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The Influence of Influencer Marketing on Teazzi Product Purchase Decisions Through Fear of Missing Out (Fomo) on The Tiktok Platform in Generation Z (Study On 24-Hour Panglima Polim Outlets)

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Abstract

The rapid growth of TikTok has transformed influencer marketing into an effective digital marketing strategy that can influence consumer behavior, particularly among Generation Z. At the same time, the emergence of the Fear of Missing Out (FOMO) phenomenon has become an important psychological factor affecting purchasing decisions. This study aimed to examine the effect of Influencer Marketing on Purchase Decision through FOMO among Generation Z consumers of Teazzi at the Panglima Polim 24-Hour Outlet. A quantitative approach with an associative (causal) research design was employed. Data were collected from 100 Generation Z respondents using a structured questionnaire with a five-point Likert scale and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results showed that Influencer Marketing had a positive and significant effect on Purchase Decision (β = 0.434, t = 2.575, p = 0.010) and on FOMO (β = 0.649, t = 8.380, p < 0.001). Furthermore, FOMO positively and significantly influenced Purchase Decision (β = 0.441, t = 2.610, p = 0.009). The findings indicate that credible and attractive influencers can strengthen consumer trust, increase FOMO, and ultimately encourage purchase decisions. This study contributes to the literature on digital marketing and consumer behavior by highlighting the important role of FOMO as a psychological factor linking influencer marketing and purchase decisions among Generation Z in the context of social media marketing.

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Keywords: Influencer Marketing, Fear of Missing Out (FOMO), Purchase Decision, Generation Z, TikTok, PLS-SEM.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior, particularly among Generation Z, who are widely recognized as digital natives. Growing up alongside the internet and social media, Generation Z relies heavily on digital technology in their daily lives. Among various social media platforms, TikTok has emerged as one of the fastest-growing platforms and currently serves as a major medium for sharing information, entertainment, and product advertisements. Beyond its function as an entertainment platform, TikTok has become an effective marketing tool that enables brands to capture the attention of Generation Z consumers.

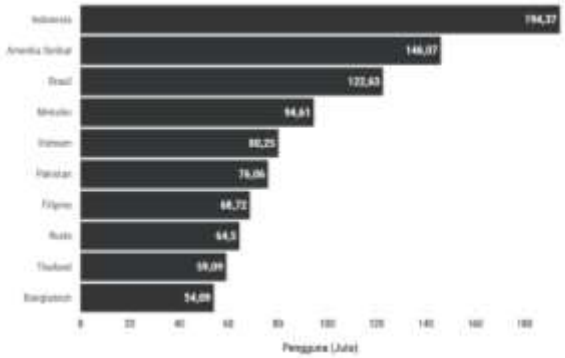


Figure 1. Number of TikTok Users in 2025

According to a report by We Are Social and Meltwater, Indonesia is projected to become the country with the largest number of TikTok users in the world by 2025, reaching approximately 194.37 million users (dataloka.id, 2026). This finding indicates that TikTok has considerable potential to influence public behavior, particularly in purchasing products.

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Table 1. Average Social Media Usage Time in Indonesia (2025)

Media Sosial	Waktu Dihabiskan
TikTok	44 jam 54 menit
YouTube	29 jam 04 menit
WhatsApp	24 jam 17 menit
Instagram	14 jam 57 menit
Facebook	12 jam 50 menit

Indonesia not only has a large TikTok user base but also one of the highest levels of platform usage intensity. Indonesians spend an average of 44 hours and 54 minutes per month on TikTok, making it the social media platform with the longest average usage time compared to other platforms (data.goodstats.id, 2025). This extensive usage demonstrates that TikTok is no longer merely an entertainment platform but has evolved into an important source of information, trend discovery, and product references.

TikTok also plays a significant role in shaping consumer behavior. Through creative content, influencer marketing, and interactive platform features, TikTok can increase consumer interest and encourage purchasing decisions. Harfinaldi et al. (2024) found that content and influencer marketing on TikTok have a positive and significant effect on Generation Z purchasing decisions, indicating that social media marketing strategies, particularly those implemented on TikTok, play an important role in influencing modern consumer behavior.

Influencer marketing has become one of the most widely implemented marketing strategies on the platform. Influencers shape audience perceptions and preferences through the content they create, thereby affecting consumer attitudes toward promoted products. They not only deliver product information but also serve as role models who influence the lifestyles of their followers. Through engaging and authentic content, influencers can increase consumer trust, generate interest, and ultimately encourage purchasing decisions.

