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# The Influence Of Fomo, Social Media Advertising And Product Innovation On Purchasing Decisions At KFC Kota Probolinggo

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**Abstract**

*The purpose of this study was to test the influence of FOMO, social media advertising, product innovation on purchasing decisions. This study uses a quantitative research method with a causal approach. The population of this study is KFC consumers in Probolinggo City who have purchased KFC products in June-July 2026. The number of samples taken was 12 (number of indicators) multiplied by 10 and the number of samples in the study was 120 respondents. Primary and secondary data as data sources in this study. The research data collection techniques are questionnaires and documentation. In this study, the researcher processed data using Statistical Packages For Social Science (SPSS) to test the influence of independent variables and dependent variables. The results of the study showed that 1) The FOMO variable has a significant influence on the purchase decision of KFC in Probolinggo City. 2) The variable of social media advertising has a significant influence on the purchase decision of KFC in Probolinggo City. 3) The variable of product innovation has a significant influence on the purchase decision of KFC in Probolinggo City.*

**Keywords:FOMO, Social Media Ads, Product Innovation, Purchase Decisions.**

## INTRODUCTION

The development of the fast food industry in Indonesia has experienced rapid growth in line with changes in people's lifestyles which increasingly prioritize practicality and efficiency in meeting consumption needs. The increase in community activities has caused the demand for food that is easy to obtain and quickly served to be higher. This condition encourages the emergence of various fast food companies that compete with each other to attract consumer interest through various marketing strategies and product development.



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One of the fast food companies that has been operating in Indonesia for a long time is Kentucky Fried Chicken (KFC). KFC is a fast-food restaurant chain that offers a variety of chicken-based food products and has many branches spread across various regions of Indonesia. The high competition in the fast food business makes companies need to understand the factors that can influence consumer purchasing decisions in order to increase product sales. Purchasing decisions are one of the important indicators that determine a company's success in winning market competition. KFC Probolinggo City is one of the fast food restaurants that is quite known by the public because of its strategic location and easy to reach. In addition to offering a variety of fast food products, KFC Probolinggo City is also active in promoting through social media and presenting various product innovations to attract consumers to make purchases.

The *phenomenon of Fear of Missing Out* (FOMO) is an important factor in improving consumer purchasing decisions at KFC Probolinggo City. At KFC Probolinggo City, the FOMO phenomenon can be seen from the enthusiasm of consumers when KFC launches new menus, limited edition menus, and promos that are going viral on social media Many consumers know this information through the uploads of friends, influencers, and content circulating on social media. This condition causes some consumers to be encouraged to buy KFC products immediately because they do not want to be left behind in popular trends. In addition to FOMO, social media advertising is also one of the effective marketing strategies in influencing consumer purchasing decisions. KFC actively uses social media to promote various products, discount promos, savings packages, and new menu launches. At KFC Probolinggo City, consumers can easily get information about these various offers through Instagram, TikTok, Facebook, and other social media. Many consumers come to KFC after learning about a new promo or menu promoted through social media. In addition, product innovation is also an important factor in improving consumer purchasing decisions. At KFC Probolinggo City, product innovation can be seen from various new menus and packages that are periodically introduced to consumers. The presence of these innovations aims to provide new experiences and increase consumer interest in the products offered. At KFC Probolinggo City, the purchase decision can be seen from the consumer's decision to choose KFC products over other fast food restaurants, determine the purchase time, choose the type of product to be purchased, and determine the number of products to be purchased.

Based on the research background stated above, the researcher intends to conduct a study titled The Influence of FOMO, Social Media Advertising, and Product Innovation on Purchase Decisions at KFC Probolinggo City.


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## THEORY

### FOMO

According to Ningsih & Muhammad (2025) "FOMO is the anxiety of missing out on important moments experienced by others, encouraging individuals to join trends or social activities. This can encourage consumptive behavior, where a person buys a product that is not actually needed, but is more driven by the desire to keep up with ongoing social trends or developments." According to Husayn in Tubalawony et al. (2025) "FOMO is a psychological phenomenon that describes a person's fear of missing out on an experience, product, or information that is considered important or trending".

According to Przybylski et al. in Anthony & Alvita (2025:110) FOMO has five main indicators: fear, anxiety and worry

### Social Media Ads

According to Piliyanto et al. (2025:106) & Nafis et al. (2025) "Digital marketing or called advertising is the same as online marketing, or it can also be referred to as internet marketing. It is defined as a marketing approach that primarily relies on the Internet to communicate with the target audience through various digital channels". Advertising is all forms of advertising that pay for the non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Advertising can be a cost-effective way to get the message across. Advertising can also provide satisfactory results (Erdiansyah, 2021).

