

# ABSTRAK

Meningkatnya integrasi media sosial dalam kehidupan sehari-hari telah memperkuat pengaruh para pembuat konten digital, khususnya di kalangan konsumen muda. Penelitian ini mengkaji bagaimana paparan terhadap influencer dan nilai-nilai materialisme memengaruhi niat beli terhadap produk Pop Mart Labubu, dengan Fear of Missing Out (FoMO) sebagai variabel mediasi. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner daring dari 208 responden yang mengenal Labubu dan secara rutin terpapar konten influencer. Analisis hubungan antar variabel dilakukan dengan metode SEM PLS menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa baik paparan terhadap influencer maupun materialisme secara signifikan meningkatkan FoMO, yang pada gilirannya berpengaruh positif terhadap niat beli. Secara khusus, FoMO memediasi secara penuh pengaruh paparan influencer terhadap niat beli, serta memediasi secara parsial pengaruh materialisme. Model ini mampu menjelaskan 80,2% variansi dalam niat beli ( $R^2 = 0,802$ ), yang menunjukkan daya prediktif yang kuat. Temuan ini menyoroti mekanisme psikologis di balik perilaku konsumen dalam lingkungan digital dan memberikan wawasan berharga untuk memaksimalkan strategi berbasis influencer, terutama dalam mempromosikan produk-produk eksklusif atau berbasis tren.

Kata Kunci: *Exposure to Influencers, Materialism, Fear of Missing Out, Purchase Intention.*

# ***ABSTRACT***

The increasing integration of social media into everyday life has amplified the influence of digital content creators, particularly among younger consumers. This study examines how exposure to influencers and materialistic values affect purchase intention toward Pop Mart Labubu products, with Fear of Missing Out (FoMO) serving as a mediating variable. Employing a quantitative approach, data were collected via online questionnaires from 208 respondents familiar with Labubu and regularly exposed to influencer content. SEM PLS was applied using SmartPLS 4.0 to analyze the relationships among variables. The results reveal that both influencer exposure and materialism significantly increase FoMO, which in turn positively influences purchase intention. Notably, FoMO fully mediates the effect of influencer exposure on purchase intention and partially mediates the effect of materialism. The model explains 80.2% of the variance in purchase intention ( $R^2 = 0.802$ ), indicating strong predictive power. These findings underscore the psychological mechanisms behind consumer behavior in digital environments and provide valuable insights to maximize influencer-based strategies, particularly in promoting exclusive or trend-driven products.

*Keywords: Exposure to Influencers, Materialism, Fear of Missing Out, Purchase Intention.*

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# BAB I RINGKASAN EKSEKUTIF

## ***1.1 Extended Abstract***

Dalam era digital saat ini, media sosial telah menjadi bagian integral dari kehidupan sehari-hari dan secara signifikan mengubah pola konsumsi masyarakat, khususnya di kalangan generasi muda. Salah satu fenomena yang muncul akibat perkembangan ini adalah meningkatnya pengaruh digital content creator atau influencer dalam membentuk preferensi dan keputusan pembelian konsumen. Di sisi lain, maraknya budaya konsumtif dan nilai-nilai materialisme yang dipromosikan secara eksplisit maupun implisit melalui konten digital turut mendorong fenomena Fear of Missing Out (FoMO), yaitu rasa takut tertinggal dari tren atau pengalaman yang sedang populer. Salah satu produk yang banyak dipengaruhi oleh dinamika ini adalah figur koleksi Pop Mart, khususnya karakter Labubu, yang identik dengan rilis terbatas dan eksklusivitas tinggi.

Penelitian ini bertujuan untuk mengkaji bagaimana paparan terhadap influencer dan nilai-nilai materialistik memengaruhi intensi pembelian produk Pop Mart Labubu, dengan FoMO sebagai variabel mediasi. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner daring dari 208 responden yang memiliki pengetahuan tentang karakter Labubu dan secara aktif mengikuti konten yang diproduksi oleh influencer. Teknik analisis yang digunakan adalah Structural Equation Modeling (SEM) dengan pendekatan Partial Least Squares (PLS) melalui perangkat lunak SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa baik paparan terhadap influencer maupun nilai materialisme memiliki pengaruh signifikan terhadap munculnya FoMO. FoMO pada gilirannya secara positif memengaruhi intensi pembelian konsumen terhadap produk Labubu. Temuan penting lainnya adalah FoMO berperan sebagai mediator penuh dalam hubungan antara paparan influencer dan intensi pembelian, serta mediator parsial dalam hubungan antara materialisme dan intensi pembelian. Model yang dibangun dalam penelitian ini mampu menjelaskan sebesar 80,2% variansi dalam intensi pembelian ( $R^2 = 0,802$ ), yang menunjukkan kekuatan prediktif yang tinggi.

Penelitian ini memberikan kontribusi penting dalam memahami perilaku konsumen di era digital, khususnya dalam konteks produk koleksi edisi terbatas seperti Pop Mart Labubu. Bagi pelaku industri kreatif dan bisnis serupa, hasil ini menjadi masukan bahwa strategi pemasaran berbasis influencer perlu didesain dengan memperhatikan aspek psikologis konsumen, seperti FoMO. Untuk mendorong intensi pembelian, perusahaan perlu memastikan bahwa eksklusivitas produk dan

nilai-nilai yang dibangun melalui influencer benar-benar diterjemahkan menjadi pengalaman yang relevan dan bermakna bagi konsumen.

## 1.2 Penjadwalan Kerja

Perencanaan jadwal kerja disusun guna mendukung kelancaran pelaksanaan penelitian agar tetap terfokus dan sesuai dengan sasaran yang telah ditetapkan. Jadwal ini dirancang untuk memastikan setiap tahapan penelitian dapat dilakukan secara sistematis, tertib, dan efektif. Selain berfungsi sebagai acuan bagi peneliti, jadwal ini juga berguna bagi dosen pembimbing dalam memantau progres dan capaian penelitian.

