

ABSTRACT

This study aims to analyze the influence of Fear missing out (FOMO) and Influencers on the digital purchase decision (e-purchase decision) of Elformula skincare products on TikTok Shop, with Intention to Buy as a mediating variable. The background of this research is based on the rapid growth of social media users in Indonesia and the shift in consumer behavior, which increasingly relies on digital platforms to seek information and make beauty product purchases. This study uses a quantitative approach with a survey method involving 145 respondents who are active users of Elformula products and TikTok Shop services. Data were collected through online questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS application.

The results show that both FOMO and Influencers have a positive and significant effect on Intention to Buy and e-purchase decision. Intention to Buy also acts as a mediating variable that strengthens the influence of FOMO and Influencers on digital purchase decisions. FOMO encourages consumers to make immediate purchases due to the Fear missing out on trends, while Influencers build trust and consumer interest through engaging and credible content.

These findings emphasize the importance of consumer psychology-based marketing strategies and collaboration with Influencers to increase sales conversion on e-commerce platforms like TikTok Shop. This research provides implications for business actors to optimize FOMO strategies and Influencer utilization to enhance consumers' purchase intentions and decisions.

Keywords: *Fear missing out, FOMO, Influencer, E-purchase decision, Intention to Buy, TikTok Shop, Elformula.*