

**PERAN FOMO DAN BELANJA HEDONIS TERHADAP
KEPUTUSAN PEMBELIAN TIDAK TERENCANA (STUDI
KASUS PADA COKLAT DUBAI KUNAFI DONBAKESHOP
ARTISAN BAKERY)**

***THE ROLE OF FEAR OF MISSING OUT AND HEDONIC
SHOPPING ON UNPLANNED PURCHASE DECISIONS
(Case Study on Dubai Kunafa Chocolate Donbakeshop
Artisan Bakery 2025)***

**Dokumen ini ditujukan untuk memenuhi persyaratan
Mata Kuliah Tugas Akhir
Jalur Publikasi**



Disusun oleh,
6704220020 – AZZAHRA WAFA ADZHANI

**PROGRAM STUDI
D3 MANAJEMEN PEMASARAN
FAKULTAS ILMU TERAPAN
UNIVERSITAS TELKOM
BANDUNG
2025**

LEMBAR PERSEMBAHAN

Perjalanan menyusun tugas akhir ini bukanlah hal yang mudah. Ada begitu banyak rintangan, hambatan dan keraguan yang menghampiri. Namun di tengah keterbatasan dan kesulitan yang di hadapi, penulis belajar bahwa ketulusan dan dukungan dari orang-orang tercinta merupakan dorongan dan semangat yang tak tergantikan. Oleh karena itu penulis ingin menyampaikan rasa Terima kasih yang sangat tulus kepada :

1. Ayah dan Bunda terkasih, atas doa yang senantiasa mengiringi setiap langkah, dukungan penuh, pengorbanan tanpa batas, kekuatan dan sumber inspirasi bagi penulis. Segala upaya dan jerih payah serta keikhlasan kalian menjadi alasan penulis untuk berjuang dan tidak menyerah. Karya ini penulis persembahkan sebagai wujud kecil dari rasa terima kasih dan penghargaan atas semua sayang yang telah di berikan.
2. Almarhum Ayah dan Ibu tercinta meski raganya telah tiada, kasih sayang, dan doa kalian tetap hidup dan mengalir dalam setiap hela napas dan langkah penulis.
3. Adik terkasih, yang senantiasa mendoakan, memberikan semangat dan menjadi motivasi terkuat bagi penulis agar dapat menjadi contoh dan panutan yang baik baginya dalam meraih kesuksesan dalam hidupnya kelak.
4. Ibu Bethani Suryawardhani, Dr.,SE.,MM selaku dosen pembimbing yang dengan sabar dan penuh perhatian telah membimbing, memberikan semangat dan memberikan arahan serta motivasi yang sangat berarti bagi penulis.
5. Bapak Dr. Donni Junipriansa S.Pd., S.E., S.S., M.M. QWP selaku kepala program studi D3 Manajemen Pemasaran.
6. Ibu Leni Cahyani S.Sos.I., MM selaku Dosen Wali atas bimbingannya selama masa studi yang selalu mengingatkan dan memberikan arahan serta nasihat yang sangat berharga.
7. Seluruh dosen pengajar Program Studi D3 Manajemen Pemasaran yang telah dengan sepenuh hati membimbing, mengarahkan, serta membagikan ilmu dan pengalaman berharga selama masa studi. Dedikasi, kesabaran, dan ketulusan Bapak dan Ibu dosen merupakan bagian tak terpisahkan dari proses pembentukan kemampuan akademik maupun karakter penulis sebagai mahasiswa.

8. Kepada Seseorang yang tak kalah penting kehadirannya, Prasetya Danarputra. Terima Kasih telah kebersamai penulis dalam proses penyusunan, memberikan dukungan dan waktu di tengah kesibukan nya untuk mendengarkan keluh kesah, menghibur dan selalu memberikan motivasi bagi penulis untuk menjadi pribadi yang lebih baik setiap harinya serta menemani perjalanan penulis hingga penyusunan tugas akhir ini terselesaikan dengan baik.
9. Sahabat penulis, Berliana, Tiara, Nabila, Cip, Armel, Tari, Kesha kehadiran kalian menjadi penguat di saat-saat sulit dan tempat berbagi segala suka dan duka dalam setiap perjalanan penulis.
10. Aisyah Amajida Jauza, Terima telah menjadi sosok penting yang telah kebersamai penulis sejak hari pertama menginjakan kaki di Fakultas Ilmu Terapan hingga akhir perkuliahan, selalu setia kebersamai, menjadi teman berbagi cerita, pendengar yang tulus, dan penolong di setiap tantangan yang datang dalam perjalanan hidup penulis.
11. Sasa, tempat berbagi segala bentuk luapan emosi dengan segala bentuk drama yang terjadi di masa perkuliahan yang tidak bisa di ungkapkan kepada siapapun. Terima Kasih telah menjadi Ruang aman bagi penulis. Tak lupa Terima Kasih, kepada Mom dan Nenek yang sangat menerima penulis dan menjadi tempat pulang selama penulis merantau di Bandung.
12. Diri saya sendiri, Azzahra Wafa Adzhani. Apresiasi sebesar-besarnya yang telah berjuang untuk menyelesaikan apa yang telah di mulai. Sulit bisa bertahan sampai di hari ini dengan segala ketidak pastian ini. Terima kasih untuk tetap hidup dan merayakan dirimu sendiri, walaupun sering kali putus asa atas apa yang sedang di usahakan. Tetaplah menjadi manusia yang mau mencoba, berusaha dan tidak mudah menyerah. *I know there are more great ones but I'm really proud and grateful of this achievement.*

Bandung, 8 Agustus 2025

Azzahra Wafa Adzhani

LEMBAR PENGESAHAN

**PERAN FOMO DAN BELANJA HEDONIS TERHADAP
KEPUTUSAN PEMBELIAN TIDAK TERENCANA (STUDI
KASUS PADA COKLAT DUBAI KUNAFI DONBAKESHOP
ARTISAN BAKERY)**

***THE ROLE OF FEAR OF MISSING OUT AND HEDONIC
SHOPPING ON UNPLANNED PURCHASE DECISIONS
(Case Study on Dubai Kunafi Chocolate Donbakeshop
Artisan Bakery 2025)***

Penulis

Azzahra Wafa Adzhani

NIM 6704220020

Dosen Pembimbing 1

Bethani Suryawardhani

NIP 0421108603

Tanggal Pengesahan: 08 Agustus 2025

KATA PENGANTAR

Dengan segala kerendahan hati, penulis panjatkan rasa syukur kepada Tuhan Yang Maha Esa atas kekuatan, kesempatan, dan ketenangan hati yang diberikan hingga Tugas Akhir ini dapat terselesaikan. Proses menyusun Tugas Akhir ini bukan hanya tentang merangkai teori dan data, tetapi juga perjalanan panjang yang penuh dengan rasa ragu, lelah, dan pencarian makna.

Dalam prosesnya, penulis belajar bahwa menulis Tugas Akhir bukan sekadar menyelesaikan kewajiban akademik, tapi juga melatih kesabaran, ketekunan, dan keberanian untuk menghadapi ketidaksempurnaan. Ada hari-hari ketika semangat terasa padam, namun pelan-pelan, dengan niat yang tak pernah benar-benar hilang, langkah itu tetap dijalani.

