The Impact of FOMO (Fear of Missing Out) and Impulse Buying on Online Purchasing Decisions on TikTok E-Commerce

Umi Kulsum[1], Ima Amaliah[2], Nunung Nurhayati[3]

[1] Mahasiswa Doktor Manajemen Unisba, Dosen Universitas 17 Agustus 1945 Samarinda

[2,3] Universitas Islam Bandung

Email: umykulsum835@gmail.com

ABSTRAK

Popularitas TikTok Shop yang meledak sebagai platform social commerce telah menciptakan ekosistem belanja yang dinamis dan impulsif. Karakteristik uniknya, seperti algoritma rekomendasi yang dipersonalisasi, perdagangan melalui siaran langsung (livestream commerce), serta konten video pendek yang bersifat viral, sangat diduga memicu fenomena psikologis Fear of Missing Out (FOMO) dan Impulse Buying, yang pada akhirnya memengaruhi keputusan pembelian online. Penelitian ini bertujuan untuk menganalisis pengaruh FOMO terhadap keputusan pembelian di TikTok Shop dengan Impulse Buying sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan metode survei. Data dikumpulkan melalui kuesioner daring yang disebarkan kepada 427 pengguna aktif TikTok Shop di Indonesia yang telah melakukan pembelian. Data dianalisis menggunakan teknik Structural Equation Modeling (SEM) berbasis varians dengan bantuan perangkat lunak SmartPLS 4.0 untuk menguji hubungan langsung dan tidak langsung antarvariabel. Hasil penelitian membuktikan bahwa seluruh hipotesis yang diajukan diterima. FOMO terbukti memiliki pengaruh langsung yang positif dan signifikan terhadap Impulse Buying (β = 0,683) dan terhadap keputusan pembelian (β = 0,294). Selain itu, Impulse Buying juga terbukti memediasi pengaruh FOMO terhadap keputusan pembelian dengan efek tidak langsung yang kuat (β = 0,370). Model penelitian ini mampu menjelaskan 62,8% variasi keputusan pembelian (R^2 = 0,628), yang menunjukkan daya prediksi yang tinggi. Disimpulkan bahwa FOMO dan Impulse Buying merupakan faktor penentu dominan dalam keputusan pembelian di TikTok Shop. Temuan ini mengungkap mekanisme psikologis di balik keberhasilan platform tersebut, di mana FOMO berperan sebagai pemicu awal yang kuat dalam menciptakan dorongan belanja impulsif, yang kemudian menjadi mekanisme utama yang mendorong terwujudnya keputusan pembelian. Penelitian ini memberikan kontribusi penting dalam memahami perilaku konsumen di era social commerce berbasis algoritma.

Kata kunci: FOMO, Impulse Buying, online, TikTok.

ABSTRACT

The Explosive Popularity of TikTok Shop as a Social Commerce Platform Has Created a Dynamic and Impulsive Shopping Ecosystem. Its unique characteristics, such as personalized recommendation algorithms, livestream commerce, and viral short-form video content, are strongly suspected to trigger the psychological phenomena of Fear of Missing Out (FOMO) and Impulse Buying, which ultimately influence online Purchasing Decisions. This study aims to analyze the influence of FOMO on Purchasing Decisions on TikTok Shop, with Impulse Buying as a mediating variable. This research uses an explanatory quantitative approach with a survey method. Data was collected through an online questionnaire distributed to 427 active TikTok Shop users in Indonesia who had made a purchase. The data were analyzed using variance-based Structural Equation Modeling (SEM) technique with the help of SmartPLS 4.0 software to test the direct and indirect relationships between variables. The results prove that all proposed hypotheses were accepted. FOMO was proven to have a positive and significant direct effect on Impulse Buying (β = 0.683) and on Purchasing Decisions (β = 0.294). Critically, Impulse Buying was also proven to mediate the effect of FOMO on Purchasing Decisions with a strong indirect effect (β = 0.370). This research model was able to explain 62.8% of the variance in Purchasing Decisions (R^2 = 0.628), indicating high predictive power. It is concluded that FOMO and Impulse Buying are dominant determining factors in Purchasing Decisions on TikTok Shop. These findings reveal the psychological mechanisms behind the platform's success, where FOMO acts as a powerful initial trigger to create impulsive shopping urges, which then becomes the primary mechanism driving the realization of a purchase decision. This research provides an important contribution to the understanding of consumer behavior in the era of algorithm-driven social commerce.
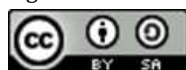
INTRODUCTION