In addition to marketing-related factors, consumer behavior is also influenced by psychological factors, one of which is Fear of Missing Out (FOMO). FOMO refers to a psychological condition in which individuals experience anxiety about being left behind regarding ongoing trends or experiences. The continuous exposure to viral content, product recommendations, and popular lifestyles on TikTok further strengthens this phenomenon. Consequently, individuals, particularly Generation Z, are encouraged to

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follow emerging trends, including purchasing products, to avoid feeling excluded from their social environment.

Ulayya et al. (2025) reported that FOMO and TikTok advertising have a positive and significant influence on Generation Z's impulsive buying behavior. Similarly, other studies have found that FOMO increases individuals' desire to follow popular social media trends, indicating that FOMO has become an important determinant of consumptive behavior, especially among younger generations.

Furthermore, Situmeang and Simanjuntak (2024) found that influencer marketing has a substantial influence on consumers' purchase intentions and is closely associated with FOMO in shaping consumer behavior. Other studies have also demonstrated that influencer marketing and FOMO simultaneously affect purchasing decisions among Generation Z. These findings suggest that both variables are closely interconnected in influencing consumer behavior within the digital era.

Previous studies have produced inconsistent findings regarding the relationships among these variables. Mahmud et al. (2023) and Solaiman and Pangaribuan (2024) reported that influencer marketing and FOMO positively affect purchasing decisions. In contrast, Ester Chandra (2025) found that FOMO was unable to mediate the relationship between influencer marketing and purchasing decisions. These inconsistent findings indicate that consumers who are exposed to influencer marketing and experience FOMO do not necessarily make immediate purchasing decisions. Therefore, further research is needed to examine the influence of influencer marketing on purchasing decisions through FOMO, particularly among Generation Z consumers of Teazzi products.

As a contemporary beverage brand, Teazzi actively utilizes social media, especially TikTok, as part of its marketing strategy. To attract consumers, particularly Generation Z, Teazzi frequently employs viral content, promotional campaigns, and collaborations with influencers. In addition, its 24-hour outlet concept allows consumers to purchase products at any time, thereby enhancing accessibility and convenience.

Despite the extensive implementation of digital marketing strategies, consumer purchasing decisions do not always increase significantly. This suggests that, in addition to exposure to influencer marketing and social media trends, other factors also influence purchasing decisions. In other words, influencer marketing and FOMO do not necessarily lead consumers directly to purchase products. Although Generation Z is generally considered highly responsive to trends, they also demonstrate careful consideration in decision-making. Before purchasing a product, they typically evaluate factors such as

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price, quality, and previous experiences. This raises questions regarding the extent to which influencer marketing and FOMO actually influence purchasing decisions.

Based on the preceding discussion, a research gap remains concerning the influence of TikTok influencer marketing and FOMO on purchasing decisions, particularly for beverage products such as Teazzi and within the context of Generation Z in a specific location. Investigating this issue is important because it can provide a deeper understanding of consumer behavior in the digital era while offering practical insights for companies to develop more effective and targeted marketing strategies.

Therefore, this study aims to analyze the influence of TikTok influencer marketing and Fear of Missing Out (FOMO) on the purchasing decisions of Teazzi products among Generation Z consumers, with a case study conducted at the Panglima Polim 24-Hour Teazzi outlet.

METHODS

This study employed a quantitative approach using an associative (causal) research design to examine the relationships among influencer marketing, Fear of Missing Out (FOMO), and purchase decisions. A quantitative approach was selected to objectively test the relationships among the research variables using statistical analysis. Data were collected through a Likert-scale questionnaire and treated as interval-scale data. According to Sugiyono (2022), quantitative research is based on the positivist paradigm and uses statistical analysis to test predetermined hypotheses. Similarly, Creswell (2023) defines quantitative research as an approach that measures variables through research instruments to produce numerical data for statistical analysis. The associative design was chosen because it aims to identify relationships and causal effects among variables (Sugiyono, 2022).