Penulis menyadari bahwa penelitian ini masih memiliki banyak kekurangan. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang membangun untuk penyempurnaan di masa mendatang. Semoga penelitian ini dapat memberikan manfaat bagi pembaca serta pihak-pihak yang berkepentingan.

Bandung, 08 Agustus 2025

Azzahra Wafa Adzhani

PERNYATAAN

Dengan ini saya menyatakan bahwa:

1. Karya tulis ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik (Ahli Madya, Sarjana, Magister dan Doktor), baik di Fakultas Ilmu Terapan Universitas Telkom maupun di perguruan tinggi lainnya;
2. Karya tulis ini murni gagasan, rumusan, dan penelitian saya sendiri, tanpa bantuan pihak lain, kecuali arahan tim pembimbing atau tim promotor atau penguji;
3. Dalam karya tulis ini tidak terdapat cuplikan karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dalam naskah dengan menyebutkan nama pengarang dan dicantumkan dalam daftar pustaka;
4. Saya mengizinkan karya tulis ini dipublikasikan oleh Fakultas Ilmu Terapan Universitas Telkom, dengan tetap mencantumkan saya sebagai penulis; dan

Pernyataan ini saya buat dengan sesungguhnya dan apabila pada kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis ini, serta sanksi lainnya sesuai norma yang berlaku di Fakultas Ilmu Terapan Universitas Telkom.

Bandung, 08 Agustus 2025

Pembuat pernyataan,

(Azzahra Wafa Adzhani)

ABSTRAK

Abstrak

Tujuan – Penelitian ini mengkaji peran Fear of Missing Out dan Hedonic Shopping terhadap Keputusan Pembelian yang Tidak Terencana.

Metodologi – Pendekatan kuantitatif menggunakan purposive sampling untuk memilih 213 partisipan sebagai sumber data utama penelitian ini. Data yang terkumpul dievaluasi menggunakan skala Likert lima poin dan kemudian dianalisis menggunakan metode SEM PLS (Structural Equation Modeling - Partial Least Squares) untuk mengkaji pengaruh peran FOMO dan hedonic shopping terhadap keputusan pembelian yang tidak terencana.

Temuan – Hasil penelitian ini mengungkapkan bahwa FOMO dan perilaku belanja hedonis memiliki pengaruh yang signifikan terhadap pembelian yang tidak terencana. Fear of missing out on trends (FOMO) mendorong konsumen untuk segera membeli, sementara motivasi untuk mencari kesenangan dari berbelanja membuat individu cenderung bertindak impulsif. Kombinasi keduanya melemahkan pengendalian diri dan mendorong keputusan pembelian yang tidak terencana.

Orisinalitas – Penelitian ini menunjukkan bahwa FOMO dan impuls belanja hedonis berperan penting dalam mendorong perilaku pembelian yang tidak terencana. Hal ini dapat dijadikan referensi bagi para pelaku bisnis, terutama di industri makanan seperti Don Bakeshop Artisan Bakery, untuk mengembangkan strategi promosi yang menekankan aspek urgensi dan pengalaman emosional untuk memicu keputusan pembelian spontan.

Kata Kunci: FOMO; Belanja Hedonis; Keputusan Pembelian Tak Terencana

Kata Kunci: *Fear of Missing Out*, Belanja Hedonis dan Keputusan Pembelian Tidak Terencana

ABSTRACT

Abstract

Purpose – This study examines the role of Fear of Missing Out and Hedonic Shopping on Unplanned Purchasing Decisions.

Methodology – The quantitative approach used purposive sampling to select 213 participants as the primary data source for this study. The collected data were evaluated using a five-point Likert scale and then analyzed using the SEM PLS (Structural Equation Modeling - Partial Least Squares) method to examine the influence of the role of FOMO and hedonic shopping on unplanned purchasing decisions.

Findings – The results of this study reveal that FOMO and hedonic shopping behavior have a significant influence on unplanned purchases. The fear of missing out on trends (FOMO) drives consumers to buy immediately, while the motivation to seek pleasure from shopping makes individuals tend to act impulsively. The combination of the two weakens self-control and drives unplanned purchasing decisions.

Originality – This study indicates that FOMO and hedonic shopping impulses play an important role in encouraging unplanned purchasing behavior. This can be used as a reference by business people, especially in the food industry such as Don Bakeshop Artisan Bakery, to develop promotional strategies that emphasize aspects of urgency and emotional experience to trigger spontaneous purchasing decisions.

Keywords: *FOMO; Hedonic Shopping; Unplanned Purchase Decisions*

DAFTAR ISI

LEMBAR PERSEMBAHAN	<i>i</i>
LEMBAR PENGESAHAN	<i>i</i>
KATA PENGANTAR	<i>ii</i>
PERNYATAAN	<i>iii</i>
ABSTRAK	<i>iv</i>
ABSTRACT	<i>v</i>
DAFTAR ISI	<i>vi</i>
DAFTAR GAMBAR	<i>viii</i>
DAFTAR TABEL	<i>ix</i>
DAFTAR LAMPIRAN	<i>x</i>
BAB I INTRODUCTION	<i>1</i>
1.1 Introduction	<i>1</i>
BAB II RESEARCH METHOD	<i>4</i>
2.1 Research Design	<i>4</i>
2.2 Sampling	<i>4</i>
2.3 Measurement	<i>5</i>
2.4 Data Collection	<i>7</i>
2.5 Data Analysis	<i>7</i>
BAB III RESULTS AND DISCUSSION	<i>9</i>
3.1 Results and Discussions	<i>9</i>
3.2 PLS Model Scheme for Variables Fear Of Missing Out (FOMO) Value , Hedonic Shopping Value and Unplanned Purchase Decision Value	<i>10</i>
3.3 Convergent Validity	<i>10</i>
3.7 Discussion	<i>13</i>
3.7.1 The effect of FOMO on Hedonic Shopping	13
3.7.2 The effect of FOMO on Unplanned Purchase Decision	14
3.7.3 The effect of Hedonic Shopping on Purchase Decision	14
3.7.4 The Moderating Effect of Role of Fear Of Missing Out dan Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana	15
BAB IV CONCLUSIONS	<i>16</i>
4.1 Practical Implication	<i>16</i>

DAFTAR PUSTAKA	19
LAMPIRAN	21

DAFTAR GAMBAR

Figure 1 Schematic model of the role of FOMO and hedonic shopping on unplanned purchase decisions	10
---	----

DAFTAR TABEL

Table 1 Operational definition and indicators of FOMO, Hedonic Shopping and Unplanned Purchase Decision	5
Table 2 Distribution of respondents by gender, age range, last education, job, and also monthly income	9
Table 3 Mean, SD, Loading, CA, CR,AVE.....	11
Table 4 Variables, FM, HS, UPD	12
Table 5 R square, R Square Adjusted	12
Table 6 Mean, STDEV, T-Statistics, P-Values, Results	13

DAFTAR LAMPIRAN

Lampiran 1 Bukti submit melalui website pendaftaran	21
Lampiran 2 Bukti korespondensi review dan revisi dari editor pertama.....	21
Lampiran 3 Bukti korespondensi review dan revisi dari editor kedua	22
Lampiran 4 Bukti LoA (Letter of Acceptance).....	22
Lampiran 5 Bukti Akreditasi.....	23

BAB I INTRODUCTION

1.1 Introduction

Indonesia's current economic conditions are largely supported by increased household consumption and one of the businesses that are encouraged to grow is the food and beverage supply business. The increase in people's income and the growing number of the middle class results in an increase in the amount of spending on food and beverages. Based on data from the 2024 Food and Beverage Supply Company/Business Survey, it shows that the number of food and beverage supply businesses (PMM) in Indonesia in 2023 was 4.85 million businesses, an increase of around 21.13 percent compared to 2016 which reached 4.01 million businesses (2016 Economic Census). West Java Province has the largest number of businesses reaching 1.23 million businesses or around 25.36 percent of the total food and beverage supply businesses in Indonesia, followed by East Java Province with 791.60 thousand businesses or around 16.31 percent, and Central Java Province with 701.47 thousand businesses or around 14.45 percent.