According to Kasali in Nasrullah et al. (2023:13), an ideal advertisement has the following indicators: it can generate attention, it is interesting, it can generate desire and it generates an action.

### Product Innovation

According to Sisca in Mahendra et al. (2024:388) "Product Innovation is the process by which ideas are developed by utilizing newly available resources to provide added value to customers". Meanwhile, according to Ratnawati et al. in Adelina et al. (2024:17) argues that "Product innovation is the introduction of a new product or a product that has been significantly developed, related to the quality and uniqueness of the product".

According to Widayanto & Nafis (2025) and Wahyono in Raymond (2025:59) There are three indicators of product innovation, including: product expansion, product imitation, and new products

### Purchase Decision

According to Hezbollah & Purnamasari (2023:169) "Purchase Decision is the mental and physical process undertaken by consumers to choose, buy, and use products


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or services that will satisfy their needs or desires". According to Schiffman in Indrasari (2019:70) defines "A consumer's purchasing decision is a selection of two or more alternative choices, in other words, an alternative option must be available to a person when making a decision"

According to Nafis (2021) and Tjiptono in Indrasari (2019:74) explained that consumers' decisions to purchase a product include the following five indicators: product choice, brand choice, distributor choice, purchase time and purchase amount.

Frame of Mind

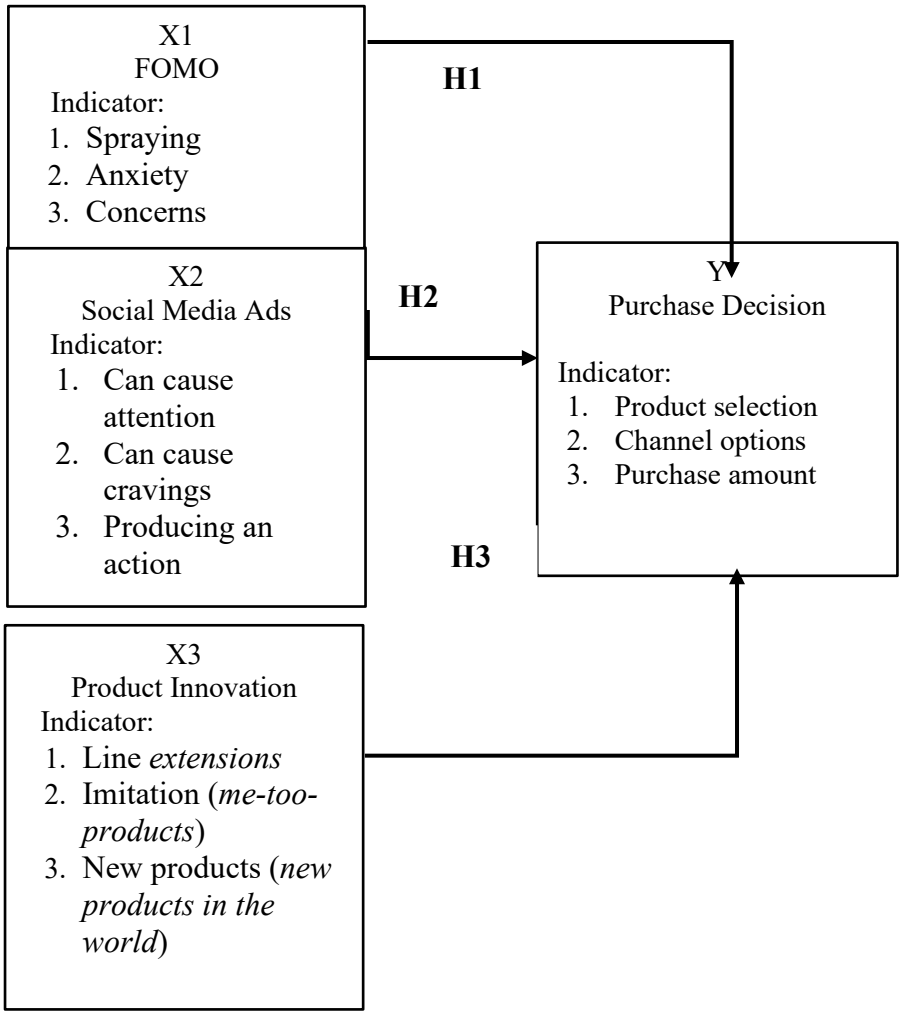



Image 1. Conceptual Thinking Framework

## METHODS

This study uses a quantitative research method with a causal approach. Data collection is carried out using research instruments, while data analysis is carried out quantitatively or statistically with the aim of testing the hypothesis that has been


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established (Stuart 2017:8). According to Sugiyono (2017:37) "Causal relationships are relationships that are causal. So here there are independent (influencing variables) and dependent (influencing) variables. The population of this study is KFC consumers in Probolinggo City who have purchased KFC products in June-July 2026. The number of samples taken was 12 (number of indicators) multiplied by 10 and the number of samples in the study was 120 respondents.