The study included three variables: influencer marketing as the independent variable (X), purchase decision as the dependent variable (Y), and FOMO as the mediating variable (Z). Influencer marketing was measured using the dimensions of trustworthiness, expertise, respect, and similarity (Panca, G., Graha, P. H., Turgarini, D., & Ningsih, C., 2022; Nasir, Priyono, & Sholehuddin, 2023). Purchase decision was measured based on the dimensions proposed by Philip Kotler and Kevin Lane Keller (2016) with indicators adapted from Rahmawati (2026), while FOMO was measured using the dimensions developed by Przybylski et al. (2013) with indicators adapted from Putri et al. (2025).

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Primary data were obtained from respondents' questionnaire responses, while secondary data were collected from journals, books, academic publications, and other relevant literature. The population consisted of Generation Z consumers, and the sample included Generation Z consumers who had viewed TikTok influencer marketing content related to Teazzi and had purchased products from the Teazzi Panglima Polim 24-hour outlet. Purposive sampling was applied using the following criteria: respondents were 14–29 years old, active TikTok users, had viewed Teazzi influencer marketing content, and had previously purchased Teazzi products. The minimum sample size was calculated using the Rao Purba formula, resulting in 96.04 respondents, which was rounded to 100 respondents (Wardhana, 2024).

Data were collected through questionnaires using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) (Sugiyono, 2022), complemented by a literature review of books, scientific articles, and previous studies related to the research variables.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. This method was selected because it can simultaneously examine direct and indirect relationships among latent variables and is suitable for relatively small sample sizes without requiring normally distributed data (Ghozali & Latan, 2015). The analysis included descriptive statistics, measurement model (outer model) evaluation, structural model (inner model) evaluation, and hypothesis testing. The outer model was assessed using convergent validity, discriminant validity, Cronbach's Alpha, and Composite Reliability, whereas the inner model was evaluated using the Variance Inflation Factor (VIF), coefficient of determination (R^2), effect size (F^2), predictive relevance (Q^2), and Standardized Root Mean Square Residual (SRMR). Hypotheses were tested using the bootstrapping procedure in SmartPLS 4.0 based on path coefficients, *t*-statistics, and *p*-values (Ghozali & Kusumadewi, 2016). Hypotheses were accepted when the *p*-value was less than 0.05.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study consisted of 100 Generation Z consumers who met the predetermined research criteria. Data were collected through questionnaires distributed both online and offline to individuals who had experience with TikTok and Teazzi products. The respondents were analyzed based on gender, age, occupation,

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TikTok usage, exposure to TikTok influencer marketing related to Teazzi, purchasing experience, and purchase frequency during the last six months.

Based on gender, the respondents were predominantly female, accounting for 66% of the total sample, while male respondents represented 34%. This finding indicates that female Generation Z consumers constituted the largest proportion of Teazzi customers in this study. The greater representation of female respondents may reflect their stronger interest in food and beverage trends on social media and their higher tendency to engage with influencer-generated content, making them more likely to be exposed to influencer marketing activities and subsequently purchase Teazzi products.

In terms of age, most respondents were between 22 and 25 years old (46%), followed by those aged 18–21 years (40%), 26–29 years (10%), and 14–17 years (4%). These findings indicate that the respondents were primarily young adults who actively use social media, particularly TikTok, and are more likely to follow trending products promoted by influencers. Individuals within this age range generally possess greater purchasing power, either through employment or financial support from their families, enabling them to purchase contemporary beverage products such as Teazzi.

Regarding occupation, the majority of respondents were university students (64%), followed by private employees (19%), entrepreneurs (8%), school students (6%), and civil servants (3%). The dominance of university students suggests that this group represents the primary consumer segment of Teazzi. Their intensive use of social media, particularly TikTok, increases their exposure to influencer marketing content and popular consumption trends, which may also increase their susceptibility to Fear of Missing Out (FOMO).

The findings also show that almost all respondents (97%) were active TikTok users, while only 3% reported not actively using the platform. This result is consistent with the characteristics of Generation Z, who rely heavily on TikTok for entertainment, information, and trend discovery. Consequently, respondents were considered to have sufficient exposure to influencer marketing activities related to Teazzi.

Furthermore, 94% of respondents stated that they had previously seen TikTok influencer marketing content promoting Teazzi products, whereas only 6% had never encountered such content. This high level of exposure demonstrates that influencer marketing on TikTok has successfully reached the majority of the target consumers, reflecting the effectiveness of TikTok as a promotional platform for contemporary beverage brands.