The food and beverage sector is one of the largest industries globally, encompassing restaurants, cafés, bars, catering services, and food and beverage manufacturers. Data from the Central Bureau of Statistics shows that the industry's performance increased by 5.33% year-on-year in the first quarter of 2023, reaching IDR 206.19 trillion, and by 4.62% in the second quarter, amounting to IDR 200.30 trillion. Furthermore, the 2023 Annual Micro and Small Industry Survey by Statistics Indonesia recorded that the food sector generated the highest revenue among industry groups, totaling IDR 202,778 billion.

In Indonesia, the food and beverage industry holds significant potential for several reasons. Firstly, it addresses essential human needs that remain constant over time. Secondly, the sector demonstrates strong adaptability to evolving consumer preferences and market trends. Lastly, it has extensive linkages with other industries, fostering mutual growth and creating diverse business opportunities (Kaliwanto et al., 2024). The rise of contemporary culinary trends in recent years has also shaped consumer behavior, increasing interest in food and beverage products (Humaera et al., 2024). These trends emphasize not only flavor and presentation but also reflect cultural values and group identity. As defined by Faradiba (2022), a trend represents a long-term upward or downward shift driven by changes in average patterns over time (Faradiba, 2020, translated by the author).

In the last two decades, advances in information and communication technology have had a significant impact on various aspects of life, including business and marketing. The rapid development of technology has given birth to a variety of digital platforms that allow companies to reach consumers in a faster and more efficient way (Melinda et al., 2023). One of the most prominent impacts of this development is the presence of social media as a medium of communication and interaction that is very popular with the public (Wibawa et al., 2022).

In the midst of the development of the digital era, consumer behavior patterns have undergone a significant transformation. Consumers are now more likely to

search for information about products through the internet, and pay attention to reviews and recommendations spread on social media before deciding to buy (Moslehpour et al., 2022). This encourages businesses to be more active and innovative in building brand image and marketing strategies through various digital platforms.

These changes not only affect business operations and processes internally, but also deeply affect consumer mindset and behavior. In today's digital context, technology has become an integral part of daily activities, from searching for information, purchasing goods and services, to decision-making. The development of social media has changed the way consumers recognize, assess, and purchase a product. One of the phenomena that emerges along with the widespread use of social media is Fear of Missing Out (FOMO).

FOMO is a feeling of anxiety that arises when a person feels left behind from experiences or trends that are being enjoyed by others. In the context of consumers, FOMO is a strong trigger for impulse buying behavior, because individuals are encouraged to immediately buy products to follow trends and not feel left behind from their environment (Kurniawan & Utami, 2022). This research is supported by Balta *et al.*, (2020), which states: "FOMO, as an anxiety-inducing experience, can significantly influence consumer behavior by increasing susceptibility to social influence and leading to non-deliberate consumption decisions."

One concrete illustration of the impact of FOMO in marketing strategy is the viral phenomenon of the Dubai Kunafa Chocolate product from Donbakeshop Artisan Bakery. This product stole the public's attention after many content creators on TikTok gave positive reviews. Various videos highlighting the special flavor, texture, and attractive appearance of Dubai Kunafa Chocolate attracted the interest of millions of users. This viral effect led to a significant increase in popularity and sales. Mouth-watering visuals, premium flavor narratives, and repeated testimonials from multiple accounts created psychological pressure for audiences to try it too, so as not to fall behind the trend.

Impulse purchases are spontaneous purchases without considering the usefulness, information, or comparison with other products. The hedonic shopping motivation of purchasing advertised goods (direct promotion) induces consumer stimuli that lead to impulse buying actions (Huo et al., 2023). Positive correlation numbers can be found in the three dimensions of hedonic shopping motivation (relaxation, value, and adventure) and the phenomenon of impulse buying online, according to the study, which also focuses on how online shopping behavior influenced by hedonic shopping motivation is related. (Chiu et al., 2014). Populix 2023 research shows that consumers in Indonesia tend to make impulse purchases by buying items outside of their planned shopping list (Astuti & Pratiwi, 2024). The survey results show that 63% of respondents tend to make impulse purchases on online platforms for reasons such as saving time and effort, cashback, free shipping, various payment methods, and product reviews (Astuti & Pratiwi, 2024). Factors that can trigger impulse buying are situational factors, personal factors, and external push factors such as social media marketing and FOMO (Fear of Missing Out).

In the modern marketing world, unplanned purchase decisions are becoming an increasingly common phenomenon, mainly triggered by visual stimuli, surprise promotions, and social media influences. One form of consumer behavior that often

arises is unplanned purchase decisions, which is the act of buying goods spontaneously without prior planning. This phenomenon is increasingly widespread due to the influence of social media and marketing strategies that arouse consumer emotions. According to Huo et al., (2023), “impulse buying is significantly influenced by situational and emotional triggers, which override consumers' rational decision-making processes.” This condition shows that unplanned purchase decisions are not only triggered by needs, but also by psychological factors such as momentary emotions, attractive promotions, and social pressure.

BAB II RESEARCH METHOD

2.1 Research Design

This research uses a quantitative methodology with a descriptive approach. Data was collected through the distribution of online questionnaires that lasted for approximately three months. Participants were consumers of Donbakeshop Artisan Bakery who had tried Kunafa Dubai Chocolate. For now, the location of Donbakeshop Artisan Bakery is only in DKI Jakarta and Tangerang, but there are already many delivery services so it is possible that the participants who fill out the questionnaire are not only from Jakarta. The 213 data collected were analyzed using the SEM PLS (Structural Equation Modeling - Partial Least Squares) method to examine the influence of the role of FOMO and hedonic shopping on unplanned purchasing decisions. Research design is a systematic framework used by researchers to plan, implement, and evaluate the research process. Choosing the right research design is essential so that the research results are valid, reliable, and generalizable. According to (Creswell & Creswell, 2018), A research design is the comprehensive plan that links the conceptual research problem to relevant and attainable empirical investigation. Quantitative methods were chosen to enable the analysis of patterns and correlations across a large number of respondents, ensuring statistical significance in understanding consumer behavior. Interviews and qualitative studies were not used because they are less effective for capturing broad behavioral trends and would have required more time and resources to analyze subjectively.

