

The Influence Of Fear Of Missing Out (Fomo) And Celebrity Endorser Syifa Hadju On Impulse Buying With Hedonic Shopping Motivation As A Moderating Variable (Study on Generation Z Consumers of Glad2Glow Products in Bandar Lampung City)

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Abstract

The development of e-commerce and social media has driven changes in consumer behavior, particularly among Generation Z, in purchasing skincare products. This phenomenon is characterized by an increase in impulse buying behavior influenced by psychological and digital marketing factors. This study aims to analyze the influence of Fear of Missing Out (FOMO) and celebrity endorser Syifa Hadju on impulse buying, with hedonic shopping motivation as a moderating variable, among Generation Z consumers of Glad2Glow products in Bandar Lampung City. This study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to Generation Z consumers who had purchased Glad2Glow products, with the sample size determined using purposive sampling. Data analysis was performed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS software. The results showed that Fear of Missing Out (FOMO) and celebrity endorsers had a positive and significant effect on impulse buying. In addition, hedonic shopping motivation was found to moderate the influence of Fear of Missing Out (FOMO) and celebrity endorsers on impulse buying.

Keywords: Fear of Missing Out (FOMO), Celebrity Endorser, Hedonic Shopping Motivation, Impulse Buying, Generation Z.

487

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INTRODUCTION

The rapid development of digital technology has changed consumer behavior, especially in the way they interact and transact thru e-commerce. This platform simplifies the process of searching for information, comparing prices, and making payments in a practical and efficient manner. In Indonesia, the number of internet users reached 221.56 million in 2024 according to the Indonesian Internet Service Providers Association, dominated by Generation Z and millennials. The value of e-commerce transactions has also continued to increase based on reports from Bank Indonesia and the Central Statistics Agency. Throughout 2023, Shopee became the marketplace with the highest visits, followed by Tokopedia, Lazada, Blibli, and Bukalapak.

One of the categories with rapid growth is skincare. The beauty industry shows a consistent trend of increasing revenue, driven by self-care awareness, lifestyle changes, and digitalization. One of the growing brands is Glad2Glow, which is popular among Gen Z thru digital marketing strategies and influencers. Based on data from the Indonesian Food and Drug Administration, this brand is under PT Suntone Wisdom Indonesia with production in China. Glad2Glow offers a variety of products such as masks, micellar water, moisturizer, serum, exfoliating solution, and eye cream with active ingredients tailored to the needs of consumers' skin.



Figure 1. Top 5 Skincare & Beauty Brands on Shopee Indonesia Source: Compas.co.id (2025)

Based on Compas.co.id, Glad2Glow ranks third among the top beauty brands on Shopee Indonesia with a market share of 2.51%, still below Skintific (4.10%) and Wardah (2.97%). This indicates that Glad2Glow has not yet become the primary choice for consumers. The interest of Generation Z in skincare is influenced by product innovation,

the convenience of online shopping, and promotions that trigger impulse buying, which is an unplanned purchase (Ratnaningsih & Halidy, 2022). This behavior is influenced by personal and environmental factors, including the FOMO phenomenon, which can be leveraged in marketing strategies to encourage quick decisions (Nurhaliza, 2024).

The popularity of Glad2Glow reflects the FOMO effect among Gen Z to keep up with trends. Additionally, the use of celebrity endorsers also drives impulsive purchases because celebrities have high appeal and credibility (Azzahra & Nursholehah, 2022). The selection of Syifa Hadju as an endorser strengthens the emotional appeal among Gen Z, thereby encouraging purchases not only out of necessity but also due to the desire to follow the idol's style.

The factors that trigger impulsive buying are Hedonic Shopping Motivation, which is the urge to shop for pleasure, entertainment, stress relief, following trends, and hunting for discounts (Iftitah & Hidajat, 2023; Sungkono & Maskur, 2023). In beauty products, the experience of trying new products also encourages impulse buying. Positive reviews on Female Daily indicate satisfaction with the quality and benefits of the product. However, there are also negative reviews on the Shopee Official Shop regarding the product not meeting expectations, leading to varying perceptions of quality that could affect the effectiveness of Glad2Glow's marketing strategy.