Dalam penjadwalan ini, satuan waktu yang digunakan adalah minggu, karena dinilai paling sesuai dengan karakteristik serta durasi kegiatan yang dilaksanakan. Berikut ini adalah uraian tahapan penelitian beserta waktu pelaksanaannya:

Tabel 1. 1 Tabel Pelaksanaan Kerja

| No | Deskripsi Kerja                                         | Januari |   |   |   | Februari |   |   |   | Maret |   |   |   | April |   |   |   | Mei |   |   |   | Juni |   |   |   | Juli |   |   |   |
|----|---------------------------------------------------------|---------|---|---|---|----------|---|---|---|-------|---|---|---|-------|---|---|---|-----|---|---|---|------|---|---|---|------|---|---|---|
|    |                                                         | 1       | 2 | 3 | 4 | 1        | 2 | 3 | 4 | 1     | 2 | 3 | 4 | 1     | 2 | 3 | 4 | 1   | 2 | 3 | 4 | 1    | 2 | 3 | 4 | 1    | 2 | 3 | 4 |
| 1  | Mencari jurnal internasional sebagai referensi          |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 2  | Mendiskusikan variabel penelitian                       |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 3  | Membuat kerangka pemikiran                              |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 4  | Menyusun latar belakang masalah dan perumusan masalah   |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 5  | Review dan revisi bab 1                                 |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 6  | Menyusun landasan teori dan kajian pustaka              |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
| 7  | Mendiskusikan indikator dari setiap variabel penelitian |         |   |   |   |          |   |   |   |       |   |   |   |       |   |   |   |     |   |   |   |      |   |   |   |      |   |   |   |
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## BAB II PROSES REVIEW DAN PUBLIKASI

### 2.1 Tahapan Publikasi

Proses publikasi dalam tugas akhir ini dimulai sejak tahap awal penyusunan proposal dan penetapan topik penelitian yang berjudul “The Influence of Exposure to Influencers and Materialism on Purchase Intention through Fear of Missing Out (FoMO) on Pop Mart Labubu Products”. Penelitian ini berfokus pada perilaku konsumen terhadap produk koleksi di era digital, dengan menggunakan pendekatan kuantitatif.

Setelah proposal disetujui oleh dosen pembimbing, peneliti melanjutkan ke tahap pengumpulan data dengan menyebarkan kuesioner kepada 208 responden yang mengenal karakter Labubu dan secara rutin terpapar konten dari influencer di media sosial. Data yang terkumpul dianalisis menggunakan metode Partial Least Squares - Structural Equation Modeling (PLS-SEM) melalui perangkat lunak SmartPLS. Analisis ini bertujuan untuk menguji hubungan langsung dan tidak langsung antar variabel yang diteliti, serta mengevaluasi peran Fear of Missing Out (FoMO) sebagai variabel mediasi dalam membentuk intensi pembelian konsumen.

Setelah seluruh hasil penelitian diperoleh dan dibahas bersama dosen pembimbing, penulis menyusun artikel ilmiah yang merangkum temuan utama dari tugas akhir ini. Artikel tersebut kemudian diikutsertakan dalam ajang *The 2nd International Conference on Digital, Social, and Science (ICoDSS) 2025* yang diselenggarakan oleh PT Ebiz Prima Nusa. Penulis mengikuti konferensi ini secara daring pada tanggal 17 Juli 2025 sebagai presenter, dengan membawa artikel yang mengusung judul yang sama dengan topik tugas akhir.

Proses publikasi dimulai dari pengajuan abstrak yang kemudian melalui tahap seleksi oleh pihak penyelenggara konferensi. Setelah dinyatakan lolos, penulis menerima *Notification of Acceptance (NoA)* sebagai bukti bahwa abstrak diterima untuk dipresentasikan. Selanjutnya, penulis mengirimkan *full paper* yang disusun sesuai dengan template dan ketentuan dari ICoDSS. Artikel tersebut kemudian dipresentasikan dalam sesi konferensi sesuai jadwal yang ditentukan.

Usai sesi presentasi, panitia menerbitkan *Letter of Acceptance (LoA)* yang menyatakan bahwa artikel dinyatakan layak untuk dipublikasikan, dengan catatan perlu dilakukan revisi minor. Penulis mengakses lembar penilaian dari reviewer yang tersedia melalui sistem, dan melakukan revisi sesuai masukan yang diberikan. Naskah hasil revisi kemudian dikirim kembali melalui sistem *Open Journal System (OJS)* pada laman resmi ICoDSS. Sebagai bagian dari prosedur, penulis juga mengisi formulir konfirmasi pengiriman secara daring.

Setelah seluruh tahapan tersebut diselesaikan, artikel masuk dalam proses editorial akhir dan dijadwalkan untuk diterbitkan dalam *ICoDSS 2025 Conference Proceeding*. Dengan demikian, hasil penelitian ini tidak hanya menjadi bagian dari laporan tugas akhir, tetapi juga berhasil dipublikasikan secara resmi dalam forum ilmiah internasional. Publikasi ini menjadi salah satu kontribusi akademik yang memperluas dampak penelitian, khususnya dalam bidang manajemen pemasaran dan perilaku konsumen di era digital.

## **2.2 Proses Review**

Proses review merupakan salah satu tahap krusial dalam publikasi ilmiah, di mana artikel yang telah diajukan akan ditelaah oleh para pakar untuk memastikan kualitas dan kelayakannya sebelum dipublikasikan. Dalam tugas akhir ini, proses review berlangsung setelah penulis mengirimkan naskah lengkap ke The 2nd International Conference on Digital, Social, and Science (ICoDSS) 2025.

Setelah naskah dikirim melalui sistem daring ICoDSS, artikel langsung masuk ke tahap evaluasi oleh reviewer. Pada tahap ini, sejumlah aspek dinilai, antara lain kesesuaian topik dengan tema konferensi, kejelasan tujuan dan metode penelitian, serta keterkaitan antara hasil dan kesimpulan. Reviewer juga menilai aspek teknis seperti kerapian penulisan, penggunaan bahasa, dan kepatuhan terhadap format serta gaya penulisan yang ditetapkan oleh panitia.

Review dilakukan menggunakan sistem blind review, yakni proses penilaian di mana identitas penulis dan reviewer dirahasiakan guna menjamin objektivitas dan keadilan dalam penilaian.