2.2 Sampling

This research uses a quantitative approach with a survey method through distributing questionnaires as the main instrument for data collection. The sampling technique was carried out by purposive sampling, which is a non-probability technique in which the selection of respondents is based on certain criteria that are in accordance with the needs and focus of the research.

Respondents involved in this study must meet several criteria, namely:

1. Knowing dubai chocolate kunafa donbakeshop artisan bakery
2. Have ever bought Dubai Kunafa chocolate products from Donbakeshop Artisan Bakery.

The number of respondents who were successfully collected in this study was 213 people. Determination of sample size refers to the guidelines for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis using SmartPLS 3 software. Based on guidelines from (Hair et al., 2014), the minimum recommended sample size is 10 times the number of indicators of the latent variable that has the most indicators. In this study, the variable with the largest number of indicators consists of 11 items, so the minimum number of samples required is 110 respondents. Therefore, the number of respondents of 213 people is considered very adequate for data processing and model testing using PLS-SEM.

2.3 Measurement

Questionnaires were used to collect data, which were then examined statistically to find relationships among the research variables. The factors under study, such as FOMO (FM), Hedonic Shopping (HS) and Unplanned Purchase Decision (UPD) were assessed using a five-point Likert scale. Participants were asked to rate how much they agreed or disagreed with various statements relating to these factors. The survey was categorized into 3 stages: the first stage evaluated participants' knowledge of Kunafa Dubai Chocolate from Donbakeshop Artisan Bakery; the second stage collected demographic data, including age, gender, occupation, monthly income, and monthly expenditure; and the third stage included statements regarding the five variables under study. A variable is considered reliable when the composite reliability value and Cronbach's alpha are greater than the minimum threshold of 0.7 (Hair et al., 2014).

Table 1 Operational definition and indicators of FOMO, Hedonic Shopping and Unplanned Purchase Decision

Variables	Operational Definition	Indicators
Fear Of Missing Out (Megan C. Good, Michael R. Hyman 2020)	FOMO is measured through feelings of restlessness, fear of missing out on information, and the desire to stay connected to others' social activities.	1) Are you afraid of regretting not buying dubai kunafa chocolate by donbakeshop artisan bakery? 2) Are you afraid of missing out on a fun experience if you don't buy Dubai Kunafa chocolate by donbakeshop artisan bakery? 3) Do you feel anxious if your friends or neighbors have a more enjoyable experience than you because they tried Dubai Kunafa Chocolate first? 4) Would you be worried if your friends or neighbors had tried Dubai Kunafa Chocolate before you. 5) Do you feel worried that your friends or neighbors are enjoying Dubai Kunafa Chocolate without you? 6) Do I feel left out if I don't enjoy Dubai Kunafa Chocolate? 7) Would you feel regret if you didn't try Dubai Kunafa Chocolate? 8) Do you feel anxious if you don't participate when your friends or people around you buy Dubai Kunafa Chocolate?

Hedonic Shopping (Eric Van Steenburg 2020) Shopping is done not because of functional needs, but because of pleasure motivations, positive emotions, and personally satisfying experiences.

- 1) Would you be annoyed if you missed the chance to enjoy Dubai Kunafa Chocolate?
- 2) Do you buy Dubai Kunafa Chocolate impulsively without much consideration?
- 3) Whether buying Dubai Kunafa Chocolate is one of your ways to cope with stress and feel more relaxed.
- 4) Do you sometimes feel guilty after buying Dubai Kunafa Chocolate, and those feelings influence my subsequent decisions.
- 5) Do you ever feel a sudden urge to buy Dubai Kunafa Chocolate without prior planning.
- 6) Whether you are in a store or see a Donbakeshop product online, you feel compelled to buy it right away.
- 7) Have you ever felt an internal urge to buy Dubai Kunafa Chocolate for no apparent reason.
- 8) Are you likely to respond to immediate promotions (such as discounts or limited-time offers) for Dubai Kunafa Chocolate?
- 9) Are you likely to respond to direct promotions (such as discounts or limited offers) for Dubai Kunafa Chocolate?
- 10) Have you ever refrained from buying Dubai Kunafa Chocolate for fear of appearing financially unwise.
- 11) Do you ever feel a strong desire to buy Dubai Kunafa Chocolate even though you don't really need it.

Unplanned Purchase Decision. (Esen Şahin, Fatma Avan 2024) A purchase decision made spontaneously without prior planning, usually triggered by emotional situations or retail environmental stimuli.

- 1) Do you buy Kunafa by Donbakeshop Dubai Chocolate spontaneously?
- 2) Just do it" does describe the way you buy Dubai Kunafa Chocolate by Donbakeshop.
- 3) Do you buy Dubai Kunafa Chocolate without much thought.
- 4) I saw Dubai Kunafa Chocolate, I bought it" Does this describe any of the following?

-
- 5) "Buy now, think later" describes your decision when buying Dubai Kunafa Chocolate.
 - 6) Sometimes you feel like buying Dubai Kunafa Chocolate spontaneously
 - 7) Do you buy Dubai Kunafa Chocolate according to your feelings at the time.
 - 8) Do you plan your purchase of Dubai Kunafa Chocolate carefully?
 - 9) Sometimes you are a bit rash when deciding to buy Dubai Kunafa Chocolate.
-

2.4 Data Collection

This research uses quantitative methods with survey techniques as the main approach in obtaining data. The data collection instrument was a closed questionnaire designed based on indicators of three variables, namely Fear of Missing Out (FoMO), hedonic shopping, and unplanned purchase decisions. Each statement item in the questionnaire used a five-level Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), to capture the subjective responses of the respondents. The questionnaire was distributed online through various digital platforms such as Google Form, WhatsApp, and Instagram during late May and early June 2025. the week of 1 This strategy was used to reach Donbakeshop's active customers spread across different regions. The collected data was then analyzed using SmartPLS 3.0 software, which allows the analysis of relationships between variables as well as testing the validity and reliability of instruments. Prior to the advanced analysis process, the data was first tested to ensure construct eligibility and indicator reliability as valid measurement tools.

2.5 Data Analysis

This research adopts a quantitative approach by applying Structural Equation Modeling using the Partial Least Squares (PLS-SEM) method through SmartPLS 3 software. This method was chosen because it is effective in handling complex models and data that are not normally distributed, and is able to maximize the predictive power of latent variables. Meanwhile, a study by Analysis of Food Purchasing Behavior and Sustainable Consumption in the North-East Region of Romania (2023) explains that PLS-SEM is a variance-based method that is ideal for exploratory contexts, especially when sample sizes are small or data distribution is not normal, and is able to handle models with multiple causal relationships simultaneously.

The analysis stage starts from the outer model, namely testing the validity and reliability of indicators using the loading factor value, Average Variance Extracted (AVE), and Composite Reliability (CR). After the indicators are valid and reliable, the next step is the inner model, which is testing the causal relationship between variables (FOMO and hedonic shopping as independent variables, and unplanned purchase decisions as dependent variables). The PLS-SEM method allows

simultaneous evaluation between its latent variables and their measuring indicators, using iterative regression techniques to find the best model structure that explains the variance of the dependent variable.