Based on Markethanc data, on Shopee, Glad2Glow is in the last position with a scale value of Rp422.6 million and 9,373 pieces sold, far below Skintific which reached Rp6.38 billion and 52,785 pieces. On TikTok Shop, Glad2Glow is also at the bottom of the moisturizer category with a market share of 1.68%, trailing behind Skintific (24.56%) and e.l.f. Cosmetics (21.34%). This shows that despite going viral, Glad2Glow has not yet become the top choice for consumers and has not been able to trigger spontaneous purchases. A similar condition occurs in the city of Bandar Lampung, making it important to analyze the psychological factors that influence impulse buying, namely FOMO, Celebrity Endorser, and Hedonic Shopping Motivation. The researchers conducted a pre-survey of 20 Generation Z respondents in Bandar Lampung to determine the influence of these three factors on the purchase of Glad2Glow products.

Based on the pre-survey, 95% of respondents learned about Glad2Glow from social media and 90% made spontaneous purchases, indicating impulse buying behavior. As many as 80% of respondents were influenced by FOMO, 75% were attracted by Syifa Hadju's promotion, and 85% felt happy even tho they did not need the product, reflecting the presence of hedonic shopping motivation. This indicates that these three factors are relevant to Generation Z in Bandar Lampung. Previous research showed different results:

489



FOMO and Celebrity Endorser had both significant and non-significant influences, as did Hedonic Shopping Motivation. In addition, most studies have been conducted on different subjects and regions and have not tested the three variables in a single comprehensive model, particularly on viral skincare products like Glad2Glow. Therefore, this study analyzes the influence of FOMO and Celebrity Endorser Syifa Hadju on impulse buying with Hedonic Shopping Motivation as a moderating variable among Generation Z consumers of Glad2Glow products in Bandar Lampung City.

LITERATURE REVIEW

Marketing

According to Philip Kotler and Kevin Lane Keller (2016), marketing is the process of creating value and building relationships with customers to obtain reciprocal value through the 4P strategy (product, price, promotion, and place). The American Marketing Association defines marketing as the activity of creating, communicating, delivering, and exchanging valuable offerings for customers and society, thus not only focusing on sales but also on satisfaction and profit. Furthermore, Kotler in (Alfiansyah, 2021) and Manope et al. (2019) explain that marketing management includes analysis, planning, implementation, and control to select target markets, create value, and build beneficial exchanges to achieve the company's long-term goals.

Consumer Behavior

According to Philip Kotler and Gary Armstrong (2016), consumer behavior is the study of how individuals, groups, and organizations make decisions in selecting, purchasing, using, and evaluating products to meet their needs and desires. Wafiroh et al. (2020) categorize purchasing behavior into rational (based on needs, benefits, and logical considerations) and irrational (influenced by promotions or emotional impulses). Purchasing behavior goes through an evaluation process before a decision is made.

According to Kotler and Armstrong (2016), factors influencing consumer behavior include cultural factors (culture, sub-culture, social class), social factors (reference groups, family, roles and status), personal factors (age, occupation, lifestyle, personality), and psychological factors (motivation, perception, learning, beliefs, and attitudes).

Stimulus-Organisme-Response (S-O-R)

Mehrabian and Russell (1974) introduced the Stimulus–Organism–Response (S-O-R) theory, which explains that individual behavior is the result of the interaction between stimulus, organism, and response. Stimulus is an external stimulus in the form

490



of events or situations that affect individuals (Bagozzi et al., 1999). Organism refers to the internal conditions that process the stimulus, encompassing cognitive and affective aspects, thereby serving as a link between the stimulus and action (Jang & Namkung, 2009). The final stage is the response, which is the actual behavior or reaction that occurs after the individual receives and processes the stimulus.

