

ABSTRACT

This research is motivated by the phenomenon of the significant growth in the Indonesian skincare industry, marked by the increased production of various skincare products, and skincare companies developing various marketing strategies. The presence of TikTok social media influencers influencing the purchase interest in skincare products is also part of the phenomenon under investigation.

The aim of this study is to evaluate the impact of FOMO (Fear of Missing Out) caused by TikTok influencers on consumers' purchase interest in Scarlett skincare products.

Using a quantitative approach and descriptive analysis techniques, data were collected from 350 respondents through a survey with a questionnaire. Data analysis involved various techniques, including reliability tests, descriptive analysis, structural equation modeling, and the evaluation of measurement and structural models.

Data analysis aims to address hypotheses using the Smart PLS 4 software for data processing, employing statistical analysis to examine the relationships between the researched variables. From the hypothesis testing results, the author concludes findings relevant to the research objectives and compares them with previous studies.

The research findings indicate that social media marketing, particularly through TikTok influencers, has a positive and significant impact on purchasing interest in Scarlett products. Additionally, the most influential factor identified is materialism, which positively and significantly affects the purchasing interest in Scarlett products. Furthermore, factors such as social comparison and materialism also moderate the relationship between social media marketing and consumer purchase intention. These findings underscore the importance of social media and influencers in influencing consumer behavior in selecting local skincare products in Indonesia.

Keywords: Influencer, FOMO (Fear of Missing Out), Purchase Intention, Social Comparison, Materialism.