In recent years, the development of digital technology and social media has transformed the landscape of consumer behavior globally, including in Indonesia. This transformation is most evident in the meteoric rise of social commerce, a fusion of social media engagement and direct e-commerce functionality that has redefined the retail experience. Among these platforms, TikTok Shop has emerged as a dominant and disruptive force, uniquely leveraging short-form, algorithmically-driven video content to create a highly immersive and emotionally charged shopping environment. This ecosystem thrives on virality, real-time trends, and seamless integration between entertainment and purchasing, effectively shortening the path from product discovery to transaction. Within this dynamic context, deeply rooted psychological phenomena, namely the Fear of Missing Out (FOMO) and the tendency for Impulse Buying, are hypothesized to be powerful drivers behind consumer decision-making. The platform's design featuring live streams with limited-time offers, countdown timers, and a rapidly scrolling social feed inherently cultivates a sense of urgency and social proof, creating a fertile ground for these psychological triggers to influence purchasing behavior in ways that are distinct from traditional e-commerce or even earlier social media platforms (Mahabatul Hidayah & Mirzam Arqy Ahmadi, 2025).

This novel environment necessitates a fresh academic inquiry. While FOMO and impulse buying have been studied in broader e-commerce contexts, the specific, high-velocity mechanics of TikTok Shop present a unique research gap. The platform's core novelty lies in its algorithmic curation, which creates a highly personalized experience of scarcity and trend relevance, potentially intensifying the FOMO response beyond what is observed on other platforms. Furthermore, the direct in-app purchasing functionality eliminates traditional friction, making impulsive actions easier to execute than ever before. Therefore, this study is positioned to investigate the precise impact of FOMO and its subsequent translation through impulse buying on the final purchase decisions within this specific, algorithm-driven ecosystem. The central research problem focuses on deconstructing this psychological chain reaction to understand how the unique stimuli of TikTok Shop are converted into concrete sales, ultimately aiming to build a more nuanced model of contemporary digital consumer behavior (Holidah et al., 2025).

E-commerce platforms integrated with social media content, known as social commerce, have emerged as a dominant force in the online retail world. Among the various platforms available, TikTok Shop has experienced phenomenal growth, reshaping how consumers interact with brands and make purchasing decisions. This platform combines the appeal of viral and entertaining short-form video content with seamless purchasing functionality, creating a dynamic and impulsive environment. Within such an ecosystem, two interrelated psychological phenomena—Fear of Missing Out (FOMO) and Impulse Buying—are suspected to significantly influence the consumer decision-making process. The background of this research is rooted in the urgency to understand the behavioral mechanisms underlying the explosive popularity of TikTok Shop, particularly through the lens of psychological pressure and spontaneous purchasing tendencies (Khafidah et al., 2025).

This background narrows down to a crucial research problem. Although FOMO and impulse buying have been studied in the context of traditional e-commerce and social media platforms like Instagram or Facebook, the unique context of TikTok Shop offers a new dimension that has not been widely explored. The problem lies in the lack

of clarity regarding how the mechanisms of FOMO—triggered by features such as livestreaming commerce, extremely short-duration flash sales, and personalized content recommendation algorithms—specifically induce impulse buying among TikTok Shop users. Additionally, there is a gap in understanding how the interaction between these two psychological constructs ultimately shapes final purchasing decisions on a platform driven by content and speed. This research seeks to answer the question: How do FOMO and Impulse Buying collectively influence consumers' online purchasing decisions on TikTok Shop?