Primary and secondary data as data sources in this study. The research data collection techniques are questionnaires and documentation. Respondents were given a questionnaire to fill out to collect data. The measuring tool applied in this study is the Likert scale. Answers or responses can be made and graded according to the following assessment weights: 1 (STS), 2 (TS), 3 (N), 4 (S), and 5 (SS). In this study, the researcher processed data using *Statistical Packages For Social Science* (SPSS) to test the influence of independent variables and dependent variables. Using validity and reliability tests, classical assumption tests, multiple regression analysis, determination coefficients and hypothesis testing.

## RESULTS AND DISCUSSION

## RESULTS

### Validity Test

The validity test is used to determine the feasibility of items in a list of questions in defining a variable. We compare the results of r with the r table where df = n-2 with a sig of 5%. If r is a < calculation table, it is declared valid.

Table 1. Validity Test

| variabel | No Items | Calculation | rtabel | Remarks |
|---|---|---|---|---|
| FOMO | 1 | 0,612 | 0,179 | Valid |
| | 2 | 0,553 | 0,179 | Valid |
| | 3 | 0,579 | 0,179 | Valid |
| | 4 | 0,581 | 0,179 | Valid |
| | 5 | 0,720 | 0,179 | Valid |
| | 6 | 0,729 | 0,179 | Valid |
| Social Media Ads | 1 | 0,729 | 0,179 | Valid |
| | 2 | 0,647 | 0,179 | Valid |
| | 3 | 0,628 | 0,179 | Valid |
| | 4 | 0,702 | 0,179 | Valid |
| | 5 | 0,671 | 0,179 | Valid |
| | 6 | 0,637 | 0,179 | Valid |


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| variabel | No Items | Calculation | rtabel | Remarks |
|---|---|---|---|---|
| Product Innovation | 1 | 0,661 | 0,179 | Valid |
| | 2 | 0,755 | 0,179 | Valid |
| | 3 | 0,687 | 0,179 | Valid |
| | 4 | 0,628 | 0,179 | Valid |
| | 5 | 0,700 | 0,179 | Valid |
| | 6 | 0,719 | 0,179 | Valid |
| Purchase Decision | 1 | 0,666 | 0,179 | Valid |
| | 2 | 0,633 | 0,179 | Valid |
| | 3 | 0,615 | 0,179 | Valid |
| | 4 | 0,611 | 0,179 | Valid |
| | 5 | 0,747 | 0,179 | Valid |
| | 6 | 0,641 | 0,179 | Valid |

Source: SPSS processed data 23, 2026

Based on the table above, it shows that all variables have a calculated r-value that is greater than the r-value of the table 0.179. Then it can be described that all the items of the statement are declared valid.

**Reliability Test**

This test is used to measure a questionnaire which is an indicator of a variable or contract. A variable is said to be reliable if it has a cronbach alpha > 0.60 and is said to be unreliable if the cronbach alpha < 0.60.

Table 2. Reliability Test

| variabel | *Alfa Cronbach* | Standard Coefficients | Remarks |
|---|---|---|---|
| FOMO | 0,694 | 0,6 | reliabel |
| Social Media Ads | 0,752 | 0,6 | reliabel |
| Product Innovation | 0,783 | 0,6 | reliabel |
| Purchase Decision | 0,726 | 0,6 | reliabel |

Source: SPSS processed data 23, 2026

Based on the table above, *the cronbach alpha* value on all variables used in this study is reliable because the *cronbach alpha* value is greater than 0.60.


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**Classic Assumption Test**

**Normality Test**

The normality test is carried out with the aim of identifying the normality of a data. For this reason, it is necessary to carry out the *One-Sample Kolmogorov-Smirnov Test* to determine whether the data is distributed normally or not, so that it can be known whether the assumption of normality is met before further statistical analysis is carried out.