BAB III RESULTS AND DISCUSSION

3.1 Results and Discussions

Based on questionnaires distributed on several social media platforms such as whatsapp and instagram, the demographics of respondents based on several criteria are as follows. This study collected 213 responses that were shown in Table.1 There were woman (66,2%) than man (33,8%) in the findings. The majority of participants (67,6%) were 18-22 year old. The majority of respondents (41.8%) had a Bachelor's degree and as many as (46.9%) were students. Also, the majority of respondents (33.8%) earn IDR 1,000,000 - 3,000,000 per month.

Table 2 Distribution of respondents by gender, age range, last education, job, and also monthly income

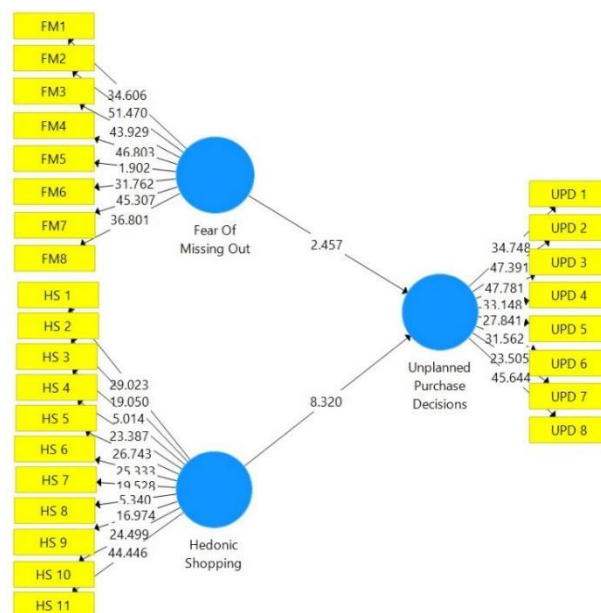
Demographics	Description	Frequency	Ratio
Gender	Female	141	66.2
	Male	72	33.8
Age	<18	16	7.5
	18-28	144	67.6
	29-38	39	18.3
	>38	14	6.6
Last Education	SMA/Sederajat	81	38
	Diploma (D1/D2/D3)	36	16.9
	Bachelor (S1)	89	41.8
	Postgraduate (S2/S3)	7	3.3
Job	Students	100	46.9
	Private Employees	80	37.6
	Housewives	12	5.6
	Civil Servants	21	9.9
Monthly Income	< IDR 1,000,000,	35	16.4
	IDR 1,000,000 - 3,000,000	72	33.8
	IDR 3,000,100 -5,000,000	54	25.4
	> IDR 5,000,00	52	24.4

Source : Data Processed (2024)

3.2 PLS Model Scheme for Variables Fear Of Missing Out (FOMO) Value , Hedonic Shopping Value and Unplanned Purchase Decision Value

The model in this study is designed by involving a number of latent variables and their measuring indicators, which are connected through a relationship path based on the formulation of a previously established hypothesis. Indicators with a loading value above 0.50 are considered to meet the validity criteria and can be used to represent the construct, while indicators below this value are considered inadequate (Ramayah, 2024). Therefore, each question item designed to measure indicators is considered valid and able to represent the variable as a whole. The analysis was conducted using SmartPLS version 3.0 software, with the visualization of the results shown in Figure 1.

Figure 1 Schematic model of the role of FOMO and hedonic shopping on unplanned purchase decisions



Source : Data Processed (2024)

3.3 Convergent Validity

According to convergent validity, an indicator is deemed legitimate if the loading factor value exceeds 0.70 (Hair et al., 2014). It is possible to conclude that every assertion in Table 3 is true by considering this criterion. Furthermore, as stated by (Hair et al., 2014), a signal of a construct or variable is deemed dependable if the total reliability (CR) value surpasses 0.70 and its Cronbach's Alpha (CA) value surpasses 0.60. Reliability standards are satisfied by the parameters of the categories or variables in this study, according to these criteria and the data shown in Table

Some indicators (e.g., HS3, HS8) exhibited low loading factor values (i.e., below 0.70, with some falling below 0.50), yet were retained in the analysis. While it is generally recommended to remove indicators with low factor loadings to enhance model validity, their inclusion may be justified under certain conditions. In this study,

these indicators were preserved due to their conceptual relevance in representing specific dimensions of the hedonic shopping construct. Although their statistical contribution is limited, they provide theoretical depth and contextual richness to the measurement model.

Demographic data are presented solely as general distributions. No comparative tests were conducted between subgroups (e.g., whether FOMO is more dominant among female participants). This decision is based on the primary objective of the study, which is to examine the relationships between behavioral variables rather than to explore demographic group differences. Additionally, the research design was not specifically structured to ensure balanced or representative samples across demographic categories, which could compromise the validity of subgroup comparisons.

Table 3 Mean, SD, Loading, CA, CR, AVE

Construct	Item	Mean	SD	Loading	CA	CR	AVE
FOMO	FM1	3.83	1.19	0.877	0.912	0.936	0.665
	FM2	3.83	1.22	0.895			
	FM3	3.58	1.25	0.870			
	FM4	3.62	1.25	0.869			
	FM5	3.95	1.12	0.159			
	FM6	3.80	1.15	0.836			
	FM7	3.69	1.30	0.885			
	FM8	3.62	1.27	0.885			
Hedonic Shopping	HS1	3.67	1.23	0.819	0.914	0.929	0.555
	HS2	3.85	1.18	0.760			
	HS3	3.47	1.25	0.361			
	HS4	3.85	1.08	0.786			
	HS5	3.85	1.05	0.806			
	HS6	3.90	1.19	0.843			
	HS7	3.93	1.07	0.775			
	HS8	3.77	1.18	0.430			
	HS9	3.95	1.08	0.764			
	HS10	3.51	1.33	0.796			
	HS11	3.84	1.17	0.864			
Unplanned Purchase Decision	UPD1	3.90	1.14	0.882	0.950	0.959	0.743
	UPD2	3.77	1.24	0.891			
	UPD3	3.77	1.20	0.888			
	UPD4	3.71	1.28	0.859			
	UPD5	3.96	1.05	0.834			
	UPD6	3.99	1.08	0.838			
	UPD7	3.92	1.10	0.825			
	UPD8	3.82	1.26	0.877			

Source : Data Processed (2024)

3.4 Discriminant Validity

Discriminant validity is a form of validity used to ensure that a construct is truly different from other constructs in a measurement model. This validity is important to show that variables that should not be conceptually correlated are indeed not correlated empirically. In addition to the Fornell-Larcker method, the Heterotrait-Monotrait Ratio of Correlations (HTMT) approach developed by Henseler et al., (2015) has also become a new standard in assessing discriminant validity, especially in the context of Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis.

Table 4 Variables, FM, HS, UPD

VARIABLES	FM	HS	UPD
FM	0.816		
HS	0.931	0.745	
UPD	0.909	0.944	0.862

Source : Data Processed (2024)

3.5 Structural Model (Inner Model)

The structural model, also known as the inner model, is a crucial component in understanding the relationships between the latent variables in the research framework. It evaluates the causal pathways between independent and dependent variables, providing insights into how the constructs interact within the model. In this study, the inner model was assessed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The model aimed to explore the influence of Fear of Missing Out (FOMO) and Hedonic Shopping on Unplanned Purchase Decisions. The key output from the inner model includes the R-squared values, which indicate the variance explained by the independent variables for each dependent.