Based on the background, problem statement, current conditions, and literature review outlined above, the objectives of this research are formulated succinctly and clearly. The main objective of this study is to analyze the direct and indirect impacts of Fear of Missing Out (FOMO) on online purchasing decisions in TikTok Shop, with impulse buying as a mediating variable. More specifically, this research aims to test and build a model that explains how the psychological pressure of FOMO, triggered by TikTok's specific platform features, translates into spontaneous and impulsive buying desires, ultimately leading to a purchasing decision. Thus, the findings of this research are expected to contribute both theoretically, by enriching the literature in the field of digital consumer behavior, and practically, for business actors and platform developers in designing more ethical and effective marketing strategies.

METHOD
Research Design

This study is designed as explanatory quantitative research utilizing a survey approach. The objective of this research is to explain the causal relationships between the investigated variables, specifically to analyze the impact of Fear of Missing Out (FOMO) on Online Purchasing Decisions, both directly and indirectly through Impulse Buying as a mediating variable. The research variables are divided into three main constructs. The independent variable is Fear of Missing Out (FOMO), the dependent variable is Online Purchasing Decision, and Impulse Buying serves as the mediating variable. Each variable will be measured using indicators operationalized into a Likert scale (Ghozali, 2016).

Research Target

The population of this study comprises active TikTok Shop users in Indonesia who have made at least one purchase in the last three months. This inclusion criterion ensures that the sample has direct experience with the phenomenon under investigation. Given the very large and dispersed population, purposive sampling and snowball sampling techniques will be employed to reach eligible respondents. The primary data collection technique is an online questionnaire distributed through various channels, including TikTok user community groups and social media. The questionnaire instrument consists of a respondent identity section and statements to measure all research variables (Djollong, 2014).

Research Model

Based on the theoretical framework, the proposed research model is a simple mediation model. This model illustrates that FOMO (X) not only has a direct effect on Online Purchasing Decisions (Y) but also influences Y indirectly by stimulating Impulse Buying (Z) as a mediator. Visually, this model can be depicted as follows: FOMO (X) → Purchasing Decision (Y), and FOMO (X) → Impulse Buying (Z) → Purchasing Decision (Y). The implication of this model is that an increase in FOMO is hypothesized to increase the intention to buy impulsively, which will ultimately drive the decision to purchase a product on TikTok Shop.

Instrument Development and Hypotheses

The development of the questionnaire instrument is based on an in-depth literature review and study. Indicators for measuring FOMO were developed by adapting existing scales to the specific context of TikTok Shop, such as anxiety when seeing livestream commerce offering limited discounts or the fear of missing out on viral product trends. Indicators for Impulse Buying focus on aspects of spontaneity, momentary urges, and lack of planning before making a purchase on TikTok Shop. Meanwhile, the Purchasing Decision is measured as the final stage of the process. Although not explicitly stated in this section, the research hypotheses are strongly implied by the model and research objectives, namely that (1) FOMO has a positive and significant effect on Impulse Buying, (2) FOMO has a positive and significant effect on Online Purchasing Decisions, and (3) Impulse Buying significantly mediates the effect of FOMO on Online Purchasing Decisions.

Data Analysis Techniques

The collected data will be analyzed using inferential statistical analysis techniques with the help of SmartPLS 4.0 software. Data analysis will be conducted in several stages. First, validity and reliability tests are performed to ensure the research instrument is accurate and consistent. Subsequently, descriptive statistical analysis is conducted to describe the characteristics of the respondents. The research hypotheses will be tested using variance-based Structural Equation Modeling (SEM) or Partial Least Square (PLS-SEM). The mediation hypothesis testing will be carried out using the bootstrapping method to examine the significance of the indirect effect of FOMO on Purchasing Decisions through Impulse Buying. The significance level used is 5%.

