

ABSTRACT

This study aims to analyze the effect 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 Square (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 research contributes to the context of digital marketing communications 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*