Impulse Buying

Impulse Buying is a purchasing behavior that occurs suddenly, unplanned, and driven by emotions toward a product or brand (Ramadhani et al., 2024; Verplanken & Herabadi, 2001). This behavior occurs outside of the shopping list, arising from spontaneous interest and a strong sudden desire (Earl & Kemp, 1999; Widagdo & Roz, 2021), and is influenced by changes in shopping lifestyles (Engel, Blackwell, & Miniard, 1995). In general, impulse buying is the purchase of a desired item on a whim and not a primary need without considering the consequences (Fitryani et al., 2021).

According to Lie et al. (2022), Impulse Buying has three indicators, namely: (1) Spontaneously, purchases occur suddenly as an emotional response to stimuli, such as public figures; (2) Without Thinking, there is a strong urge that makes consumers ignore rational considerations and buy immediately; and (3) According to How I Feel at the Moment, the decision to buy is triggered by emotions or mood at that moment after seeing or being influenced by public figures.

Fear of Missing Out

Fear of Missing Out (FOMO) is a feeling of anxiety, worry, and fear of missing out on experiences or important moments that others are having, which drives individuals to stay connected and monitor others' activities, especially thru social media (Przybylski et al., 2013; Ramadhani et al., 2024). FOMO is associated with negative emotions, social anxiety, and low life satisfaction, and is characterized by a constant urge to check social media and feeling restless if not involved (Gani, 2021; Nurhaliza, 2024).

According to Przybylski et al. (2013), the indicators of Fear of Missing Out (FOMO) include: (1) fear, which is the emotion that arises when someone feels threatened by their involvement or non-involvement in an event; (2) worry, which is the emotion felt when realizing that others are enjoying experiences without them, leading to a sense of missed opportunity; and (3) anxiety, which is the emotional reaction to unpleasant situations related to connection or disconnection with experiences or social interactions.

Celebrity Endorser

491



Celebrity Endorser is a famous individual such as an artist, athlete, or public figure used by companies to promote a brand because they can influence consumer attitudes, perceptions, and behaviors (Kotler & Keller, 2016; Shimp, 2010; Ramadhani et al., 2024). Celebrities are chosen because they possess appeal, visibility, credibility, and the power to build brand image as well as emotional connectivity with consumers, although their use does not always guaranty sales success (Azzahra & Nursholehah, 2022). The credibility of celebrities is based on three factors: expertise, trust, and the appeal or likability of the spokesperson to the public (Kotler & Keller, 2016).

According to Shimp (2010), there are five specific attributes of endorsers summarized in the acronym TEARS, namely: Trustworthiness, which refers to honesty and integrity; Expertise, which is knowledge and skills relevant to the brand; Attractiveness, which is an appealing appearance that captivates the audience; Respect, which is appreciation for the endorser's achievements and personality; and Similarity, which is the alignment of the endorser's image with the brand's concept or values.

Hedonic Shopping Motivation

Hedonic Shopping Motivation is the urge to shop that focuses on fulfilling psychological and emotional needs, such as pleasure, satisfaction, pride, personal experience, social interaction, and following trends, rather than merely acquiring products (Illah & Aswad, 2022; Ha, 2020; Ramadhani et al., 2024). This behavior reflects the pursuit of pleasure and self-satisfaction that can drive impulsive actions (Nurhaliza, 2024).

According to Ozen and Engizek (2014), the indicators include Adventure Shopping (seeking adventure and new experiences), Value Shopping (looking for the best value for money), Idea Shopping (following trends and innovations), Social Shopping (socializing while shopping), and Relaxation Shopping (reducing stress and improving mood).