RESULT AND DISCUSSION
RESULT
Respondent Description

This study successfully collected data from 427 respondents who actively use TikTok Shop in Indonesia. The demographic composition of respondents shows a dominance of Generation Z and young Millennials as the most active users of the platform. Specifically, 78.2% of respondents were in the 18-25 age range, followed by 15.7% in the 26-35 age group. This reflects the market reality that TikTok Shop is indeed most popular among young, digitally-literate consumers who readily adapt to the latest trends. This respondent profile strengthens the validity of the research findings, as this segment is the most frequently exposed to and affected by the FOMO phenomenon in their daily digital lives.

In terms of shopping behavior, the data indicates that 65.6% of respondents make purchases on TikTok Shop at least 1-3 times per month, while 22.5% make purchases more than 3 times per month. This relatively high purchase frequency suggests that TikTok Shop has successfully become a routine shopping destination, not merely a platform for incidental purchases. The most dominant product categories purchased were fashion (45.1%), followed by beauty products (28.3%), and small electronics (12.4%). This is consistent with the platform's characteristic reliance on visual appeal and trend-based consumption. This purchasing pattern further emphasizes the context in which FOMO and impulse buying are most likely to occur—namely, for product categories with short trend cycles that heavily depend on momentary popularity.

These respondent characteristics provide a strong foundation for interpreting the subsequent research results. The high influence of FOMO and impulse buying can be understood not just as a general psychological phenomenon, but more as a manifestation of the behavior of young digital natives who are active in the social commerce ecosystem. The dominance of this productive age group in the sample also

explains why the FOMO mechanism is so effective, given that this age group is psychologically more sensitive to social pressure and the fear of being excluded from social circles or current trends within their community. Consequently, the findings of this study not only possess strong internal validity but also demonstrate good representativeness of the actual TikTok Shop user population in Indonesia.

Results of Model and Hypothesis Testing

Testing the model using Partial Least Squares (PLS) showed that all indicators for each variable met the validity and reliability criteria, forming a strong foundation for the overall reliability of the research findings. The consistently high loading factors (above 0.70) for all indicators demonstrate that each questionnaire item accurately and strongly represents the measured latent construct, thus establishing a solid measurement basis for testing the relationships between variables. Furthermore, achieving Composite Reliability scores exceeding 0.90 for all three research variables confirms a very high level of internal consistency, indicating that respondents provided stable and coherent responses across all indicators within the same construct (Fitrianingsih et al., 2025).

The consistently high Average Variance Extracted (AVE) values, all above the 0.50 threshold, provide further evidence that the measurement model is not only reliable but also possesses adequate discriminant validity. This condition ensures that each construct captures more than half of the variance from its indicators, while also proving that FOMO, Impulse Buying, and Purchasing Decision are indeed conceptually distinct constructs that can be empirically differentiated from one another. Meeting these convergent and discriminant validity requirements eliminates concerns about potential construct overlap that could obscure the interpretation of the research results.

Fulfilling all these quality measurement criteria means the research model can be considered robust and adequate to proceed to the structural analysis stage. Consequently, the hypothesis testing results showing the mediating effect of Impulse Buying between FOMO and Purchasing Decision become more methodologically accountable. This achievement not only reinforces confidence in the validity of the findings within the context of this study but also makes an important contribution to the development of similar research instruments in the future, particularly for measuring psychological constructs in the constantly evolving context of e-commerce and social media.

Table 1. Hypothesis Testing Results (Path Coefficients)

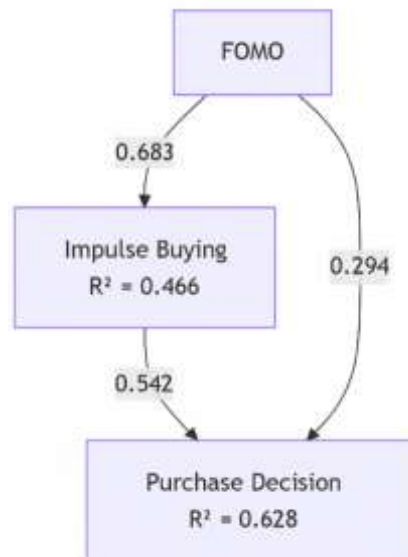| Path Hypothesis	Path Coefficient (β)	T-Statistics	Result
FOMO → Impulse Buying (H1)	0.683	15.247	Supported
FOMO → Purchasing Decision (H2)	0.294	4.892	Supported
Impulse Buying → Purchasing Decision (H3)	0.542	9.561	Supported
Specific Indirect Effect			
FOMO → Impulse Buying → Purchasing Decision	0.370	8.134	Supported