Table 5 R square, R Square Adjusted

Variable	R Square	R Square Adjusted
Fear Of Missing Out		
Hedonic Shopping		
Unplanned Purchase Decision	0.898	0.897

Source : Data Processed (2024)

3.6 Hypothesis Testing

According to Montgomery et al., (2021), "Hypothesis testing provides a systematic procedure for making statistical decisions using experimental data and is essential for validating scientific models." This shows that hypothesis testing is not only important in experimental research but also in data-driven decision-making in various fields, ranging from social sciences, economics, to engineering.

Hypothesis testing methods generally involve determining the significance level (α), selecting the appropriate test statistic, and determining the critical value or p-value. If the p-value is smaller than α , then the null hypothesis is rejected in favor of accepting the alternative hypothesis.

Table 6 Mean, STDEV, T-Statistics, P-Values, Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values	Results
Fear Of Missing Out → Hedonic Shopping	0.227	0.232	0.087	2.606	0.009	Supported
Hedonic Shopping → Unplanned Purchase Decision	0.733	0.729	0.082	8.914	0.000	Supported

Source : Data Processed (2024)

3.7 Discussion

3.7.1 The effect of FOMO on Hedonic Shopping

Hedonistic shopping (HS) is directly influenced by the role of Fear Of Missing Out (FOMO), as evidenced by the fact that FOMO has a significant correlation with hedonistic shopping, thus accepting Hypothesis (H1). Another study supporting this research is by Good and Hyman (2020), where FOMO acts as a strong driver in impulsive and hedonistic consumption decisions. When individuals feel they do not want to be left behind by trends, lifestyles, or others' experiences, they are driven to purchase goods or services perceived as capable of providing momentary pleasure and enhancing self-image.

Research by (Li et al., 2021) also found that FOMO can strengthen emotional impulses in shopping, especially among younger generations. The fear of missing out makes consumers more likely to engage in hedonic consumption as a form of social validation or release.

The feeling of FOMO has a significant impact on hedonistic shopping behavior because it triggers emotional impulses that result in reduced self-control and increased desire to follow trends for the sake of momentary satisfaction. Therefore, marketing tactics emphasizing uniqueness, time constraints, and social involvement have proven effective in driving consumption behavior focused on pleasure.

While this study examines the direct influence of FOMO and hedonic shopping on unplanned purchasing decisions, these relationships may be shaped by additional contextual factors. Variables such as gender, age, or intensity of social media use have the potential to moderate or mediate these effects, offering a more layered understanding of consumer behavior. Including such variables would enhance the analytical depth of the model and allow for the identification of differentiated behavioral patterns across consumer segments, thereby generating more targeted and actionable insights.

3.7.2 The effect of FOMO on Unplanned Purchase Decision

The fear of missing out (FOMO) has a strong influence on spontaneous or unplanned purchasing behavior. Individuals who experience FOMO tend to be driven to make immediate purchases in order to keep up with trends or experiences that others are enjoying. As explained by Thøgersen & Alfinito, (2020), FOMO enhances consumers' impulsive and unplanned purchase behaviors, especially in digital commerce, by generating a sense of urgency and scarcity in promotional content, indicating that the sense of urgency induced by FOMO triggers spontaneous consumer behavior. This is reinforced by research by Przybylski et al., (2021), who state that consumers experiencing FOMO are more likely to engage in spontaneous purchases to avoid the emotional discomfort associated with being excluded from perceived valuable experiences, meaning that purchase decisions are often made without thorough rational consideration.

FOMO triggers emotions that accelerate purchasing decisions, often without proper planning, and leads to impulsive consumer behavior. This is a critical consideration in digital marketing strategies that emphasize exclusivity and time-limited offers.

3.7.3 The effect of Hedonic Shopping on Purchase Decision

Hedonic shopping motivates individuals to make purchases based on emotional impulses and the pursuit of momentary pleasure, rather than functional needs. When consumers engage in shopping activities for entertainment or stress relief, self-control tends to decline, increasing the likelihood of unplanned purchases.

According to study findings, "hedonic shopping motivation significantly increases the likelihood of impulse buying, as emotional arousal diminishes rational evaluation and fosters spontaneous purchasing behavior" (Prentice et al., 2021). This finding aligns with other research stating that "consumers with high hedonic tendencies are more likely to engage in unplanned purchases, especially when exposed to emotionally stimulating retail environments" (Jin & Ryu, 2022).

Thus, hedonic shopping plays a significant role in influencing unplanned purchasing decisions, as these decisions are more based on emotional factors than logical considerations.

3.7.4 The Moderating Effect of Role of Fear Of Missing Out dan Belanja Hedonis Terhadap Keputusan Pembelian Tidak Terencana

Fear of Missing Out (FOMO) and hedonistic shopping motivation are two psychological factors that have a strong influence on unplanned purchasing behavior among today's consumers. FOMO itself can be defined as a person's worry or anxiety about missing out on opportunities or experiences that others are enjoying, triggering an urge to act immediately so as not to be left behind. This condition creates psychological pressure and a sense of urgency, causing consumers to make purchases without prior planning. Research by Li et al., (2021) suggests that FOMO triggers increased emotional stimulation and the urge to engage in social comparison, ultimately weakening consumers' ability to control themselves and make rational evaluations before purchasing. Additionally, Przybylski et al., (2021) state that individuals with high levels of FOMO are more susceptible to impulsive consumption behavior due to their inability to manage social and emotional pressure.

Besides FOMO, hedonistic shopping motivation also significantly contributes to unplanned purchasing decisions. Hedonistic shopping is a purchasing behavior based on the desire to experience pleasure, entertainment, and emotional satisfaction, rather than merely fulfilling functional needs. Consumers driven by this motivation tend to disregard rational and practical aspects in decision-making, making them more prone to impulsive purchases. A study by Good and Hyman (2020) shows that hedonistic shopping motivation is closely correlated with impulsive purchasing behavior, as the emotional sensations experienced during shopping often override rational considerations. Another study by (Kim & Lee, 2022) also highlights that hedonistic shopping weakens consumers' self-control, thereby increasing the likelihood of unplanned purchases that can negatively impact consumption decisions.

Thus, FOMO and hedonistic shopping motivation act as primary factors driving unplanned purchases through psychological mechanisms involving social pressure, emotional stimuli, and reduced self-control. Understanding these two factors is crucial for businesses to design marketing strategies that not only capitalize on consumers' impulsive tendencies but also guide them toward wiser and more responsible purchasing decisions.

BAB IV CONCLUSIONS

4.1 Practical Implication

The influence of Fear of Missing Out (FOMO) and hedonistic spending on unplanned purchasing decisions has several important consequences for the management of Don BakeShop Artisan Bakery, especially for its Dubai Kunafa Chocolate product. First, the company needs to develop a marketing strategy that leverages the product's scarcity and exclusivity to enhance a sense of urgency among consumers. Approaches such as time-limited promotions and limited quantities can trigger impulsive behavior, as consumers are motivated to purchase immediately to avoid missing out on the opportunity.

Additionally, emphasizing the emotional aspects of product packaging and marketing is crucial for attracting consumers driven by hedonistic motivations. Don BakeShop Artisan Bakery can convey the uniqueness of the experience of enjoying Dubai Chocolate Kunafa through stories or visuals that emphasize sensory pleasure and satisfaction, so that the product is not merely seen as a necessity but also as a source of entertainment and enjoyment.

