains how marketing stimuli translate into actual purchase behavior.

The stronger mediation effect for influencer marketing suggests that influencer content more effectively triggers emotional responses that lead to immediate action, while E-WOM's mediation effect, though significant, operates more subtly through gradual social proof accumulation. This finding is consistent with the Elaboration Likelihood Model (ELM), where peripheral route processing (influencer credibility) can trigger emotional reactions like FOMO, subsequently directing consumers toward purchase actions even when rational evaluation might suggest otherwise.

The research contributes to understanding how modern marketing communication strategies leverage both cognitive (information processing) and affective (emotional response) pathways to influence consumer behavior. The significant mediation effects demonstrate that successful digital marketing requires not only providing information but also creating emotional engagement that motivates immediate action. This insight is particularly valuable for businesses operating in fast-paced social media environments where consumer attention is fleeting and competition for engagement is intense.

CONCLUSION

Based on the results and analysis, all hypotheses were supported: Influencer Marketing and Electronic Word of Mouth (E-WOM) had positive and significant effects on Fear of Missing Out (FOMO) and purchase decisions, while FOMO also positively influenced purchase decisions. Moreover, FOMO mediated the relationships between Influencer Marketing and E-WOM on purchase decisions for Timephoria products on TikTok. These findings emphasize the importance of credible influencer communication and the power of online reviews in shaping consumer behavior, contributing to the Elaboration Likelihood Model (ELM) in the digital marketing context. Practically, businesses should select influencers aligned with their target markets and actively manage E-WOM to encourage positive consumer experiences and reviews on TikTok. Future research could expand by investigating additional mediators or moderators such as trust, product quality, and pricing, as well as exploring these dynamics across diverse demographics and cultural contexts to deepen understanding of digital marketing effectiveness.

REFERENCES

- Abadi, T. W., & Hawa, E. F. (2024). Pengaruh E-WOM, Citra Merek, E-Commerce, dan Beauty Vlogger terhadap Keputusan Pembelian. *Jurnal Ilmu Komunikasi*, 21(1), 19-38.
- Aini, N. Q., & Zagladi, A. N. (2025). TikTok sebagai Media Pemasaran Digital: Efek Influencer Marketing dan E-WOM terhadap Keputusan Pembelian Produk Skincare. *Studi Akuntansi, Keuangan, Dan Manajemen*, 4(2), 265-274.
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2).
- Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024). Non-sustainable buying behavior: How the fear of missing out drives purchase intentions in the fast fashion industry. *Business Strategy and the Environment*, 33(2), 626-641.
- Chan, T. H., Hung, K., & Tse, D. K. (2023). Comparing E-Commerce Micro- and Macroinfluencers in TikTok Videos: Effects of Strategies on Audience Likes, Audience Shares, and Brand Sales. *Journal of Interactive Advertising*, 23(4), 307-322.
- Chandradewi, P., & Saefudin, N. (2024). Pengaruh Content Marketing, Influencer Marketing dan Online Customer Review Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Ekonomi Manajemen Sistem Informasi (JEMSI)*, 5(6), 888-900.
- Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How Does the Fear of Missing Out Moderate the Effect of Social Media Influencers on Their Followers' Purchase Intention? *SAGE Open*, 13(3).
- Djamhari, S. I., Mustika, M. D., Sjabadhyni, B., & Ndaru, A. R. P. (2024). Impulsive buying in the digital age: investigating the dynamics of sales promotion, FOMO, and digital payment methods. *Cogent Business and Management*, 11(1).
- Falajunah, C. T., & Hendayani, R. (2024). Pengaruh FOMO (Fear of Missing out) By Tiktok Influencer terhadap Minat Beli Produk Scarlett. *Economic Reviews Journal*, 3(2), 1096-1110.
- Hidayatullah, A. A., Muinah, F., & Hutami, L. T. H. (2025). The Influence of Influencer Marketing and Social Media Marketing on Purchase Decisions with Brand Awareness as an Intervening Variable for TikTok Shop in Generation Z. *Dinasti International Journal of Economics, Finance & Accounting*, 5(6).
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion: Psychological Studies Of Opinion Change*. Yale University Press.
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174-184.
- Isneniah, D., Nuryani, R., & Lindasari, S. W. (2024). Correlational study: Self-esteem and fear of missing out (FoMO) in emerging adulthood. *Holistik Jurnal Kesehatan*, 18(2), 209-217.
- Kemp, S. (2025). *Digital 2025: Indonesia --- DataReportal -- Global Digital Insights*.
- Kotler, P., & Keler, K. L. (2021). *Marketing Management* (16th ed.). Pearson.
- Kusumo, S. S. B., Palumian, Y., Marchyta, N. K., & Sahetapy, W. L. (2024). Peranan Electronic Word Of Mouth Dan Fear Of Missing Out Dalam Membentuk Purchase