Berdasarkan hasil evaluasi, artikel dinyatakan diterima dengan sejumlah revisi mayor sebagaimana tercantum dalam Letter of Acceptance (LoA) yang diterbitkan pada 17 Juli 2025. Reviewer memberikan berbagai masukan perbaikan, baik dari segi substansi maupun teknis, seperti restrukturisasi kalimat dalam abstrak bahasa Inggris, penajaman fokus dalam pembahasan, penyesuaian format kutipan dan daftar pustaka, serta perbaikan konsistensi bahasa dan format penulisan sesuai template konferensi.

Penulis kemudian melakukan revisi secara menyeluruh sesuai dengan catatan yang diberikan, dan mengunggah kembali artikel yang telah diperbaiki melalui sistem Open Journal System (OJS) milik ICoDSS. Bukti pengunggahan dikirimkan melalui formulir konfirmasi secara daring. Setelah itu, artikel memasuki tahap akhir yaitu penyuntingan editorial dan penjadwalan penerbitan dalam prosiding resmi ICoDSS 2025.

Secara keseluruhan, proses review berjalan dengan ketat dan memerlukan perbaikan signifikan. Hal ini menunjukkan pentingnya penyesuaian artikel agar dapat

memenuhi standar kualitas publikasi ilmiah yang ditetapkan oleh penyelenggara konferensi internasional tersebut.

### **2.3 Registrasi dan Publikasi**

Tahap registrasi dan publikasi merupakan bagian akhir dari proses publikasi ilmiah, yang dilaksanakan setelah artikel dinyatakan layak untuk diterbitkan. Dalam tugas akhir ini, tahapan tersebut dilakukan melalui keikutsertaan penulis dalam The 2nd International Conference on Digital, Social, and Science (ICoDSS) 2025 yang diselenggarakan oleh PT Ebiz Prima Nusa.

Setelah menerima Letter of Acceptance (LoA) pada tanggal 17 Juli 2025, penulis mulai menyelesaikan sejumlah persyaratan administratif sebagai bagian dari proses registrasi. Beberapa langkah yang dilakukan meliputi revisi artikel sesuai masukan reviewer, penyesuaian format naskah dengan template yang ditetapkan oleh ICoDSS, serta pengecekan kembali kelengkapan informasi penulis, afiliasi institusi, dan abstrak.

Usai proses revisi, artikel diunggah kembali melalui sistem Open Journal System (OJS) yang tersedia di laman <https://journal.ebizmark.id/index.php/ICoDSS/index>. Penulis juga diminta mengunggah bukti pengiriman artikel (proof of submission) melalui formulir konfirmasi di <https://bit.ly/ICODSSREV> agar artikel segera dapat diproses ke tahap berikutnya.

Seluruh proses registrasi dilakukan secara daring dan mengikuti petunjuk teknis dari panitia konferensi, mulai dari pembuatan akun OJS, pengisian metadata artikel, hingga pengunggahan dokumen revisi sesuai format yang diminta.

Setelah tahapan tersebut dilalui, artikel penulis dijadwalkan untuk dimuat dalam prosiding konferensi ICoDSS 2025, baik dalam versi digital maupun online, sehingga dapat diakses oleh khalayak akademik secara luas.

Dengan demikian, artikel ilmiah yang berasal dari tugas akhir ini tidak hanya tuntas secara administratif, tetapi juga berhasil dipublikasikan secara resmi, serta memberikan kontribusi nyata terhadap perkembangan ilmu pengetahuan, khususnya dalam bidang manajemen pemasaran dan studi perilaku konsumen di era digital.

## **BAB III ARTIKEL ILMIAH**

### **1. INTRODUCTION**

The development of technology now digitally and significantly transformed consumer behavior, through the increased use of the internet and social media as primary means of obtaining information, communicating, and shaping lifestyles (Pratama Haris et al., 2024). Social media already coming as an integral part of modern human life. According to DataReportal, as of January, the number of social media users worldwide reached 5.24 billion, accounting for approximately 63.9% from the population globally. This figure represents a 4.1% increase over the past year, with 206 million new users. In Indonesia, social media usage is also notably high, with 139 million active users—equivalent to 49.9% of the total population—highlighting the significant role of digital platforms as primary tools for communication and entertainment in society (Zelda, 2025).

The rise of influencer trends is closely linked to the rapid growth of social media. Influencers and content creators often reflect contemporary lifestyles through their content, encompassing aspects such as appearance, hobbies, and entertainment (Machfir, 2024). Influencers are individuals who have built a loyal following on social media by consistently sharing content that showcases their knowledge and expertise (Cruz et al., 2025). Attributes such as expertise, attractiveness, and credibility significantly influence consumer behavior and help establish emotional connections between brands and audiences (Hani et al., 2024). The content they share typically reflects their personal lifestyles and interests, thereby encouraging followers to engage with and often imitate their behaviors on social media (Dinh et al., 2023).

Influencers who maintain their credibility and consistently deliver meaningful content are more likely to positively influence consumers' purchase intentions (Natalia & Candra, 2025). As followers are exposed to curated content and idealized lifestyles, they often emulate the behavior of influencers, leading to increased social comparison and the adoption of materialistic values. Such behaviors can intensify the fear of missing out (FoMO), which subsequently reinforces consumers' purchasing intentions (Dinh & Lee, 2022). FoMO has also been associated with heightened levels of anxiety, dissatisfaction, and stress, particularly among individuals who are highly engaged with social media platforms (Azzaki et al., 2024). This dynamic is exemplified by the recent phenomenon of Labubu Pop Mart, a collectible character that surged in popularity through social media exposure.

Labubu was designed by Hong Kong artist Kasing Lung. Originally introduced in 2015, the character gained broader recognition in 2019 when Kasing Lung collaborated with Pop Mart, officially launching Labubu as a product under the Pop Mart brand (Ma, 2022). In April 2024, a prominent influencer featured the Labubu figure on their personal Instagram account, significantly increasing audience engagement and amplifying the character's popularity across social media platforms (Lutfi, 2024). As a result, Labubu gained widespread popularity in several countries, particularly in Asian nations such as Thailand, Indonesia, Malaysia, and Singapore (Stylo.id, 2024). Influencers further contribute to materialism among their audiences by consistently incorporating product promotions into their content (Kim et al., 2021).