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Regarding purchasing experience, 94% of respondents reported having purchased Teazzi products, while only 6% had never made a purchase. This finding indicates that most respondents were familiar with the brand and had direct experience consuming its products. The widespread exposure to social media promotions and influencer recommendations may have encouraged consumers to try Teazzi.

Finally, respondents were asked about their purchase frequency during the previous six months. More than half of the respondents (51%) reported purchasing Teazzi products two to three times, while 18% had purchased the products once, another 18% had purchased them four to five times, and 13% had purchased them more than five times. These findings suggest that the majority of respondents had purchased Teazzi repeatedly, indicating a relatively consistent level of purchasing behavior among Generation Z consumers.

Descriptive Statistics of Research Variables

The descriptive analysis was conducted to provide an overview of respondents' perceptions of each research variable. The interpretation of the mean scores was based on the interval classification presented in Table 2, allowing the level of respondents' assessments for each variable to be categorized systematically.

Table 2 Interval Assessment Criteria

No	Interval	Specification
1	4,21 – 5,00	Very High
2	3,41 – 4,20	High
3	2,61 – 3,40	Medium
4	1,81 – 2,60	Low
5	1,00 – 1,80	Very Low

Table 3 Influencer Marketing

No	Indicators	Mean	Specification
1	Influencers who promote Teazzi convey information honestly and as is.	4.130	High
2	Influencers understand the Teazzi products they promote.	4.020	High

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No	Indicators	Mean	Specification
3	Influencers are able to explain the advantages of Teazzi products well.	4.130	High
4	I respect and admire influencers who promote Teazzi.	4.030	High
5	Influencer reputation makes me trust Teazzi products more.	4.110	High
6	I feel like I have a lifestyle or taste in common with the influencers who promote Teazzi.	4.030	High
7	I feel influencer recommendations fit my needs as a consumer. Average	4.210	High
	Average	4.094	High

Based on Table 3, all indicators of the Influencer Marketing variable were classified in the high category, with an overall mean score of 4.094. The highest mean score (4.210) was found for the statement that the influencer's recommendations matched respondents' needs as consumers, indicating that influencer recommendations were perceived as highly relevant. Meanwhile, the lowest mean score (4.020) was obtained for the statement that influencers understood the Teazzi products they promoted, although it remained within the high category. Overall, these findings indicate that respondents had positive perceptions of influencers promoting Teazzi on TikTok. This result is consistent with Cham and Tjokrosaputro (2024), who reported that influencer trustworthiness, expertise, and attractiveness enhance purchase intention, as well as Liu and Zheng (2024), who emphasized that influencer credibility strengthens consumer trust and purchasing decisions.

Table 4 Purchase Decision

No	Indicators	Mean	Specification
1	I feel like Teazzi suits my needs as a contemporary drink	4.260	Very High
2	I need a Teazzi product when I want to buy a drink.	4.060	High
3	Before buying Teazzi, I looked for information through social media or influencers.	4.280	Very High
4	I pay attention to influencer reviews before deciding to buy Teazzi	4.140	High

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5	I compare Teazzi with other brands of drinks before buying	4.200	Very High
6	I consider the quality, price and taste of Teazzi before buying.	4.310	Very High
7	I believe buying Teazzi was the right decision	4.240	Very High
8	I decided to buy Teazzi after considering the various information I obtained	4.160	High
9	I feel satisfied after buying and consuming Teazzi.	4.250	Very High
10	I intend to repurchase Teazzi products in the future	4.210	Very High
	Average	4.211	Very High

As shown in Table 4, all indicators were classified as high to very high, with an overall mean score of 4.211, indicating a very high level of purchase decision. The highest mean score (4.310) was obtained for the statement that respondents considered product quality, price, and taste before purchasing Teazzi, whereas the lowest mean score (4.060) referred to respondents' need for Teazzi when purchasing beverages. These findings suggest that respondents carefully evaluated product attributes before making purchase decisions while demonstrating a strong intention to purchase and repurchase Teazzi. The results support Kotler and Keller (2016), who describe purchase decisions as a process involving need recognition, information search, alternative evaluation, purchase, and post-purchase behavior. Similarly, Wardhana (2024) argued that purchase decisions are shaped by consumers' confidence based on the information and experiences they acquire.