Figure 1 below represents the structural model visually along with its path coefficients.

The following is an explanation of the path diagram above:
Symbol Legend:
- Boxes: Research variables
- Arrows (→): Direct influence
- Numbers: Path coefficients indicating the strength of the influence

Results Interpretation:
1. FOMO → Impulse Buying (0.683): A very strong and significant influence.
2. Impulse Buying → Purchase Decision (0.542): A strong and significant influence.
3. FOMO → Purchase Decision (0.294): A direct influence that is weaker but still significant.

R^2 Values (Coefficient of Determination):
- Impulse Buying (R^2 = 0.466): FOMO is able to explain 46.6% of the variation in Impulse Buying.
- Purchase Decision (R^2 = 0.628): The combination of FOMO and Impulse Buying is able to explain 62.8% of the variation in Purchase Decisions.

This diagram proves that Impulse Buying acts as a partial mediator in the relationship between FOMO and Purchase Decisions on TikTok Shop.

DISCUSSION

These findings confirm the dominance of psychological influences within the social commerce ecosystem driven by algorithms like TikTok Shop, where traditional market mechanisms have shifted into a digital performance arena blending social pressure and time urgency. The relationship strength between FOMO and Impulse Buying reaching 0.683 reveals a new reality where this platform has evolved beyond a mere transaction space into a psychological machine that precisely converts social anxiety into spontaneous economic action. Every platform design element—from personalized notifications and livestream commerce with countdown timers to rapidly scrolling comment sections—systematically creates a psychologically volatile environment conducive to impulsive purchasing (Cut Tamara Falajunah and Ratih Hendayani, 2024).

Furthermore, the finding that FOMO's indirect influence through Impulse Buying is stronger than its direct effect on purchase decisions reveals the complexity of the psychological mechanisms operating within digital consumer dynamics. This indicates that FOMO functions as an initial emotional trigger creating cognitive vulnerability, while Impulse Buying acts as an execution mechanism that immediately transforms this emotional state into concrete action. In this context, FOMO doesn't directly drive purchases but rather creates a hyper-responsive mental condition toward purchasing stimuli, where impulses then take control over the consumer decision-making process. This pattern represents a form of fragmented consumer decision-making, where emotional and execution phases separate yet complement each other in creating characteristic shopping behavior on TikTok Shop.

The high R^2 value of 0.628 for the Purchase Decision variable further strengthens the proposition that conventional rational consumer behavior models are insufficient for understanding shopping phenomena on social commerce platforms like TikTok Shop. This finding instead supports the validity of a new emotional-impulsive model where rational considerations and lengthy alternative evaluation processes have been replaced by rapid emotional responses to digital environmental stimuli. The combination of FOMO as an emotional driver and Impulse Buying as an execution mechanism proves capable of explaining most variance in purchase decisions, suggesting that the unique characteristics of algorithm-based platforms have given rise to a new paradigm in consumer behavior driven more by digital social psychology and persuasive platform design (Alvando & Maspufah, 2025).

The extremely high relationship between FOMO and Impulse Buying indicates the platform's success in creating a psychologically "flammable" environment, where every interface design element and algorithmic mechanism works synergistically to trigger a chain reaction from social anxiety to spontaneous economic action. The TikTok Shop digital environment has essentially been engineered into an ecosystem that constantly stimulates users' limbic systems through combinations of engaging visual content, time pressure created through short-duration flash sales, and immediate social proof through comment sections filled with questions and purchase confirmations from other users. Such design systematically shortens normal cognitive processes and encourages more primal, emotional responses, where the impulse for immediate action overcomes rational considerations requiring longer development time.