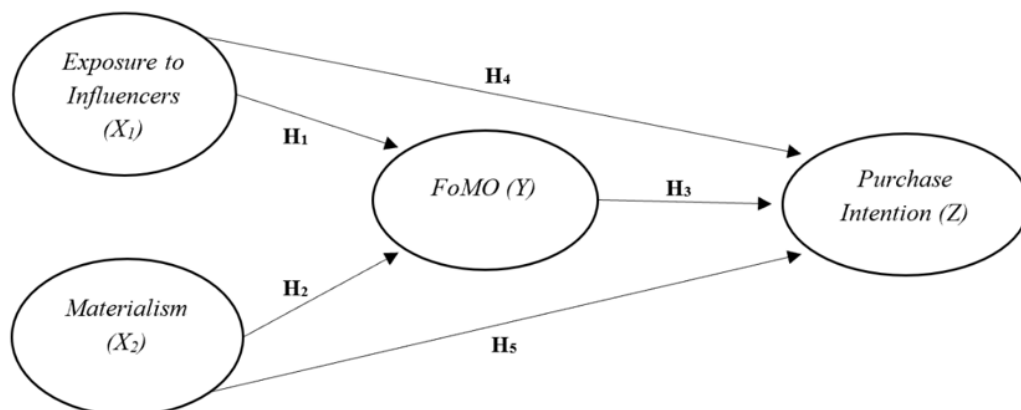


**Figure 1.** *The growth of Pop Mart's revenue over the years*  
**Source(s):** Good Stats

This phenomenon directly increased demand for the character, with many Labubu editions selling out within minutes of their release. According to Google Finance, the impact of this trend is reflected in Pop Mart's financial performance, which has shown consistent growth since 2019. In 2020, when Labubu began attracting broader public attention, the company's revenue rose significantly to IDR 37.65 trillion, up from IDR 24 trillion the previous year (Al-Fajri, 2024). These developments indicate that materialistic values play a substantial role in the emergence of FoMO, which subsequently influences consumers' purchase intentions. Exposure to social media influencers (SMIs) further amplifies this effect by fostering social comparison and triggering FoMO, ultimately encouraging the consumption of conspicuous goods (Dinh & Lee, 2024).

Materialism has been linked to compulsive buying behavior, with FoMO functioning as a mediating factor. Individuals who endorse strong materialistic values are more prone to experiencing FoMO, which in turn drives impulsive purchasing behavior as a means of conforming to prevailing trends and societal expectations (Hussain et al., 2023; Ditha et al., 2025). Social media platforms and influencers further intensify this relationship by promoting materialistic ideals. Through product and lifestyle endorsements, influencers encourage followers to mimic their consumption patterns in an effort to avoid social exclusion from current trends (Dinh et al., 2023). While materialism and FoMO are often associated with negative psychological and behavioral consequences, some studies underscore the potential positive aspects of materialism. When maintained within a healthy balance, materialism can enhance economic motivation, stimulate innovation, and contribute to technological advancement. This alternative viewpoint challenges traditional criticisms of materialism by highlighting its capacity to promote economic development and individual well-being (Park, 2025).

While previous studies have examined influencer exposure, FoMO, and materialism as separate constructs, this research integrates all three to explore their combined influence on consumers' purchase intentions toward Labubu Pop Mart products. Despite Labubu's increasing popularity in offline and niche collector markets, its demand surge in digital environments highlights the emotional and psychological factors that drive online consumer behavior. By analyzing the important position or contribution of FOMO among the on purchase intention, this study aims to serve more substantial understanding of how digital influences shape consumption in the era of social media. The findings are expected to offer valuable insights for marketers and brand strategists in designing emotionally resonant campaigns, particularly for exclusive or limited-edition products in highly competitive online marketplaces. Based on relevant theories and prior empirical studies, the following hypotheses are proposed:



**Figure 1.** Research model  
**Source(s):** Author's own creation/work

Hypothesis 1 (H<sub>1</sub>): Exposure to Influencers has a positive effect on FoMO

Hypothesis 2 (H<sub>2</sub>): Materialism has a positive effect on FoMO

Hypothesis 3 (H<sub>3</sub>): FoMO has a positive impact on Purchase Intention

Hypothesis 4 (H<sub>4</sub>): FoMO mediates the relationship among Exposure to Influencers and Purchase Intention

Hypothesis 5 (H<sub>5</sub>): FoMO mediates the relationship among Materialism and Purchase Intention

## 2. METHODS

The approach here implementing quantitative technique maintaining SEM PLS for data analysis in order to use PLS is to predict the relationships between constructs, validate theoretical frameworks, and examine the connections among latent variables (Riyanto & Setyorini, 2024).

This study targets individuals in Indonesia who are familiar with Labubu Pop Mart products and actively use social media as its population. This population is selected to align with the research objective: to comprehensively examine consumer behavior, particularly how exposure to influencers and materialistic values affect purchase intention through the FoMO's mediating role and the context of exclusive collectible products promoted online.

For this research, the sample includes all individuals, who demonstrated familiarity with Labubu products and exposure to influencer content. The researchers employed the Cochran Formula to determine the sample size, considering the population was extremely large and undefined. This method aligns with the guidelines outlined by Cochran Formula (Sugiyono, 2019), which is as follows:

Where:

- $n$ : minimum required sample size
- $Z$ : Z-score corresponding to the desired confidence level (e.g., 1.96 for 95%)
- $p$ : estimated proportion of the population with a particular characteristic (commonly 0.5 if unknown)
- $q$ :  $1 - p$
- $e$ : margin of error (e.g., 0.05)

Moe: Margin of Error or maximum tolerable error rate. The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The number of sample sizes in this study is as follows:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ people}$$

Based on these calculations, the minimum number of samples that must be used in this study is 97 respondents.