Table 5 FOMO

No	Indicators	Mean	Specification
1	I'm worried about missing information about teazzi promos or new products	3.980	High
2	I compared myself to others who tried the latest Teazzi menu	4.060	High
3	I always want to know the latest posts about Teazzi on social media.	3.980	High
4	I was encouraged to follow the trend of teazzi drinks that are going viral.	4.150	High

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5	I feel worried if I haven't tried Teazzi products that are currently popular	3.940	High
6	I feel uncomfortable when my friends have already tried Teazzi while I have not.	4.030	High
Average		4.023	High

Based on Table 5, all FOMO indicators were categorized as high, with an overall mean score of 4.023. The highest mean score (4.150) was recorded for respondents' tendency to follow viral Teazzi beverage trends, while the lowest mean score (3.940) related to concerns about not trying popular Teazzi products. Overall, the findings indicate that respondents showed a relatively high tendency to keep up with product information and trends to avoid feeling left behind. These results are consistent with Przybylski et al. (2013), who defined FOMO as anxiety arising from the perception that others are having more rewarding experiences, and with Putri et al. (2025), who found that higher levels of FOMO encourage consumers to follow trends and increase their likelihood of purchasing popular products promoted on social media.

Measurement Model Evaluation (Outer Model)

Table 6 Convergent Validity Test Results

Variable	Indicator	*Outer Loading*	Description
Influencer Marketing (X)	XP1	0.799	Valid
	XP2	0.767	Valid
	XP3	0.735	Valid
	XP4	0.822	Valid
	XP5	0.772	Valid
	XP6	0.782	Valid
	XP7	0.80	Valid
Purchase Decision (Y)	YP1	0.742	Valid
	YP2	0.772	Valid
	YP3	0.782	Valid
	YP4	0.792	Valid
	YP5	0.749	Valid
	YP6	0.767	Valid

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Variable	Indicator	*Outer Loading*	Description
	YP7	0.768	Valid
	YP8	0.760	Valid
	YP9	0.792	Valid
	YP10	0.803	Valid
FOMO (Z)	ZP1	0.828	Valid
	ZP2	0.819	Valid
	ZP3	0.857	Valid
	ZP4	0.821	Valid
	ZP5	0.870	Valid
	ZP6	0.850	Valid

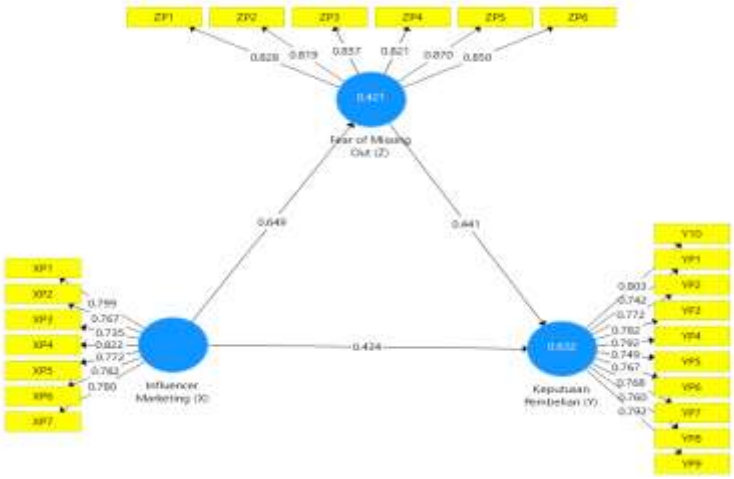


Figure 2. Structural Model results PLS algorithm

As presented in Table 6 and Figure 2, all indicators demonstrated outer loading values exceeding 0.700, indicating that each indicator adequately represented its respective construct. Convergent validity was further assessed using the AVE values.

Table 7. Average Test Results Of Extracted Variants (AVE)

Variable	AVE	Description
Influencer Marketing (X)	0,608	Valid
Purchase Decision (Y)	0,597	Valid
FOMO (Z)	0,707	Valid

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Table 7 shows that the AVE values for Influencer Marketing (0.608), Purchase Decision (0.597), and FOMO (0.707) all exceeded the recommended threshold of 0.50. Therefore, all constructs satisfied the convergent validity requirement, indicating that the indicators were able to measure their respective latent variables adequately.

Table 8. Fornell Lacker Criterion Test Results

	***Influencer Marketing* (X)**	**Purchase Decision (Y)**	**FOMO (Z)**
Influencer Marketing (X)	**0.780**		
Purchase Decision (Y)	0.721	**0.773**	
FOMO (Z)	0.649	0.723	**0.841**

Based on the Fornell–Larcker Criterion shown in Table 8, the square root of the AVE for each construct was greater than its correlations with other constructs, indicating satisfactory discriminant validity.

