

DAFTAR PUSTAKA

- 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. <https://doi.org/10.24002/jik.v21i1.6406>
- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2021). *METODOLOGI PENELITIAN KUANTITATIF*. Yayasan Penerbit Muhammad Zaini. <http://penerbitzaini.com>
- 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. <https://doi.org/10.35912/sakman.v4i2.3799>
- Alfina, Hartini, S., & Mardhiyah, D. (2023). FOMO related consumer behaviour in marketing context: A systematic literature review. In *Cogent Business and Management* (Vol. 10, Issue 3). Cogent OA. <https://doi.org/10.1080/23311975.2023.2250033>
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (10th ed.). Cengage Learning.
- Anjani, P. N., & Sudradjat, R. H. (2023). Analysis of Word of Mouth as a Marketing Communication Strategy of DJ Arie Public Speaking and Broadcasting Schools on Social Media Instagram. *Daengku Journal of Humanities and Social Sciences Innovation*, 3(5), 796–802. <https://doi.org/Daengku Journal of Humanities and Social Sciences Innovation>
- 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. <https://doi.org/10.1002/bse.3509>
- Çelik, I. K., Eru, O., & Cop, R. (2019). The Effects of Consumers' FoMo Tendencies On Impulse Buying and The Effects of Impulse Buying on Post-Purchase Regret: An Investigation on Retail Stores*. *Broad Reserach in Artificial Intelligence and Neuroscience*, 10(3), 124–138. <https://dictionary.cambridge.org/>,
- 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. <https://doi.org/10.1080/15252019.2023.2273253>
- Chandradewi, P., & Saefudin, N. (2024). Pengaruh Content Marketing, Influencer Marketing dan Online Customer Review Terhadap Keputusan Pembelian Pada

- Marketplace Shopee (Studi Kasus Pada Mahasiswa Pengguna Shopee di Universitas Widyatama). *Jurnal Ekonomi Manajemen Sistem Informasi (JEMSI)*, 5(6), 888–900. <https://doi.org/10.38035/jemsi.v5i6>
- Chang, L. (1994). A Psychometric Evaluation of 4-Point and 6-Point Likert-Type Scales in Relation to Reliability and Validity. *Applied Psychological Measurement*, 18(3), 205–215. <https://doi.org/10.1177/014662169401800302>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Lawrence Erlbaum Associates.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- 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). <https://doi.org/10.1177/21582440231197259>
- 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). <https://doi.org/10.1080/23311975.2024.2419484>
- 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. <https://doi.org/10.56709/mrj.v3i2.340>
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-02760-9>
- Ghinarahima, C. N., & Idulfilastri, R. M. (2024). Peran FoMO sebagai Mediator pada Penggunaan Media Sosial terhadap Perilaku Pembelian Impulsif Produk Skincare. *INNOVATIVE: Journal Of Social Science Research*, 4(6), 4316–4329. <https://doi.org/https://doi.org/10.31004/innovative.v4i6.16446>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 4.0 Untuk Penelitian Empiris*. Yoga Pratama.
- Gunawan, H., Andara, M. R., & Hardayu, A. P. (2025). DAMPAK MEDIA SOSIAL, INFLUENCER MARKETING, DAN PERIKLANAN ONLINE TERHADAP PERILAKU PEMBELIAN IMPULSIFIKASI GENERASI Z DI INDONESIA. PERAN FOMO. *Jurnal Review Pendidikan Dan Pengajaran*, 8(1), 874–880.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in

- Business Research. *European Business Review*, 26(2), 106–121.
<https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. (2015). *Essentials of Business Research Methods* (3rd ed.). Routledge.
- Hamid, R. S., & Anwar, S. M. (2019). *STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
www.institutpenulis.id
- Han, J., & Balabanis, G. (2024). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. In *Psychology and Marketing* (Vol. 41, Issue 2, pp. 394–426). John Wiley and Sons Inc.
<https://doi.org/10.1002/mar.21927>
- He, W., & Jin, C. (2024). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: based on dual-systems theory. *Electronic Commerce Research*, 24(2), 1235–1265.
<https://doi.org/10.1007/s10660-022-09651-8>
- 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).
<https://doi.org/10.38035/dijefa.v5i6>
- 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.
<https://doi.org/10.1016/j.apmr.2022.07.007>
- Isnéniah, 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. <https://doi.org/10.33024/hjk.v18i2.264>
- Kankaraš, M., & Capecchi, S. (2024). Neither agree nor disagree: use and misuse of the neutral response category in Likert-type scales. *Metron*.
<https://doi.org/10.1007/s40300-024-00276-5>
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal Influence. The Part Played by People in the Flow of Mass Communications*. The Free Press.
- Kemp, S. (2025, February 25). *Digital 2025: Indonesia — DataReportal — Global Digital Insights*. <https://datareportal.com/reports/digital-2025-indonesia>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., & Keler, K. L. (2021). *Marketing Management* (16th ed.). Pearson.