This study employs a 4-point Likert scale to measure four key variables: Exposure to Influencers and Materialism as independent variables. FOMO as mediation and the Purchase Intention as the other one variabel. The detailed dimensions of each variable are presented in Table 1 below:

**Table 1.** *Variables and Measurements*

| Variables                                 | Dimensions                                             | Symbol               | Sources                                          | Scale                |
|-------------------------------------------|--------------------------------------------------------|----------------------|--------------------------------------------------|----------------------|
| Exposure to Influencers (X <sub>1</sub> ) | Agreeableness                                          | IA 1<br>IA 2         | Ross et al., 2009                                | 4-Point Likert Scale |
|                                           | Conscientiousness                                      | IC 1<br>IC 2         |                                                  |                      |
|                                           | Extraversion                                           | IE 1<br>IE 2         |                                                  |                      |
|                                           | Neuroticism                                            | IN 2                 |                                                  |                      |
|                                           | Openness                                               | IO 1<br>IO 2         |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
| Materialism (X <sub>2</sub> )             | Centrality                                             | MC 1<br>MC 2<br>MC 3 | Oliveira 2020                                    | 4-Point Likert Scale |
|                                           | Happiness                                              | MH 1<br>MH 2<br>MH 3 |                                                  |                      |
|                                           | Success                                                | MS 1<br>MS 2<br>MS 3 |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
| FoMO (Y)                                  | Anxiety                                                | FA 1<br>FA 2<br>FA 3 | Pryzbylski, Murayama, DeeHaan, & Gladwell (2013) | 4-Point Likert Scale |
|                                           | Fear                                                   | FF 1<br>FF 2<br>FF 3 |                                                  |                      |
|                                           | Worry                                                  | FW 1<br>FW 2<br>FW 3 |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
| Purchase Intention (Z)                    | Commitment to Purchase Recommended Products            | PK 1<br>PK 2         | Macheka et al., 2023                             | 4-Point Likert Scale |
|                                           | Making Purchases on Recommendations                    | PM 1<br>PM 2         |                                                  |                      |
|                                           | The Influence of Recommendations on Purchase Intention | PP 1<br>PP 2         |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |
|                                           | Willingness to Purchase Recommended Products           | PT 1<br>PT 2         |                                                  |                      |
|                                           |                                                        |                      |                                                  |                      |

**Source(s):** Author's own creation/work

### 3. RESULTS AND DISCUSSIONS

#### 3.1 RESPONDENT SUMMARY

*Table 2. Respondent Summary*

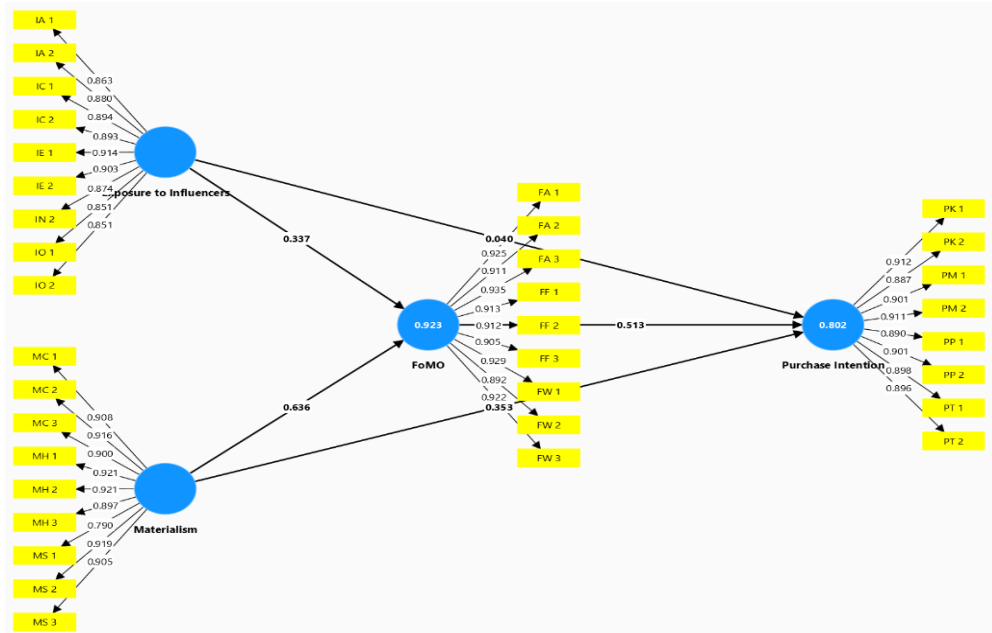
| Item           | Characteristics                  | Frequency | %      |
|----------------|----------------------------------|-----------|--------|
| Gender         | Male                             | 48        | 23.08% |
|                | Female                           | 160       | 76.92% |
| Age            | < 25                             | 60        | 28.85% |
|                | 25 – 35                          | 102       | 49.04% |
|                | 36 – 45                          | 12        | 5.77%  |
|                | > 45                             | 34        | 16.35% |
| Education      | Collage or below                 | 34        | 16.35% |
|                | Bachelor                         | 160       | 76.92% |
|                | Master or above                  | 14        | 6.73%  |
| Employment     | Employed full time               | 146       | 70.19% |
|                | Employed part-time               | 10        | 4.81%  |
|                | Unemployed, looking for work     | 2         | 0.96%  |
|                | Unemployed, not looking for work | 4         | 1.92%  |
|                | Student                          | 28        | 13.46% |
|                | Retired                          | 18        | 8.65%  |
| Marital Status | Never married                    | 152       | 74.51% |
|                | Married                          | 52        | 25.49% |

**Source(s):** Author's own creation/work

Table 2 presents a summary of respondents by their age, gender, education, employment, and marital status, indicating that most respondents are female (76.92%), aged 25–35 years (49.04%), and hold a bachelor's degree (76.92%). Most respondents are employed full-time (70.19%), and a significant portion (74.52%) have never been married.

#### 3.2 STRUCTURAL MODEL

Evaluation outer model was conducted to analyze the reliability and validity of all factors related to each variable studied, namely Exposure to Influencers, Materialism, FoMO, and Purchase Intention. The assessment includes reliability and validity testing, discriminant validity applying HTMT criterion, and the coefficient of determination ( $R^2$ ), all of which align with the established criteria for evaluating the measurement model in this research.