Table.9 Discriminant Validity Test Results (Cross Loading)

	***Influencer Marketing* (X)**	**Purchase Decision (Y)**	**FOMO (Z)**
XP1	**0.799**	0.627	0.490
XP2	**0.767**	0.554	0.383
XP3	**0.735**	0.534	0.364
XP4	**0.822**	0.578	0.620
XP5	**0.772**	0.517	0.558
XP6	**0.782**	0.547	0.594
XP7	**0.780**	0.578	0.486
YP1	0.572	**0.742**	0.740
YP2	0.622	**0.772**	0.643
YP3	0.613	**0.782**	0.562
YP4	0.500	**0.792**	0.514
YP5	0.525	**0.749**	0.456
YP6	0.501	**0.767**	0.450
YP7	0.537	**0.768**	0.590
YP8	0.497	**0.760**	0.434
YP9	0.560	**0.792**	0.519

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YP10	0.597	**0.803**	0.581
ZP1	0.514	0.518	**0.828**
ZP2	0.549	0.555	**0.819**
ZP3	0.574	0.632	**0.857**
ZP4	0.612	0.689	**0.821**
ZP5	0.492	0.639	**0.871**
ZP6	0.512	0.603	**0.850**

The cross-loading results presented in Table 9 further confirmed discriminant validity, as each indicator exhibited a higher loading on its intended construct than on the other constructs.

Table.10 Discriminant validity test (HTMT)

	***Influencer Marketing* (X)**	**Purchase Decision (Y)**	**FOMO (Z)**
Influencer Marketing (X)			
Purchase Decision (Y)	0.786		
FOMO (Z)	0.709	0.765	

In addition, the HTMT values reported in Table 10 were all below the recommended threshold of 0.90, confirming that the constructs were sufficiently distinct from one another. Overall, the results from the Fornell–Larcker Criterion, cross-loadings, and HTMT consistently demonstrate that the measurement model achieved adequate discriminant validity.

Table.11 Composite Reliability Test Results

Variable	***Cronbach's Alpha* (0,7)**	***Composite Reliability* (>0,7)**	**Description**
Influencer Marketing (X)	**0.893**	**0.916**	Reliabel
Purchase Decision (Y)	**0.925**	**0.937**	Reliabel
FOMO (Z)	**0.917**	**0.935**	Reliabel

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As shown in Table 11, all constructs achieved Cronbach's Alpha and Composite Reliability values greater than 0.70. Specifically, Influencer Marketing obtained values of 0.893 and 0.916, Purchase Decision recorded 0.925 and 0.937, while FOMO achieved 0.917 and 0.935, respectively. These findings indicate that all measurement instruments possess strong internal consistency and are therefore considered reliable for measuring the research constructs.

Structural Model Evaluation (Inner Model)

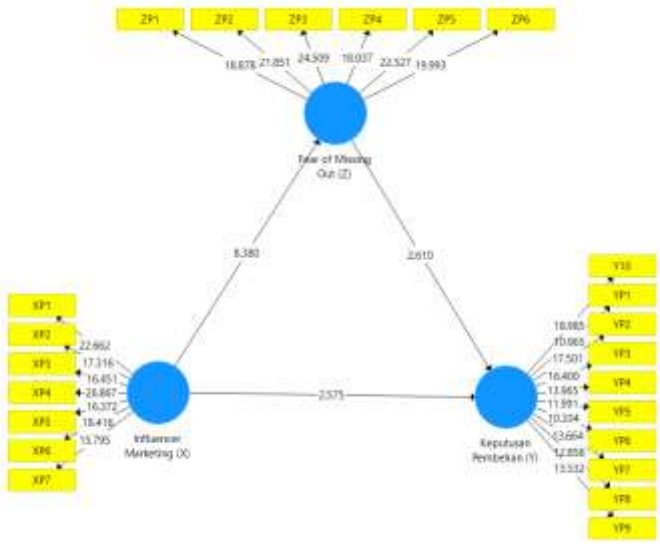


Figure 3. Inner Model

Figure 3 illustrates the structural relationships among Influencer Marketing (X), FOMO (Z), and Purchase Decision (Y) generated using SmartPLS 4. The model served as the basis for evaluating the structural relationships through collinearity assessment, explanatory power, effect size, predictive relevance, model fit, and hypothesis testing.