IMPLEMENTATION METHOD

Types of Data

This type of research is a descriptive quantitative study. The population in this study consists of all individuals from Generation Z (born between 1997–2012) residing in Bandar Lampung City who have purchased Glad2Glow brand products. Generation Z was chosen because they are active on social media, follow beauty trends, and tend to make impulsive purchases. Although the exact number is unknown, the population of Glad2Glow consumers is considered large and spread across various areas of the city. The sample in this study consisted of 160 samples using a Likert scale. model testing is

492

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conducted in two stages, namely the (Outer model) test and the (Inner model) test using the smartPLS SEM software

DISCUSSION

Outer model

Table 1. First Stage Loading Factor Values

Variable	Item Code	Fear of Missing Out	Celebrity Endorser	Hedonic Shopping Motivation	Impulse Buying	Result
<i>Fear of Missing Out</i>	F1	0.919				Valid
	F2	0.885				Valid
	F3	0.916				Valid
<i>Celebrity Endorser</i>	CE1		0.821			Valid
	CE2		0.814			Valid
	CE3		0.808			Valid
	C4		0.865			Valid
	C5		0.871			Valid
<i>Hedonic Shopping Motivation</i>	HSM1			0.743		Valid
	HSM2			0.716		Valid
	HSM3			0.841		Valid
	HSM4			0.853		Valid
	HSM5			0.856		Valid
<i>Impulse Buying</i>	IB1				0.942	Valid
	IB2				0.961	Valid
	IB3				0.877	Valid

Source: Processed data, 2026

Based on the results of the outer model analysis, the highest loading factor value is found in the IB2 indicator at 0.961 and the lowest in the HSM2 indicator at 0.716. All indicators have values above 0.70, thus they are declared valid according to the criteria

493



of Hair et al. (2022), which states that an indicator is valid if the outer loading ≥ 0.70 . Thus, all indicators are deemed usable and the testing can proceed to the validity and reliability testing stage.

Validity Test

Table 2. Average Variance Extracted (AVE) Values

Variable	AVE	Explanation
Fear of Missing Out	0,822	Valid
Celebrity Endorser	0,699	Valid
Hedonic Shopping Motivation	0,647	Valid
Impulse Buying	0,860	Valid

Source: Processed data, 2026

Table 2. The AVE values for Fear of Missing Out (0.822), Celebrity Endorser (0.699), Hedonic Shopping Motivation (0.647), and Impulse Buying (0.860) are all >0.5 , thus meeting the criteria for convergent validity (Hair et al., 2022). Thus, all variables are declared valid.

Reliability Test

Table 3. Nilai Cronbach's Alpha dan Composite Reability

Variable	Cronbach's Alpha	Composite Reliability	Explanation
Fear of Missing Out	0.893	0.913	Reliable
Celebrity Endorser	0.895	0.931	Reliable
Hedonic Shopping Motivation	0.873	0.936	Reliable
Impulse Buying	0.918	0.921	Reliable

Source: Processed data, 2026

Based on Table 3, all research constructs are declared reliable because they have Cronbach's Alpha and composite reliability values above 0.70. The Cronbach's Alpha



values for each variable are Fear of Missing Out (0.913), Celebrity Endorser (0.895), Hedonic Shopping Motivation (0.873), and Impulse Buying (0.918). Meanwhile, the composite reliability values also exceed 0.70 for all variables. Thus, the research instruments are proven to be valid and reliable.

Inner model

R-Square (R²) Test

Table 4. R-Square (R²) Test

Variable	R-square	R-square adjusted
Impulse Buying	0.498	0.482

Source: Processed data, 2026

Based on Table 4, the R² value of 0.498 (Adjusted 0.482) indicates that 49.8% of the variation in Impulse Buying is explained by Fear of Missing Out and Celebrity Endorser, with a moderate category.

Hypothesis Testing

Table 5. Hypothesis Testing Test

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Fear of Missing Out (X1) -> Impulse Buying (Y)	0.297	0.288	0.077	3.850	0.000
Celebrity Endorser (X2) -> Impulse Buying (Y)	0.227	0.232	0.077	2.961	0.003

Source: Processed data, 2026

Based on the recapitulation of hypothesis testing results presented in Table 4, several conclusions can be drawn regarding the relationships between variables in this study, as follows:

495



1. H1: The test results show that Fear of Missing Out (FOMO) has a positive and significant effect on Impulse Buying, with a t-statistics value of 3.850 (> 1.96) and a p-value of 0.000 (< 0.05). The path coefficient value of 0.297 indicates a positive relationship. This means that the higher the level of FOMO, the higher the tendency for Impulse Buying.
2. H2: Celebrity Endorser also proves to have a positive and significant effect on Impulse Buying, with a t-statistics value of 2.961 (> 1.96) and a p-value of 0.003 (< 0.05). The path coefficient value of 0.227 indicates a positive relationship, which means that the more effective the role of the Celebrity Endorser, the higher the tendency for Impulse Buying.