Table 3. Normality Test

| | | Non-Standardized Residual |
|---|---|---|
| N | | 120 |
| Parameter Normal | average | .0000000 |
| | Middle Class Deviation | 2.25261474 |
| The Most Extreme Differences | Absolutely | .054 |
| | Positive | .054 |
| | Negatives | -.039 |
| Test Statistics | | 0.54 |
| Asymp. Sig. (2-oak) | | .200c.d |

Source : Primary data processed, 2026

Based on the results of the table above, it shows that the results of *the Kolmogorov-Smirnov One-sample* test obtained an Asymp value. Sig (2-tailed) is 0.200 which means greater than 0.05, so the data in this study can be said to be normally distributed.

**Multicollinearity Test**

The multicollinearity test is used to determine whether there is a significant relationship (correlation) between the free variable and the regression variable. If the tolerance value produced is > 0.1 and VIF < 10, there is no multicollinearity.

Table 4. Multicollinearity Test

| variabel | *Tolerance* | Conditions | VIVID | Conditions | Remarks |
|---|---|---|---|---|---|
| FOMO (X1) | .346 | 0,10 | 2.890 | 10 | Not Happening |



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| variabel | *Tolerance* | Conditions | VIVID | Conditions | Remarks |
|---|---|---|---|---|---|
| Social Media Ads ($X_2$) | .338 | 0,10 | 2.956 | 10 | Not Happening |
| Product Innovation ($X_3$) | .376 | 0,10 | 2.663 | 10 | Not Happening |

Source : Primary data processed, 2026

Based on the table above, it shows that all free variables have a *tolerance value of > 0.10 and* a VIF value of < 10. So it can be concluded that all independent variables do not occur multicollinearity

**Heteroscedasticity Test**

The heteroscedasticity test was used to test whether in the regression model there was variance disparity from the residual of one observation to another.

Table 5. Glejser Heteroscedasticity Test

| Coeficin | | | | | |
|---|---|---|---|---|---|
| Model | Non-Standardized Coefficients | | Standard Coefficients | T | sig |
| | B | Level Error | Beta | | |
| (Konstan) | 2.399 | .727 | | 3.300 | .001 |
| FOMO | .025 | .049 | .078 | .497 | .620 |
| Social Media Ads | -.077 | .049 | -.248 | -1.568 | .120 |
| Product Innovation | .028 | .044 | .093 | .624 | .534 |

Source : Primary data processed, 2026

Based on the table above, it is known that in the regression analysis there are no symptoms of heteroscedasticity, this can be seen from the significant value of all independent variables > 0.05, so it can be concluded that there is no heteroscedasticity problem in the regression model of this study.

**Multiple Regression Analysis**

This method allows researchers to test the extent to which each of these independent variables contributes to the dependent variable, partially.


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Table 6. Multiple Regression Analysis Test

| variabel | Not standardized Coeficin | Conditions |
|---|---|---|
| | 2,280 | Positive Relationships |
| FOMO (X1) | .389 | Positive Relationships |
| Social Media Ads ($X_2$) | .245 | Positive Relationships |
| Product Innovation ($X_3$) | .271 | Positive Relationships |

Source : Primary data processed, 2026

Based on the table above, the regression model based on the results of the analysis is:

Y = a + b1X1 + b2X2 + b3X3

Y = 2.280 + 0.389X1 + 0.245X2 + 0.271X3

The above equation can be explained as follows:

The constant value of 2.280 that if there is no FOMO (X1), the social media advertising variable (X2) and the product innovation variable (X3) are obtained a purchase decision value (Y) of 2.280, B1 (Regression coefficient value X1) of 0.389 shows that the FOMO variable has a positive influence on the purchase decision and if it increases, then the FOMO variable will affect the purchase decision by 0.389. B2 (X2 regression coefficient value) of 0.245 shows that the social media advertising variable has a positive influence on the purchase decision and if it increases, the Social Media Advertising variable will affect the purchase decision by 0.245. B3 (Regression coefficient value X3) of 0.271 shows that the product innovation variable has a positive influence on the purchase decision and if it increases, the product innovation variable will affect the purchase decision by 0.271.

Based on the description above, it shows that FOMO, social media advertising and product innovation have an effect on purchasing decisions

Coefficient of Determination Test (R2)

The determination coefficient is a value used to measure the contribution of all independent variables (X) in the model to the variation of the dependent variable (Y).