- Intention Produk Mixue Di Surabaya. *Jurnal Ilmiah Manajemen Dan Akuntansi*, 1(4), 201-211.
- Metropolitanpost.id. (2025). *Awali Tahun dengan Timephoria: Revolusi Makeup yang Hadir di Indonesia sebagai Wadah Eksplorasi Kecantikan Tanpa Batas dengan Teknologi Masa Depan!*
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model Of Persuasion. *Advances In Experimental Social Psychology*, 19, 123-205.
- Pramesthi, H. K., Bambang, D. P., & Safitri, R. (2024). Rivalry of celebrity and influencer endorsement for advertising effectiveness. *Bricolage : Jurnal Magister Ilmu Komunikasi*, 10(1), 79-92.
- Radianto, A. J. V., & Kilay, T. N. (2023). Pengaruh Fomo (Fear Of Missing Out) Dan Influencer Terhadap Niatan Untuk Membeli Pada E-Commerce. *Jurnal Revenue*, 4(1), 490-495.
- Sari, P. S. P., & Darma, G. S. (2024). The Impact of Viral and Influencer Marketing on Skintific Purchase Decisions: Exploring the Mediating Role of FoMO. *Tec Empresarial*, 19(1), 453-470.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.
- Sirait, P. N. S., & Brahmana, K. M. (2023). Pengaruh Intensitas Penggunaan Media Sosial terhadap Perilaku Fear Of Missing Out (Fomo) pada Remaja. *Innovative: Journal Of Social Science Research*, 3(4), 6535-6548.
- Slamet, & Ulil Albab, A. (2023). Electronic Word-of-Mouth Analysis and its Impact on Purchase Decisions: Studies on "Millennial and Z" Generation. *European Journal of Business and Management Research*, 8(6), 175-181.
- Solaiman, S., & Pangaribuan, C. H. (2024). The Influence of Hedonic Motivation and Influencer Marketing on Purchasing Decisions with FOMO (Fear of Missing Out) as A Mediating Variable. *International Journal of Economics (IJE)*, 3(2), 906-918.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Surya, D. H., & Erdiansyah, R. (2024). Menggali Potensi TikTok: Pendekatan Pemasaran Digital Produk Kecantikan "FAV BEAUTY." *Prologia*, 8(1), 97-106.
- Timephoria. (2025). *Data Penjualan Produk Timephoria*. TikTok Shop.
- Yani, E. U., & Rojuaniah. (2023). Pengaruh Social Media Marketing dan Fomo terhadap Purchase Intention Melalui Electronic Word of Mouth. *Jurnal Pendidikan Tambusai*, 7(2), 18020-18031.
- Zharifah, N., Sukoco, I., & Tresna, P. W. (2025). Pengaruh Viral Marketing dan Fear of Missing Out (FoMO) Terhadap Keputusan Pembelian Produk Bandung Cheesecuit. *Jurnal Manajemen Pemasaran Indonesia*, 6(3), 1731-1746.