Moderation Test

Table 6. Moderation Test

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
<i>Hedonic Shopping Motivation (Z) x Fear of Missing Out (X1) -> Impulse Buying (Y)</i>	-0.311	-0.299	0.089	3.505	0.000
<i>Hedonic Shopping Motivation (Z) x Celebrity Endorser (X2) -> Impulse Buying (Y)</i>	0.239	0.240	0.069	3.461	0.001

Source: Processed data, 2026

Based on Table 6, all t-statistics values > 1.96 and p-value < 0.05 , thus the moderation effect in this study is declared significant.

3. H3: Hedonic Shopping Motivation has been proven to moderate the relationship between Fear of Missing Out (FOMO) and Impulse Buying ($t = 3.505$; $p = 0.000$). However, the path coefficient of -0.311 indicates a negative direction, meaning that Hedonic Shopping Motivation weakens the influence of FOMO on Impulse Buying.
4. H4: The interaction between Celebrity Endorser and Hedonic Shopping Motivation on Impulse Buying is also significant ($t = 3.461$; $p = 0.001$). The path



coefficient of 0.239 indicates a positive direction, meaning that Hedonic Shopping Motivation strengthens the influence of Celebrity Endorser on Impulse Buying.

DISCUSSION

The Influence of Fear of Missing Out (FOMO) on Impulse Buying

The results of the hypothesis test show that hypothesis 1 has a path coefficient of 0.297 with a p-value of 0.000 (<0.05), indicating that Fear of Missing Out (FOMO) has a positive and significant effect on Impulse Buying (Hair et al., 2022). This means that the higher the level of FOMO, the greater the tendency for Generation Z consumers, particularly Glad2Glow customers, to make impulse purchases. FOMO, as a condition of fear of missing out on trends or experiences of others (Przybylski et al., 2013), drives spontaneous purchases and enhances responses to marketing stimuli (Çelik et al., 2019; Li et al., 2025). Descriptive results also show that the highest indicator is the fear of missing out on owning Glad2Glow products (mean 4.24), which confirms the presence of social comparison motivation. These findings are in line with the research by Li et al. (2025) and Dewi (2023), which state that FOMO significantly influences impulsive buying behavior.

This finding is reinforced by descriptive analysis which shows that the indicator with the highest average value on the FOMO variable is the statement "I feel afraid of being left behind by others when I do not have the Glad2Glow product" with a mean of 4.24. These results indicate the presence of social comparison motivation among the respondents, leading them to feel the need to acquire the product immediately so as not to fall behind others. This condition emphasizes that FOMO is an important psychological factor driving impulsive purchases among Generation Z consumers. These findings are consistent with the research of Li et al. (2025) and Dewi (2023), which state that FOMO significantly influences impulse buying, particularly for skincare products.

The Influence of Celebrity Endorsers on Impulse Buying

The results of the hypothesis test show that hypothesis 2 has a path coefficient of 0.227 with a p-value of 0.003 (<0.05), indicating that Celebrity Endorser has a positive and significant effect on Impulse Buying (Hair et al., 2022). This means that the more positive the consumer's perception of the celebrity used, the greater the tendency for impulsive buying. Celebrity Endorser, as a public figure with appeal, expertise, and credibility, is considered effective in shaping brand image and influencing consumer

497



emotional responses (Zhu et al., 2020; Munjal, 2020). In the context of digital promotion, the use of celebrities can also enhance consumer engagement and trust, thereby encouraging Impulse Buying (Liu et al., 2022).