**Table 3.** Result of Measurement Model Assessment (Reliability and Validity)

| Construct               | Items | Loading | Cronbach's Alpha | CR    | AVE   |
|-------------------------|-------|---------|------------------|-------|-------|
| Exposure to Influencers | IA 1  | 0.863   | 0.964            | 0.969 | 0.775 |
|                         | IA 2  | 0.880   |                  |       |       |
|                         | IC 1  | 0.894   |                  |       |       |
|                         | IC 2  | 0.893   |                  |       |       |
|                         | IE 1  | 0.914   |                  |       |       |
|                         | IE 2  | 0.903   |                  |       |       |
|                         | IN 2  | 0.874   |                  |       |       |
|                         | IO 1  | 0.851   |                  |       |       |
|                         | IO 2  | 0.851   |                  |       |       |
| FoMO                    | FA 1  | 0.925   | 0.976            | 0.979 | 0.839 |
|                         | FA 2  | 0.911   |                  |       |       |
|                         | FA 3  | 0.935   |                  |       |       |
|                         | FF 1  | 0.913   |                  |       |       |
|                         | FF 2  | 0.912   |                  |       |       |
|                         | FF 3  | 0.905   |                  |       |       |
|                         | FW 1  | 0.929   |                  |       |       |
|                         | FW 2  | 0.892   |                  |       |       |
|                         | FW 3  | 0.922   |                  |       |       |
| Materialism             | MC 1  | 0.908   | 0.970            | 0.974 | 0.807 |
|                         | MC 2  | 0.916   |                  |       |       |
|                         | MC 3  | 0.900   |                  |       |       |
|                         | MH 1  | 0.921   |                  |       |       |
|                         | MH 2  | 0.921   |                  |       |       |
|                         | MH 3  | 0.897   |                  |       |       |
|                         | MS 1  | 0.790   |                  |       |       |
|                         | MS 2  | 0.919   |                  |       |       |
|                         | MS 3  | 0.905   |                  |       |       |
| Purchase Intention      | PK 1  | 0.912   | 0.966            | 0.971 | 0.810 |
|                         | PK 2  | 0.887   |                  |       |       |
|                         | PM 1  | 0.901   |                  |       |       |
|                         | PM 2  | 0.911   |                  |       |       |
|                         | PP 1  | 0.890   |                  |       |       |
|                         | PP 2  | 0.901   |                  |       |       |
|                         | PT 1  | 0.898   |                  |       |       |
|                         | PT 2  | 0.896   |                  |       |       |

Source(s): Processed Data, 2025

Based on Table 3, the Exposure to Influencers construct consists of 5 dimensions with a total of 9 items, Materialism has 3 dimensions with 9 items, FoMO includes 3 dimensions with 9 items, and Purchase Intention comprises 4 dimensions with 8 items. All indicators within each dimension exhibit outer loading values greater than 0.70, indicating a strong correlation between the factors and their latent respective construct (Hair et al., 2022). The Cronbach's Alpha values for all constructs exceed 0.80, demonstrating high internal consistency and strong reliability. Generally, Cronbach's Alpha values  $> 0.70$  assumes to be acceptable, while values above 0.80 indicate good reliability (Hair et al., 2022). Furthermore, the Composite Reliability values are all above 0.70, suggesting that the constructs possess strong and stable reliability (Hair et al., 2022). The AVE values also exceed 0.50, confirming good convergent validity, as the latent constructs are able to explain a substantial proportion of variance in their associated indicators (Hair et al., 2022).

**Table 4.** *Discriminant Validity*

|                         | <b>Exposure to Influencers</b> | <b>FoMO</b> | <b>Materialism</b> | <b>Purchase Intention</b> |
|-------------------------|--------------------------------|-------------|--------------------|---------------------------|
| Exposure to Influencers |                                |             |                    |                           |
| FoMO                    | 0.867                          |             |                    |                           |
| Materialism             | 0.879                          | 0.880       |                    |                           |
| Purchase Intention      | 0.887                          | 0.814       | 0.810              |                           |

**Source(s):** Processed Data, 2025

As maintained on the tabel, discriminant validity assessment implementing the HTMT criterion. According to (Henseler et al, 2015) the values of it among the construct recommended to be  $< 0,90$ . As shown in the table, all HTMT Scale value from 0.810 to 0.887, remaining below the specified threshold. These results indicate that each construct within the model is conceptually distinct and not excessively correlated with other constructs, thereby confirming satisfactory discriminant validity.

**Table 5.** *R-Square*

|                    | <b>R-square</b> | <b>R-square adjusted</b> |
|--------------------|-----------------|--------------------------|
| FoMO               | 0.923           | <b>0.922</b>             |
| Purchase Intention | 0.802           | <b>0.799</b>             |

**Source(s):** Processed Data, 2025

Table 5 presents the results of the Inner Model testing, where the adjusted R-square value indicates the level of influence that independent variables have in explaining the dependent variable. The indicators are as follows: 0.67 (strong model), 0.33 (moderate model), and 0.19 (weak model) (Savitri et al., 2021: 35). The adjusted R-square value for the FoMO variable is 0.922, indicating that the Exposure to Influencers and Materialism variables can explain 92.2% of the variance FoMO, suggesting a strong model. Similarly, the adjusted R-square value for the Purchase Intention variable is 0.799, showing that the Exposure to Influencers, Materialism, and FoMO variables can explain 79.9% of the variance in Purchase Intention, also indicating a strong model. Since the adjusted R-square values for both FoMO and Purchase Intention exceed 0.67, all variables in the model are considered strong.