Additionally, leveraging social media and collaborating with influencers has proven effective in reinforcing the FOMO effect. Through engaging content and recommendations from influencers or food vloggers, the perception that the product is popular among the public can be built, encouraging consumers to make spontaneous purchases. Management must also ensure product availability and smooth distribution to meet surges in demand without causing disappointment due to stock shortages, while maintaining the product's exclusive image.

Developing product variations and innovative packaging can also stimulate hedonistic shopping desires by offering consumers new experiences. Finally, implementing loyalty programs and enhancing customer interaction will strengthen emotional connections and create a sense of exclusivity that sustainably triggers FOMO, thereby continuously driving unplanned purchasing decisions.

By implementing these strategies, Don BakeShop Artisan Bakery can maximize the potential of consumer behavior influenced by FOMO and hedonistic shopping to effectively and sustainably increase sales of Dubai Kunafa Chocolate products.

4.2 Theoretical Contribution

This study makes an important contribution to the development of theoretical research in the field of consumer behavior, particularly in understanding the influence of Fear of Missing Out (FOMO) and hedonistic shopping on the tendency to make unplanned purchases. First, this study enriches our understanding of the role of FOMO as a trigger for emotional and spontaneous consumer behavior. FOMO, as explained by Thøgersen & Alfinito, (2020), can create anxiety due to the fear of missing out on social experiences enjoyed by others, thereby prompting individuals to immediately purchase products to maintain social connections. The findings of this study reinforce this concept, particularly in the context of popular food products such as Dubai Kunafa chocolate, which often becomes a trend among social media users.

Second, this study also adds theoretical insights by linking hedonistic shopping as a psychological factor that plays a role alongside FOMO. Shopping motivated by pleasure, according to Amos et al., (2014), can reduce an individual's ability to control impulses and increase sudden purchasing behavior. These findings offer an additional perspective that the interaction between emotional and social impulses can strengthen the likelihood of impulsive purchasing.

Third, this study contributes to expanding our understanding of how social media promotions can create perceptions of urgency and exclusivity, which are characteristic of FOMO. Research by Li et al., (2021) shows that exposure to digital content showcasing others' lifestyles or consumptive experiences can increase the desire to immediately acquire those products. This study confirms the relevance of the theory by applying it to a local context and contemporary products.

Overall, this study not only replicates existing theory but also enriches the conceptual framework by presenting new perspectives based on real-world cases and current consumption situations heavily influenced by digital media and social trends.

4.3 Limitations and Future Research

This study has a number of limitations that should be considered when interpreting the results. First, the scope of the study only covers consumers of Dubai Kunafa chocolate products from Donbakeshop Artisan Bakery, so the findings cannot be generalized broadly to other food or beverage products or to brands with different characteristics. Second, the method used is a quantitative approach with a questionnaire-based instrument focused on respondents' perceptions, so it does not address deeper psychological aspects that might be revealed through interviews or observations. Third, this study only tested three main variables—FOMO, hedonic shopping, and unplanned purchase decisions without including other factors that may play a role, such as social influence, personality type, or the intensity of marketing campaigns.

Further research is recommended to expand the current model by incorporating moderating or mediating variables such as gender, age, income level, and social media usage intensity. These factors may influence the strength or direction of the relationships between FOMO, hedonic shopping, and unplanned purchasing behavior. Additionally, future studies could adopt a mixed-methods approach to capture both the statistical trends and the underlying psychological motivations driving impulsive buying.

4. 4 Conclusions

The findings of this study indicate that Fear of Missing Out (FOMO) and hedonic shopping behavior have a significant impact on unplanned purchasing desires. FOMO triggers individuals to immediately make purchasing decisions to avoid feeling left behind by ongoing experiences or trends. This urge indirectly activates self-control and increases the tendency to act impulsively. On the other hand, the urge to obtain pleasure or emotional satisfaction through shopping activities - as reflected in hedonic shopping behavior - also contributes strongly to unplanned purchasing actions. When shopping is done as a form of entertainment or to relieve emotional

stress, the decisions taken tend to be spontaneous and irrational. Thus, it can be concluded that the interaction between psychological stress due to FOMO and emotional motivation from hedonic shopping plays an important role in encouraging impulsive and unplanned purchases.