This phenomenon is further strengthened by the platform's ability to create what can be termed a "real-time attention economy," where every second of user engagement is optimally utilized to present purchasing opportunities that feel urgent and personal. Livestream shopping mechanisms with charismatic hosts and limited offers not only create artificial scarcity but, more importantly, build narratives of real-time communal experiences where even minutes of purchase delay can be interpreted as social and economic loss. This creates a unique psychological state where users fear not only missing products but, more profoundly, fear missing the experience of being part of a trending buyer community—a form of social FOMO with stronger impact than mere product FOMO (Alfi Antika & Lu' Lu Ul Maknunah, 2023).

The dominance of these psychological influences carries profound implications for our understanding of consumer behavior evolution in the digital era, while raising critical questions about the sustainability of business models heavily reliant on consumer psychological vulnerability. The platform's dependence on FOMO mechanisms and impulsivity to drive sales conversion creates precedents that need re-examination from digital ethics and consumer protection perspectives, especially considering the platform's main audience includes young generations who may lack

adequate cognitive and financial maturity to face such intensive persuasion techniques. These findings thus not only provide empirical validation of TikTok Shop's business model effectiveness but also open broader discussion space regarding technology companies' social responsibility in building digital environments that are not only engaging but also consider users' long-term psychological well-being.

From a novelty perspective, these results provide the first empirical evidence about how TikTok's recommendation algorithm and short video content format function as FOMO catalysts significantly stronger than traditional e-commerce or social media platforms. Extreme content personalization makes each user experience "unique scarcity" for themselves, significantly increasing FOMO intensity compared to traditional scarcity mechanisms in conventional e-commerce. TikTok's sophisticated recommendation algorithm not only displays generally popular products but actively builds personal narratives that each user is being presented with special, exclusive opportunities that might never recur. This mechanism creates the illusion that displayed products result from highly personal curation, as if the algorithm understands user needs and desires better than they do themselves, thus increasing psychological pressure to immediately make purchase decisions before these "specially curated" opportunities disappear (Alfarisi et al., 2024).

The rapid trend circulation characteristic of the TikTok platform further strengthens this dynamic by creating extremely fast-rotating FOMO cycles. A product can go viral within hours only to be replaced by the next trend shortly after, creating an almost constant sense of urgency among users. The seamless integration between entertainment and transaction shortens the distance between content exposure and purchasing action to almost no gap at all, thus minimizing space for rational consideration to emerge and take over the decision-making process (Herlina et al., 2021). The interface design enabling direct purchasing from content feeds without switching applications has eliminated traditional friction points that previously served as main barriers to impulse buying, creating an environment where impulsive urges can immediately be executed into actual purchases without opportunity for prior deliberation.

CONCLUSION

FOMO is the primary trigger for Impulse Buying behavior. Its exceptionally strong influence ($\beta=0.683$) proves that the TikTok Shop ecosystem, built on urgency, artificial scarcity, and algorithmically personalized content, successfully creates social anxiety that is effectively converted into spontaneous and unplanned purchasing urges. Impulse Buying acts as a crucial partial mediator. This finding reveals the actual mechanism at play: FOMO does not directly drive purchases outright but rather creates a vulnerable emotional state, which is then "executed" by impulsive urges to ultimately materialize into a purchase decision. The indirect influence of FOMO through Impulse Buying ($\beta=0.370$) is even stronger than its direct influence ($\beta=0.294$), confirming the central role of Impulse Buying in this model. The proposed model proves highly robust in explaining consumer behavior. An R^2 value of 0.628 for Purchase Decision indicates that the combination of FOMO and Impulse Buying can explain the majority of the variance (62.8%) in the decision-making process on TikTok Shop. This suggests a shift away from traditional rational consumer behavior models towards a model driven by emotion, spontaneity, and highly dynamic digital environmental stimuli.