**Table 5.** Hypothesis Testing

| <b>Direct Effect</b>                                                   | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> |
|------------------------------------------------------------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| H <sub>1</sub> : Exposure to Influencers -> FoMO                       | 0.337                      | 0.332                  | 0.083                             | <b>4.060</b>                    | <b>0.000</b>    |
| Exposure to Influencers -> Purchase Intention                          | 0.040                      | 0.038                  | 0.135                             | 0.300                           | <b>0.764</b>    |
| H <sub>2</sub> : Materialism -> FoMO                                   | 0.636                      | 0.640                  | 0.083                             | <b>7.646</b>                    | <b>0.000</b>    |
| H <sub>3</sub> : FoMO -> Purchase Intention                            | 0.513                      | 0.508                  | 0.149                             | <b>3.448</b>                    | <b>0.001</b>    |
| Materialism -> Purchase Intention                                      | 0.353                      | 0.362                  | 0.130                             | 2.724                           | 0.006           |
|                                                                        |                            |                        |                                   |                                 |                 |
| <b>Indirect Effect</b>                                                 | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> |
| H <sub>4</sub> : Exposure to Influencers -> FoMO -> Purchase Intention | 0.173                      | 0.171                  | 0.071                             | <b>2.433</b>                    | <b>0.015</b>    |
| H <sub>5</sub> : Materialism -> FoMO -> Purchase Intention             | 0.326                      | 0.322                  | 0.098                             | <b>3.344</b>                    | <b>0.001</b>    |

**Source(s):** Processed Data, 2025

Table 5 shows that direct effect and indirect effect hypothesis was carried out implementing the t value threshold of 1,96 by the measurement for 5% significance level (Savitri et al., 2021: 35). If the (T-statistic > 1,96 and the P-

value  $< 0,05$  (5%)), the result is considered positively significant, leading to the conclusion that the hypothesis is accepted.

The conclusion is  $H_1$ , which examines the relationship between exposure to influencers and FoMO, demonstrates a significant effect. This result is consistent with previous research by [2], which confirmed that exposure to influencers significantly impacts FoMO by increasing individuals' awareness of exclusive trends and limited-edition items.

$H_2$ , which investigates the relationship between materialism and FoMO, also shows a positive effect. This is supported by a study conducted by [3] which found a positive correlation between materialism and FoMO. The study suggests that higher levels of materialism increase adolescents' susceptibility to FoMO, which in turn mediates their purchase intention—particularly in the context of exclusive collectible products such as Labubu, where scarcity and influencer-driven promotions heighten emotional urgency to purchase.

Furthermore,  $H_3$ , which analyzes the relationship between FoMO and purchase intention, also reveals a significant influence. This finding is supported by [4], who reported that FoMO significantly and positively affects purchase intention. It is suggested that marketers leverage this psychological factor to boost user engagement and drive purchasing decisions on digital platforms.

In line with these findings,  $H_4$ , which investigates the indirect effect of exposure to influencers on purchase intention through FoMO, also demonstrates a significant impact. Similarly,  $H_5$ , which examines the indirect relationship between materialism and purchase intention through FoMO, also reveals a significant effect. These results are relevant study by [5] who demonstrated that FoMO strengthens the indirect effect of influencer exposure and materialism on purchase intention by enhancing followers' psychological engagement and social comparison tendencies.

#### **4. CONCLUSION**

Result confirm that exposure to influencers and materialism significantly influence the FoMO, which in turn affects consumers' purchase intention toward Pop Mart Labubu products. Notably, FoMO fully mediates the relationship between influencer exposure and purchase intention, while it partially mediates the relationship between materialism and purchase intention. These results highlight the crucial role of psychological and emotional factors—especially FoMO—in shaping consumer behavior in

digital environments. The study also demonstrates the strong predictive power of the model, with an  $R^2$  value of 0.802 for purchase intention, indicating that the proposed framework effectively captures the dynamics of decision making from consumer in case of collectible and trend-driven products.

Despite these important insights, this research is not without limitations. It focuses solely on Labubu Pop Mart products and relies on data from respondents within Indonesia, that can maintain the broader acceptance from the study. Additionally, the study does not explore other potential variables such as cultural context, digital fatigue, or brand loyalty that may further influence consumer behavior. Future research is encouraged to that consist of the set diverse of collectible brands and expand respondent demographics across different countries or regions. Further investigation into the role of other psychological factors and digital marketing elements—such as scarcity marketing, parasocial interaction, or algorithm-driven content exposure—would also enrich the understanding of consumer motivations in online consumption landscapes.

## BAB IV PENUTUP

Bagian ini berisi kesimpulan dari solusi yang telah dikembangkan untuk organisasi Lokasi magang serta saran pengembangan kedepannya

### 5.1 Kesimpulan

Penelitian ini dilatarbelakangi oleh meningkatnya pengaruh media sosial dan peran signifikan para influencer dalam membentuk perilaku konsumen, khususnya dalam konteks produk koleksi edisi terbatas seperti Pop Mart Labubu. Tujuan utama dari penelitian ini adalah untuk menganalisis bagaimana paparan terhadap influencer dan nilai-nilai materialisme memengaruhi intensi pembelian, dengan Fear of Missing Out (FoMO) sebagai variabel mediasi.

Berdasarkan hasil analisis menggunakan metode Structural Equation Modeling dengan pendekatan Partial Least Squares (PLS-SEM), dapat disimpulkan bahwa paparan terhadap influencer dan materialisme secara signifikan meningkatkan FoMO. FoMO selanjutnya memiliki pengaruh positif yang signifikan terhadap intensi pembelian konsumen. Secara khusus, FoMO terbukti memediasi secara penuh hubungan antara paparan influencer dan intensi pembelian, serta memediasi sebagian hubungan antara materialisme dan intensi pembelian.

Model penelitian ini memiliki kekuatan prediktif yang kuat, ditunjukkan oleh nilai  $R^2$  sebesar 0,802 untuk variabel purchase intention, yang berarti 80,2% variabilitas intensi pembelian dapat dijelaskan oleh model. Hal ini menunjukkan bahwa faktor-faktor psikologis dan emosional, seperti FoMO, memainkan peran penting dalam membentuk perilaku konsumen di lingkungan digital, terutama dalam konteks produk yang bersifat eksklusif dan sedang tren.

Dengan demikian, seluruh tujuan penelitian berhasil dijawab dan dibuktikan secara empiris. Penelitian ini memberikan kontribusi teoritis terhadap pemahaman mengenai peran mediasi FoMO dalam hubungan antara pengaruh sosial digital dan perilaku konsumsi, sekaligus menawarkan implikasi praktis bagi pemasar dalam merancang strategi kampanye berbasis influencer yang lebih efektif.