Table. 12 VIF Results

	VIF
XP1	2.238
XP2	2.167
XP3	2.255

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XP4	2.578
XP5	1.945
XP6	2.455
XP7	2.321
YP1	1.969
YP2	2.185
YP3	2.375
YP4	2.448
YP5	2.125
YP6	2.234
YP7	2.051
YP8	2.344
YP9	2.438
YP10	2.440
ZP1	2.401
ZP2	2.262
ZP3	2.648
ZP4	2.104
ZP5	3.145
ZP6	2.748

As shown in Table 12, all indicators produced VIF values below 5.00, indicating that no multicollinearity issues existed among the indicators. Therefore, all indicators were suitable for inclusion in the structural model.

Table 13

	R-*Square*	**R *Square Adjusted***
Purchase Decision (Y)	0.632	0.625
FOMO (Z)	0.421	0.415

The results in Table 13 indicate that the R^2 value for Purchase Decision was 0.632, suggesting that Influencer Marketing and FOMO jointly explained 63.2% of the variance in Purchase Decision, while the remaining 36.8% was explained by other factors outside the model. Meanwhile, the R^2 value for FOMO was 0.421, indicating that Influencer

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Marketing explained 42.1% of the variance in FOMO, whereas the remaining 57.9% was attributable to other variables not included in this study

Table 14 *Effect Size* (F2)

	Purchase Decision (Y)	FOMO (Z)
Influencer Marketing (X)	0.297	0.728
FOMO (Z)	0.307	

Based on Table 14, Influencer Marketing demonstrated a moderate effect on Purchase Decision (f^2 = 0.297) and a large effect on FOMO (f^2 = 0.728). In addition, FOMO exhibited a moderate effect on Purchase Decision (f^2 = 0.307). These findings indicate that the structural relationships among the constructs contribute meaningfully to the proposed research model.

Table 15 Predictive Relevance

Fit Summary	Q^2 *Predict*
Purchase Decision (Y)	0,345
FOMO (Z)	0,286

As presented in Table 15, the Q^2 values were 0.345 for Purchase Decision and 0.286 for FOMO. Since both values are greater than zero, the structural model demonstrates satisfactory predictive relevance, indicating that it has good predictive capability for the endogenous constructs.

Table 16 Model FIT

	Saturated Model	*Estimated Model*
SRMR	0.078	0.078
NFI	0.772	0.772

Table 16 shows that the SRMR value was 0.078 for both the saturated and estimated models, which is below the recommended threshold of 0.08, indicating a good model fit. Additionally, the NFI value of 0.772 suggests that the model demonstrates an acceptable level of fit with the empirical data. Overall, these results confirm that the

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proposed structural model satisfies the goodness-of-fit criteria and is appropriate for hypothesis testing.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to examine the relationships among the research variables. The hypotheses were evaluated based on the Original Sample (O), T-statistics, and P-values. A hypothesis was considered supported when the T-statistic exceeded 1.96 and the P-value was less than 0.05.

Table 17

Hypothesis	Relation	Original Sample	Sample *Mean*	Standard Deviasi	T-*Statistics*	P-*Value*	Description
H1	X > Y	0.434	0.460	0.169	2.575	0.010	Significant Effect
H2	Z > Y	0.441	0.420	0.169	2.610	0.009	Significant Effect
H3	X >Z	0.649	0.648	0.077	8.380	0.00	Significant Effect

Based on the bootstrapping results presented in Table 17, all proposed hypotheses were supported. The relationship between Influencer Marketing and Purchase Decision (H1) was positive and statistically significant, with an original sample coefficient of 0.434, a T-statistic of 2.575, and a P-value of 0.010. These results indicate that stronger influencer marketing activities significantly increase consumers' purchase decisions, thereby supporting H1.

The relationship between Influencer Marketing and FOMO (H2) was also positive and significant, as indicated by an original sample coefficient of 0.649, a T-statistic of 8.380, and a P-value of 0.000. This finding suggests that more effective influencer marketing significantly increases consumers' fear of missing out (FOMO), supporting H2.

Furthermore, FOMO had a positive and significant effect on Purchase Decision (H3), with an original sample coefficient of 0.441, a T-statistic of 2.610, and a P-value of 0.009. The positive coefficient indicates that higher levels of FOMO are associated with stronger purchase decisions among consumers. Therefore, H3 is also supported.