Table 7. Coefficient Determination Test

| Models | *Customized R Square* | Remarks |
|---|---|---|
| 1 | 0,703 | 70.3% have high influence |

Source : Primary data processed, 2026

Based on the table above, the *Adjusted R Square value* was recorded at 0.703 or 70.3%. This shows that the percentage of the relationship between the influence of the independent variable and the dependent variable is 70.3%. The remaining 29.7 are influenced by other variables such as price, location and quality of service.



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**Partial Test (T Test)**

The T test is a test of the partial regression coefficient, this test is carried out to determine the partial significance of the role between independent variables and dependent variables by assuming that other independent variables are considered constants.

Table 8. T Test

| variabel | t count | Conditions Table T | sig | Conditions sig | Remarks |
|---|---|---|---|---|---|
| FOMO (X1) | 4,536 | 1,980 | 0,000 | < 0.05 | Positive and Significant Effect |
| Social Media Ads ($X_2$) | 2,890 | 1,980 | 0,005 | < 0.05 | Positive and Significant Effect |
| Product Innovation ($X_3$) | 3,539 | 1,980 | 0,001 | < 0.05 | Positive and Significant Effect |

Source : Primary data processed, 2026

Based on the table above, the FOMO calculation was 4,536, the social media advertising calculation was 2,890, and the product innovation calculation was 3,539. The distribution table t is found at α = 5% with degrees of freedom (df) n-k-1 or 120-3-1 = 116 (1.980) (n is the number of respondents and k is the sum of independent variables). The value of $t_{calculated}$ X1 > $t_{table}$ (4.536 > 1.980) (sig. 0.00 < 0.05) then $H_0$ is rejected. The value of $t_{calculated}$ X2 > $t_{table}$ (2.890 > 1.980) (sig. 0.05 < 0.05) then $H_0$ is rejected. The value of $t_{calculated}$ X3 > $t_{table}$ (3.539 > 1.658) (sig. 0.001 < 0.05) then $H_0$ is rejected. It can be proven by partial tests that FOMO, social media advertising and product innovation influence purchase decisions as seen from the results of the calculated t-value that > from ttable (0.05).

## DISCUSSION

### The Influence of FOMO on the Purchase Decision of KFC in Probolinggo City

Based on the test results, it can be concluded that FOMO has an influence on purchasing decisions at KFC Probolinggo City. This shows that FOMO is one of the factors that can encourage consumers to make purchasing decisions. This condition can be seen from consumers' interest in new promos and menus offered by KFC Probolinggo City through social media, so that consumers feel afraid, anxious, and worried if they miss this opportunity.


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**The Influence of Social Media Ads on the Purchase Decision of KFC in Probolinggo City**

Based on the results of the tests that have been carried out, it shows that Social Media Ads have a significant effect on Purchase Decisions at KFC Probolinggo City. This shows that the more interesting and informative the advertisement delivered through social media, the more likely consumers are to be interested in making a purchase. KFC Probolinggo City uses social media to convey information about products, new menus, and various promos offered to consumers.

**The Influence of Product Innovation on the Purchase Decision of KFC in Probolinggo City**

Based on the tests that have been carried out, it is shown that product innovation has an influence on purchasing decisions at KFC Probolinggo City. The statement shows that KFC's product innovations can influence consumers in determining purchasing decisions. The conditions at KFC Probolinggo City can be seen from the development and addition of product variations, such as presenting new menus and various product choices with flavor variations. The existence of these innovations provides consumers with more diverse choices and can increase interest in trying different products. When consumers get a choice of products that suit their tastes and desires, consumers tend to be more interested in making purchases. Therefore, product innovation carried out by KFC Probolinggo City is one of the factors that can encourage consumer purchase decisions

## CONCLUSION

In this section, the results of the research that have been carried out can be concluded as follows:

1. FOMO has a significant influence on the purchase decision of KFC in Probolinggo City.
2. Social media advertising has a significant influence on the purchase decision of KFC in Probolinggo City.
3. Product innovation has a significant influence on the purchase decision of KFC Probolinggo City.

ADVICE

1. KFC Probolinggo City is expected to improve promotion strategies and deliver information about products and promos clearly and on time so that consumers do not feel anxious when they have the potential to miss out on available information or offers, so as to improve consumer purchase decisions


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2. KFC Probolinggo City is expected to increase the attractiveness of social media advertising through clearer, more attractive, and easy-to-understand promo information in order to encourage consumers to take action in the form of purchasing decisions.
3. KFC Probolinggo City is expected to increase the variety and development of existing products so that consumers have more choices according to their tastes and needs.

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