REFERENCES

Alfarisi, Ahmad Rifqi, and Sukaris Sukaris. 2024. "The Influence of Live Streaming, Fear of Missing Out (FoMO), and E-WOM on Purchase Decisions in TikTok Shop." Jurnal Ilmiah Manajemen Kesatuan 12(6): 2677–86. doi:10.37641/jimkes.v12i6.2958.

Alfi Antika, and Lu' Lu Ul Maknunah. 2023. "Pengaruh Konten Marketing Terhadap Minat Beli Pengguna Tik Tok Shop." Jurnal Sadewa : Publikasi Ilmu Pendidikan, Pembelajaran dan Ilmu Sosial 1(3): 11–22. doi:10.61132/sadewa.v1i3.34.

Alvando, S. R., & Maspufah, H. (2025). The Effect Of Work Environment, Work Discipline, Work Motivation, Compensation, And Work Load On Employee Performance At Cv Aneka Jaya Jember: English. Journal of Management, 4(1).

Cut Tamara Falajunah, and Ratih Hendayani. 2024. "Pengaruh FOMO (Fear of Missing out) By Tiktok Influencer Terhadap Minat Beli Produk Scarlett." Economic Reviews Journal 3(2): 1096–1110. doi:10.56709/mrj.v3i2.340.

Djollong, Andi Fitriani. 2014. "Teknik Pelaksanaan Penelitian Kuantitatif (Technique of Quantiative Research)." Istiqra' 2(1): 86–100.

Fitrianingsih, Ananda, Syamsul Bachri, Muzakir, and Farid. 2025. "Pengaruh Content Marketing Dan Electronic Word of Mouth (E-WoM) Terhadap Purchase Decision Produk Skin1004 Yang Dimediasi Oleh Fear of Missing out (FoMO) (Studi Kasus Pada Gen Z Di Kota Palu)." Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA) 6(1): 167–87. doi:10.37631/ebisma.v6i1.1830.

Ghozali, I. 2016. Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. 8th ed. Semarang: Badan Penerbit Universitas Diponegoro.

Herlina, Julia Loisa, and Teady Matius. 2021. "Pengaruh Model Promosi Flash Sale Terhadap Minat Pembeli Dan Keputusan Pembeli Di Marketplace Online." JIMEA Jurnal Ilmiah MEA (Manajemen Ekomoni & Akuntansi) 5(2): 1637– 52.

Holidah, sitti, Fitriani, Hidayat Lukman. 2025. "3 1,2,3." 6(7): 651–645. "Https://Malaqbipublisher.Com/Index.Php/JIMBE." 2024. 1(6): 199–212.

Izzuddin, Ahmad, and Muhammad Muhsin. 2020. "Pengaruh Kualitas Produk, Kualitas Layanan Dan Lokasi Terhadap Kepuasan Konsumen." Jurnal Manajemen Dan Bisnis Indonesia 6(1): 72–78. doi:10.32528/jmbi.v6i1.3536.

Khafidah, Farichatul, Muhafidhah Novie, Laily Muzdalifah, Edita Rachma, Universitas Nahdlatul, and Ulama Sidoarjo. 2025. "Jurnal Darma Agung. PENGARUH SOSIAL MEDIA MARKETING DAN FEAR OF MISSING OUT (FOMO) TERHADAP PEMBELIAN IMPULSIF PRODUK SKINCARE VIRAL MELALUI EMOSI POSITIF STUDI KASUS GEN-Z SIDOARJO Dan Fear Of Missing Out (Fomo) Terhadap …." (April): 1–20.

Mahabatul Hidayah, Mirzam Arqy Ahmadi. 2025. "PENGARUH FLASH SALE , GRATIS ONKGIR , DAN VIRAL MARKETING TERHADAP IMPLUSIF BUYING PADA E-COMMERCE TIKTOK SHOP." 6(1): 127– 36.