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Overall, the hypothesis testing results demonstrate that Influencer Marketing directly influences both FOMO and Purchase Decision, while FOMO also exerts a significant positive effect on Purchase Decision.

DISCUSSION

This study examined the effects of Influencer Marketing on Purchase Decision, Influencer Marketing on FOMO, and FOMO on Purchase Decision among Generation Z consumers of Teazzi at the Panglima Polim 24-Hour Outlet.

The Effect of Influencer Marketing on Purchase Decision

The hypothesis testing results revealed that Influencer Marketing has a positive and significant effect on Purchase Decision, as indicated by an original sample value of 0.434, a T-statistic of 2.575 (>1.96), and a P-value of 0.010 (<0.05). Therefore, H1 is supported.

These findings indicate that more effective Influencer Marketing on TikTok increases Generation Z consumers' purchase decisions. Influencers with high credibility, expertise, attractiveness, and persuasive communication enhance consumer trust, which encourages the purchase of Teazzi products.

The descriptive analysis supports these results. Influencer Marketing recorded a mean score of 4.094 (high), with the highest-rated indicator being *"I feel that the influencer's recommendations match my needs as a consumer"* (mean = 4.210). Purchase Decision also showed a very high mean score of 4.211, indicating strong confidence in purchasing Teazzi products. These findings are consistent with Harfinaldi et al. (2024), Prasetyo et al. (2024), and Putri and Rosmita (2024), who reported that influencer credibility positively affects consumer trust and purchase decisions.

The Effect of Influencer Marketing on FOMO

The results also indicate that Influencer Marketing has a positive and significant effect on FOMO, with an original sample value of 0.649, a T-statistic of 8.380 (>1.96), and a P-value of 0.000 (<0.05). Thus, H2 is supported.

This finding suggests that influencer-generated content increases consumers' fear of missing out on popular trends and experiences shared on social media. Promotional content that highlights viral Teazzi products encourages Generation Z consumers to keep up with current trends.

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This relationship is supported by the descriptive findings, where Influencer Marketing obtained a mean score of 4.094 (high) and FOMO achieved a mean score of 4.023 (high). The highest-rated FOMO indicator was *"I am encouraged to follow viral Teazzi beverage trends"* (mean = 4.150). These results are in line with Situmeang and Simanjuntak (2024) and Liu and Zheng (2024), who found that influencer-generated content can shape consumer perceptions and increase FOMO.

The Effect of FOMO on Purchase Decision

The hypothesis testing further revealed that FOMO has a positive and significant effect on Purchase Decision, with an original sample value of 0.441, a T-statistic of 2.610 (>1.96), and a P-value of 0.009 (<0.05). Therefore, H3 is supported.

These findings indicate that higher levels of FOMO increase consumers' likelihood of purchasing Teazzi products. Consumers who fear missing trends, promotions, or popular experiences are more likely to make purchase decisions.

The descriptive analysis also supports this result. FOMO recorded a mean score of 4.023 (high), while Purchase Decision achieved a mean score of 4.211 (very high), indicating that respondents with stronger FOMO also demonstrated higher purchase decisions. These findings are consistent with Ulayya et al. (2025), Mahmud et al. (2023), and Solaiman and Pangaribuan (2024), who concluded that FOMO is an important psychological factor influencing consumer purchase decisions in the social media era.

CONCLUSION

This study examined the influence of Influencer Marketing on the Purchase Decision of Teazzi products through Fear of Missing Out (FOMO) among Generation Z consumers on TikTok, using data collected from 100 respondents who met the research criteria. The findings indicate that Influencer Marketing has a positive and significant effect on Purchase Decision, suggesting that more effective influencer marketing strategies on TikTok enhance consumers' willingness to purchase Teazzi products. Influencers with strong credibility, expertise, attractiveness, and audience compatibility are more successful in increasing consumer confidence. The results also show that Influencer Marketing positively and significantly influences FOMO, indicating that promotional content shared by influencers increases consumers' fear of missing trends, information, and popular experiences. Furthermore, FOMO has a positive and significant effect on Purchase Decision, demonstrating that consumers with higher levels of FOMO are more

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likely to purchase Teazzi products in order to keep up with current trends and avoid being left behind in their social environment.

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