### 5.2 Saran

Sebagai bentuk kontribusi akademik, hasil penelitian ini sangat berpotensi untuk dipublikasikan melalui berbagai jalur ilmiah yang relevan dengan bidang pemasaran digital, perilaku konsumen, dan psikologi konsumen di era media sosial. Selain melalui





prosiding konferensi internasional seperti The 2nd International Conference on Digital, Social, and Science (ICoDSS) 2025, penulis menyarankan agar hasil penelitian ini juga dipertimbangkan untuk diterbitkan dalam jurnal ilmiah yang bereputasi, baik di tingkat nasional maupun internasional.

Untuk publikasi nasional, jurnal seperti Jurnal Manajemen Indonesia (JMI), Jurnal Riset Ekonomi dan Bisnis (JREB), atau Jurnal Komunikasi Universitas Padjadjaran dapat menjadi pilihan karena cakupan topik mereka yang sesuai dengan fokus penelitian ini. Sementara untuk publikasi internasional, penulis dapat mempertimbangkan jurnal seperti Journal of Consumer Behaviour, Heliyon (Marketing & Psychology sections), atau Journal of Interactive Marketing, yang sering memuat studi terkait influencer marketing, materialisme, dan FoMO.

Selain publikasi dalam bentuk artikel ilmiah, mempresentasikan hasil penelitian dalam seminar, simposium, atau konferensi lain yang relevan juga sangat disarankan. Kegiatan ini dapat membuka peluang diskusi ilmiah yang bermanfaat serta memperluas jangkauan dampak dari temuan penelitian.

Di masa mendatang, penulis juga menyarankan untuk menjalin kolaborasi dengan peneliti lain, baik dari dalam maupun luar institusi, guna memperkaya perspektif, memperluas cakupan data, serta meningkatkan kualitas metodologis. Kolaborasi ini juga dapat membuka peluang penelitian lintas disiplin yang dapat menangkap kompleksitas perilaku konsumen secara lebih mendalam, khususnya dalam konteks pemasaran digital dan tren konsumsi berbasis media sosial..

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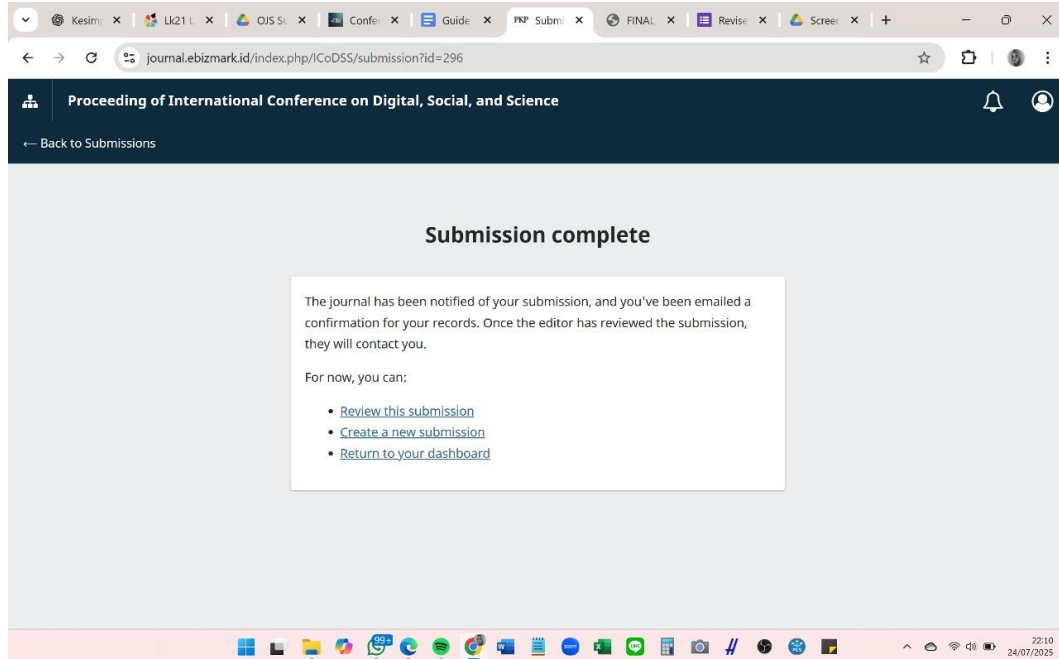
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# LAMPIRAN

## Lampiran 1 Bukti Submit Artikel



## Lampiran 2 Bukti Mengikuti Conference



## Lampiran 3 Bukti Letter of Acceptance (LoA)



### LETTER OF ACCEPTANCE

July 17<sup>th</sup>, 2025

Dear Aisya Wibowo,

We are delighted to inform you that your full paper titled **"The Influence of Exposure to Influencers and Materialism on Purchase Intention through Fear of Missing Out (FoMO) on Pop Mart Labubu Products"** has been **Accepted with major revisions** for publication at the International Conference on Digital, Social, and Science Proceeding. We appreciate the quality and relevance of your work.

Please access the review sheet via this link:

[https://drive.google.com/drive/folders/1Q8byK-GivsJhi8-xvQjaJ4QSY904J60x?usp=drive\\_link](https://drive.google.com/drive/folders/1Q8byK-GivsJhi8-xvQjaJ4QSY904J60x?usp=drive_link)

All review results and important updates will be shared through the same folder. You are required to submit the **revised full paper by July 24, 2025**.

All files must be uploaded to our OJS <https://journal.ebizmark.id/index.php/ICoDSS/index>. Ensure that your final manuscript follows the **ICODSS Full Paper Template**. The manuscript must clearly state the identity of the authors, including the full names of all contributors, their institutional affiliations, and the email address of the corresponding author.

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After uploading your revised manuscript to the OJS system, please **submit your proof of submission** via this Google Form <https://bit.ly/ICODSSREV>. This will help you to claim the book of abstract and our team will verify your submission and proceed with the publication workflow. If you have any questions, feel free to contact us. We look forward to your contribution to ICoDSS 2025.

Best regards,

Drs. Deddy Saefuloh, M.BA., Ph.D

Conference Chair

International Conference on Digital, Social, and Science (ICoDSS) 2025