This finding is reinforced by descriptive analysis showing a mean value of 4.3 (high category) for the Celebrity Endorser variable. The highest indicator is found in the statement that Syifa Hadju is believed to have the ability to recommend Glad2Glow products (mean 4.36), which reflects a positive perception of her credibility. These results are in line with the research by Munjal (2020) and Azzahra and Nursholehah (2022), which state that Celebrity Endorsers have a significant influence on Impulse Buying.

The Influence of Fear of Missing Out (FOMO) on Impulse Buying Moderated by Hedonic Shopping Motivation

The results of the hypothesis test show that hypothesis 3 has a path coefficient of -0.311 with a p-value of 0.000 (<0.05), indicating that Hedonic Shopping Motivation moderates the influence of Fear of Missing Out (FOMO) on Impulse Buying in a negative direction (Hair et al., 2022). This means that the higher the hedonic shopping motivation, the weaker the influence of FOMO on impulse buying.

Theoretically, within the Stimulus–Organism–Response (S–O–R) framework, FOMO acts as an external stimulus that triggers psychological responses and encourages Impulse Buying (Mehrabian & Russell, 1974; Çelik et al., 2019). However, when Hedonic Shopping Motivation is high—namely the drive to shop for pleasure, entertainment, and emotional satisfaction (Arnold & Reynolds, 2003)—this internal motivation becomes the dominant factor driving impulsive purchases. Consumers are more driven by enjoyable experiences such as discounts, promotions, and special offers, rather than solely by the fear of missing out on trends.

On the other hand, at low levels of hedonic motivation, the influence of FOMO on impulse buying becomes stronger. Descriptive findings also indicate that the level of Hedonic Shopping Motivation among Glad2Glow consumers is higher compared to FOMO, thus impulsive behavior is more triggered by the pursuit of emotional pleasure. These results are consistent with the research of Soleha & Sagir (2024), Rafiah et al. (2025), and Hashmi et al. (2020), which state that Hedonic Shopping Motivation influences Impulse Buying.



The Influence of Celebrity Endorser on Impulse Buying Moderated by Hedonic Shopping Motivation

The results of the hypothesis test show that hypothesis 4 has a path coefficient of 0.239 with a p-value of 0.001 (<0.05), indicating that Hedonic Shopping Motivation positively moderates the influence of Celebrity Endorser on Impulse Buying (Hair et al., 2022). This means that the higher the hedonic shopping motivation, the stronger the influence of the Celebrity Endorser in driving impulse buying.

Hedonic motivation oriented toward pleasure and emotional experiences (Arnold & Reynolds, 2003) makes consumers more responsive to the appeal and credibility of celebrities in promotions (Zhu et al., 2020). This finding is in line with Rosdiana and Abdurrahman (2023), who state that hedonistic shopping motivation strengthens the relationship between Celebrity Endorser and Impulse Buying.

CONCLUSION AND RECOMMENDATIONS

Based on the research results, it can be concluded that Fear of Missing Out (FOMO) and Celebrity Endorser have a positive and significant effect on Impulse Buying among Generation Z consumers of Glad2Glow products in Bandar Lampung City, indicating that the higher the level of FOMO and the more effective the role of the endorser, the greater the tendency for impulsive buying. Additionally, Hedonic Shopping Motivation is able to moderate both relationships, where it negatively weakens the influence of FOMO on Impulse Buying, but positively strengthens the influence of Celebrity Endorser on Impulse Buying.

Based on these findings, it is recommended for Glad2Glow to leverage the Fear of Missing Out (FOMO) strategy positively thru limited edition promotions, period-specific discounts, and content showcasing consumer experiences, thereby encouraging Impulse Buying without causing psychological pressure. Additionally, the selection of credible, authentic Celebrity Endorsers who align with the characteristics of Generation Z needs to be optimized to strengthen the emotional drive and hedonistic shopping motivation of consumers. For future research, it is recommended to add other variables, use different models or methods, and expand the objects and locations of the study to obtain a more comprehensive understanding of the factors influencing Impulse Buying among Generation Z.



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