- Kotler, P., & Keller, K. L. (2016a). *A Framework for Marketing Management* (6th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016b). *Marketing Management* (15th ed.). Pearson.
- Kurniawan, D. M., Aprilani, D., & Aprilia, H. D. (2023). EFEKTIFITAS BEAUTY INFLUENCER TIKTOK DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN KOSMETIK MAYBELLINE NEW YORK. *Jurnal Kompetitif Bisnis*, 1(10), 791–798.
- 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. <https://doi.org/10.69714/ftt4rb79>
- Lim, C., Genoviene, F., Riyanto, B., & Abdillah, F. (2024). Fenomena Fear of Missing Out (FOMO) terhadap Keputusan Pembelian Donut of Curiosity. *Jurnal Hospitaliti Dan Pariwisata*, 6(1), 1–10. <http://ojs.stiami.ac.id>
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of Human Communication* (11th ed.). Waveland Press.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Maharani, S. D. (2023). Peran Fear Of Missing Out (FoMO) dalam Perilaku Konsumen Terhadap Keputusan Pembelian. *Economics and Digital Business Review*, 4(2), 349–356.
- Marliya, S., & Tafiprios. (2023). IMPACT OF SOCIAL MEDIA MARKETING, E-WOM, AND BRAND AMBASSADOR ON CONSUMER'S PURCHASE DECISION ON THE SKINCARE PRODUCT IN INDONESIA: BRAND IMAGE AS A MEDIATOR. *International Journal of Education and Social Science Research*, 06(06), 49–81. <https://doi.org/10.37500/ijessr.2023.6604>
- Metropolitanpost.id. (2025, January 14). *Awali Tahun dengan Timephoria: Revolusi Makeup yang Hadir di Indonesia sebagai Wadah Eksplorasi Kecantikan Tanpa Batas dengan Teknologi Masa Depan!* <https://metropolitanpost.id/awali-tahun-dengan-timephoria-revolusi-makeup-yang-hadir-di-indonesia-sebagai-wadah-eksplorasi-kecantikan-tanpa-batas-dengan-teknologi-masa-depan/>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson.
- Nie, J., Angelita, F., Febryna, Y., Beatrix, V., Chendra, C., & Wijaya, J. (2023). PENGARUH E-WOM TERHADAP PURCHASE DECISION PADA AYAM BETUTU BU LINA GILIMANUK, BALI. *Journal of Applied Management Studies (JAMMS)*, 5(1), 130–141.

- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Pornel, J. B., & Saldaña, G. A. (2013). Four Common Misuses of the Likert Scale. *Philippine Journal of Social Sciences and Humanities University of the Philippines Visayas*, 18(2), 12–19. <https://www.researchgate.net/publication/309240527>
- Pratama, V., Kharen, R. M., & Hellyyani, C. A. (2024). Analisis Mikro Influencer dan Makro Influencer Terhadap Keputusan Pembelian Produk Perawatan Kulit. *Seminar Nasional Universitas Ma Chung 2024*, 4, 178–192.
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Putri, N. L. D. M. E., Sulhaini, & Saufi, A. (2024). Positive EWOM and Consumers with A Fear of Missing Out. *International Research Journal of Business Studies* |, 17(1), 31–42. <https://doi.org/10.21632/irjbs>
- 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. <https://doi.org/10.46306/rev.v4i1>
- Rayhaniah, S. (2022). *Komunikasi Pemasaran*. Media Sains Indonesia. <https://doi.org/10.31219/osf.io/q8u3d>
- 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. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.
- Setiabudhi, H., Suwono, Setiawan, Y. A., & Karim, S. (2025). *Analisis Data Kuantitatif dengan SmartPLS 4*. Borneo Novelty Publishing.
- 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.
- Siregar, A. I. (2024). Studi Literature: Hubungan E-WOM dan Keputusan Pembelian. *Jurnal Ilmu Multidisiplin*, 3(1), 50–58. <https://doi.org/10.38035/jim.v3i1>
- 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.
<https://doi.org/10.24018/ejbmr.2023.8.6.2203>
- 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 (Empirical Study: Cupika Online Store Customers). *International Journal of Economics (IJE)*, 3(2), 906–918.
<https://doi.org/10.55299/ijec.v3i2.1006>
- Sudirman, Kondolayuk, M. L., Sriwahyuningrum, A., Cahaya, I. M. E., Astuti, N. L. S., Setiawan, J., Tandirerung, W. Y., Rahmi, S., Nusantara, D. O., Indrawati, F., Fittriya, N. L., Aziza, N., Kurniawati, N., Wardhana, A., & Hasanah, T. (2023). *Metodologi Penelitian I. Media Sains Indonesia*.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Alfabeta.
- 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, March 7). *Data Penjualan Produk Timephoria*. TikTok Shop.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Xiong, L., Cho, V., Law, K. M. Y., & Lam, L. (2021). A study of KOL effectiveness on brand image of skincare products. *Enterprise Information Systems*, 15(10), 1483–1500. <https://doi.org/10.1080/17517575.2021.1924864>
- 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*. 6(3), 1731–1746. <https://doi.org/10.38035/jmpis.v6i3>