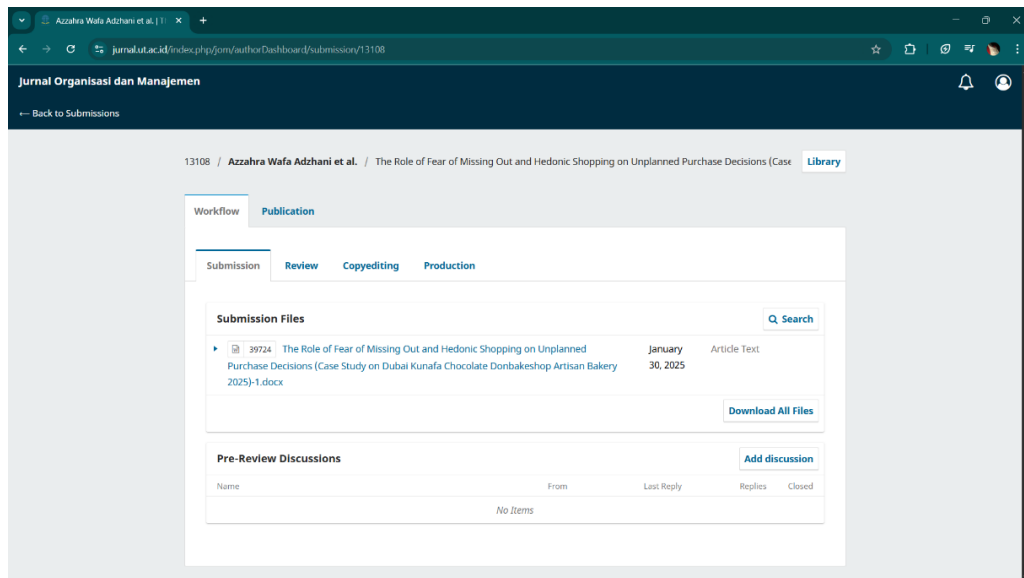
DAFTAR PUSTAKA

- [1] Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97. <https://doi.org/10.1016/j.jretconser.2013.11.004>
- [2] B. Jin, E. R. (2022). Emotional retail experiences and impulse buying: The role of hedonic shopping motivation in unplanned purchases. *International Journal of Consumer Studies*, 46(2), 245–255.
- [3] Balta, S., Emirtekin, E., Kircaburun, K., & Griffiths, M. D. (2020). Neuroticism, Trait Fear of Missing Out, and Phubbing: The Mediating Role of State Fear of Missing Out and Problematic Instagram Use. *International Journal of Mental Health and Addiction*, 18(3), 628–639. <https://doi.org/10.1007/s11469-018-9959-8>
- [4] Chiu, C., Wang, E. T. G., Fang, Y., & Huang, H. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85–114. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- [5] Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- [6] Douglas C. Montgomery, Elizabeth A. Peck, G. G. V. (2012). Introduction to Linier Regression Analysis. In *Wiley* (Vol. 83, Issue 4). <https://doi.org/10.1016/j.earlhumdev.2006.05.022>
- Faradiba. (2020). *Analisis Data Berkala*.
- [7] Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- [8] Humaera, L., Faudiah, N., Mahyiddin, Z., Indani, I., & Suhairi, L. (2024). Daya Tarik Remaja Terhadap Kuliner Asing Pada Era Globalisasi Di Kecamatan Bukit Kabupaten Bener Meriah. *JURNAL ILMIAH MAHASISWA PENDIDIKAN KESEJAHTERAAN KELUARGA*, 9(4), 71–72.
- [9] Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumer's Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon SOR Model. *Sage Open*, 13(2). <https://doi.org/10.1177/21582440231172678>
- [10] Joseph F. Hair Jr, William C. Balck, Barry J. Babin, R. E. A. (2006). Multivariate Data Analysis (Sixth Edition). In *Gedrag & Organisatie* (Eighth Edi, Vol. 19, Issue 3). London. Pearson. <https://doi.org/10.5117/2006.019.003.007>
- [11] Kaliwanto, B., Kusdiyana, Y., Rahmi, R. F., & Hidayat, T. (2022). Strategi Akselerasi Pengembangan UMKM Di Jawa Timur Melalui Teknologi Pengalengan Makanan Tradisional Menuju Rantai Nilai Global. *VALUE ADDED: Majalah Ekonomi dan Bisnis*, 18(2), 54–64.
- [12] Kurniawan, R., & Utami, R. H. (2022). Validation of Online Fear of Missing Out (ON-FOMO) Scale in Indonesian Version. *NeoKonseling*, 4(3), 0–10.
- [13] Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60, 102478. <https://doi.org/10.1016/j.jretconser.2021.102478>

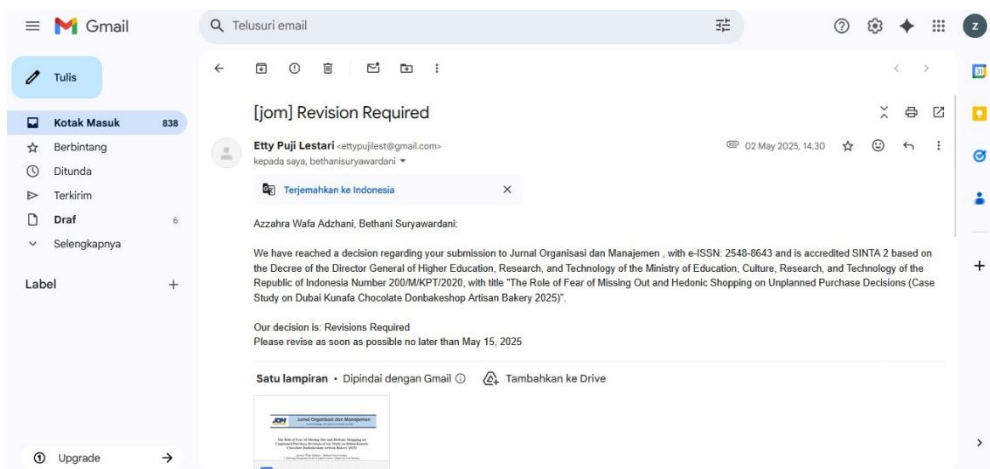
- [14] Melinda, V., Anjani, S. A., & Ridwan, M. (2023). A Platform Based Business Revolution Activates Indonesia's Digital Economy. *Startuppreneur Business Digital (SABDA)*, 2(2), 155–171
- [15] Moslehpour, M., Ismail, T., Purba, B., & Wong, W.-K. (2022). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103.
- [16] Prentice, C., Nguyen, M., Nandy, P., Aswin Winardi, M., Chen, Y., Le Monkhouse, L., Dominique-Ferreira, S., & Stantic, B. (2021). Relevant, or irrelevant, external factors in panic buying. *Journal of Retailing and Consumer Services*, 61, 102587. <https://doi.org/10.1016/j.jretconser.2021.102587>
- [17] Przybylski, A. K., Nguyen, T. T., Law, W., & Weinstein, N. (2021). Does Taking a Short Break from Social Media Have a Positive Effect on Well-being? Evidence from Three Preregistered Field Experiments. *Journal of Technology in Behavioral Science*, 6(3), 507–514. <https://doi.org/10.1007/s41347-020-00189-w>
- [18] Ramayah, T. (2024). Factors Influencing the Effectiveness of Information System Governance in Higher Education Institutions (HEIs) through a Partial Least Squares Structural Equation Modeling (PLS-SEM) Approach. *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, 5(2), 100–107. <https://doi.org/10.34306/itsdi.v5i2.658>
- [19] S. Kim, J. L. (2022). Hedonic shopping motivation and impulsive buying: The mediating role of self-control. *Journal of Retailing and Consumer Services*.
- [20] Thøgersen, J., & Alfinito, S. (2020). Goal activation for sustainable consumer choices: A comparative study of Denmark and Brazil. *Journal of Consumer Behaviour*, 19(6), 556–569. <https://doi.org/10.1002/cb.1824>
- [21] Wibawa, B. M., Baihaqi, I., Nareswari, N., Mardhotillah, R. R., & Pramesti, F. (2022). Utilization of Social Media and Its Impact on Marketing Performance: A Case Study of SMEs In Indonesia. *International Journal of Business and Society*, 23(1), 19–34.

LAMPIRAN

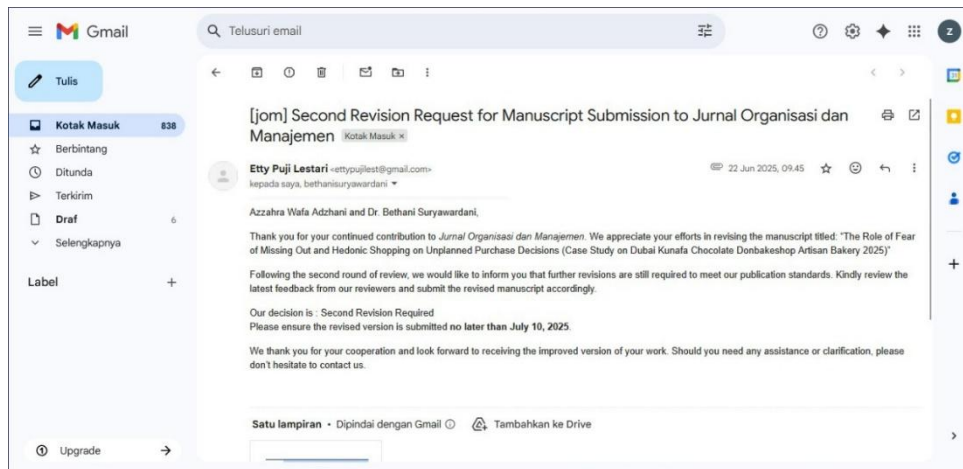
Lampiran 1 Bukti submit melalui website pendaftaran



Lampiran 2 Bukti korespondensi review dan revisi dari editor pertama



Lampiran 3 Bukti korespondensi review dan revisi dari editor kedua



Lampiran 4 Bukti LoA (Letter of Acceptance)



Lampiran 5 Bukti Akreditasi

