

## EFFECT FOMO, *BRAND TRUST*, *FLASH SALE* AND PRICE EVANGELINE PERFUME PURCHASE DECISIONS SHOPEE MARKETPLACE

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### Abstrak

Penelitian ini bertujuan untuk membuktikan secara empiris mengenai pengaruh *fear of missing out* (FoMO), *Brand Trust*, *Flash Sale* dan Harga terhadap Keputusan pembelian parfum Evangeline pada *marketplace* shopee (studi kasus Kota Madiun). Penelitian menggunakan sumber data primer yang merupakan hasil jawaban responden melalui item-item kuesioner. Populasi dalam penelitian ini adalah konsumen parfum Evangeline yang melakukan pembelian pada *marketplace* shopee di Kota Madiun dengan menggunakan metode *non probability sampling* dengan teknik *purposive sampling* jumlah sampel yang digunakan adalah sebesar 384 pengguna. Metode dalam penelitian ini menggunakan pendekatan kuantitatif dengan bantuan program SPSS versi 23.0. Hasil dalam penelitian ini adalah FoMO, *brand trust*, *flash sale* dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** FoMO, *Brand Trust*, *Flash Sale*, Harga, Keputusan Pembelian

### Abstract

*This study aims to provide empirical evidence regarding the influence of Fear of Missing Out (FoMO), Brand Trust, Flash Sale, and Price on the Purchase Decision of Evangeline perfume on the Shopee marketplace (a case study in Madiun City). The research uses primary data sources obtained from respondents' answers through questionnaire items. The population in this study consists of Evangeline perfume consumers who purchased through the Shopee marketplace in Madiun City. The sampling method applied was non-probability sampling with purposive sampling, and the total sample used was 384 users. This research employed a quantitative approach with the assistance of SPSS version 23.0. The findings of this study indicate that FoMO, brand trust, flash sale, and price have a positive and significant effect on purchase decisions, with brand trust showing a positive and significant influence on purchase decisions.*

**Keywords:** FoMO, *Brand Trust*, *Flash Sale*, Price, Purchase Decision

### A. INTRODUCTION

The rapid development of technology has changed the way we do business and shop, making online shopping an essential part of everyday life. *E-commerce* makes it easier for consumers to access various products, including perfumes, more practically. Local brand Evangeline led the perfume market in Indonesia with a market share of 4.3% in the first half of 2024, outperforming other brands. Evangeline's success is driven by effective digital marketing strategies, including promotions and positive reviews from consumers. In Madiun City, the use of the Shopee platform is very high, with 58% of *marketplace* users choosing it, showing people's preference for this platform for online transactions. Shopee's dominance and high interest in local products reflect the significant growth of the digital economy in the area.

Consumers who decide to buy Evangeline perfume on *marketplaces* such as Shopee consider various important aspects in the decision-making process, which include problem recognition, information search, alternative evaluation, to final decisions and post-purchase behavior (Anhar et al., 2025). The factors that influence these decisions are divided into internal factors, such as needs and motivations, as well as external factors, such as the culture and information of the marketing channel (Kotler and Keller, 2016). This study limited the variables used, including *Fear of Missing Out* (FoMO), *Brand Trust*, *Flash Sale*, and Price, which had an effect on purchasing decisions. FoMO, which reflects the anxiety of missing out on trends, encourages consumers to buy products immediately so as not to miss an opportunity, especially when there are promotions such as *flash sales*. Shopee leverages FoMO elements in its marketing strategy to create a sense of urgency, which increases impulse purchase decisions among users, including for Evangeline perfume products.

*Brand Trust* is consumer confidence in a product that is built through information obtained (Apriliani & Setyawati, 2023). The high *level of brand trust* in *marketplaces* such as Shopee has a positive effect on loyalty and purchase decisions, especially in Madiun City, where Shopee shows the highest level of trust in transaction security, product quality, and delivery

services compared to other *marketplaces*. *Flash Sales*, which offer discounts in a short period of time, are also an important factor driving purchase decisions, creating urgency for consumers to transact. In addition, price is a crucial element in the marketing mix that affects consumers' perception of product value, where consumers on Shopee tend to compare prices before buying Evangeline perfumes.

### **Theoretical Studies**

In this study, the *Theory of Planned Behavior* (TPB) approach is used, which theoretically states that the intention of consumer behavior, including in the context of purchasing decisions, is influenced by three main elements. These three components include attitudes towards behavior, subjective norms, and individual perceptions of control over their behavior. This approach is considered relevant in explaining how buying intent is formed from these various psychological factors.

### ***Fear of Missing Out (FoMO)***

Przybylski (2013) states that FoMO or *Fear of Missing Out* is a psychological phenomenon in which individuals experience excessive anxiety that is often experienced by individuals who are connected and active in *platform* digital (Maharani, 2023). Conclusion, *Fear of Missing Out* (FoMO) is a psychological phenomenon that makes a person feel anxious or worried about missing out on an interesting experience or opportunity that is being enjoyed by others. The indicators *Fear of Missing Out* i.e. fear, worry and anxiety.

### ***Brand Trust***

*Brand Trust* is the belief that consumers have before they decide to buy a product, which is usually based on searching for information related to the product (Apriliani & Setyawati, 2023). The indicators *brand trust* namely credibility, competence, brand goodness and reputation.

### ***Flash Sale***

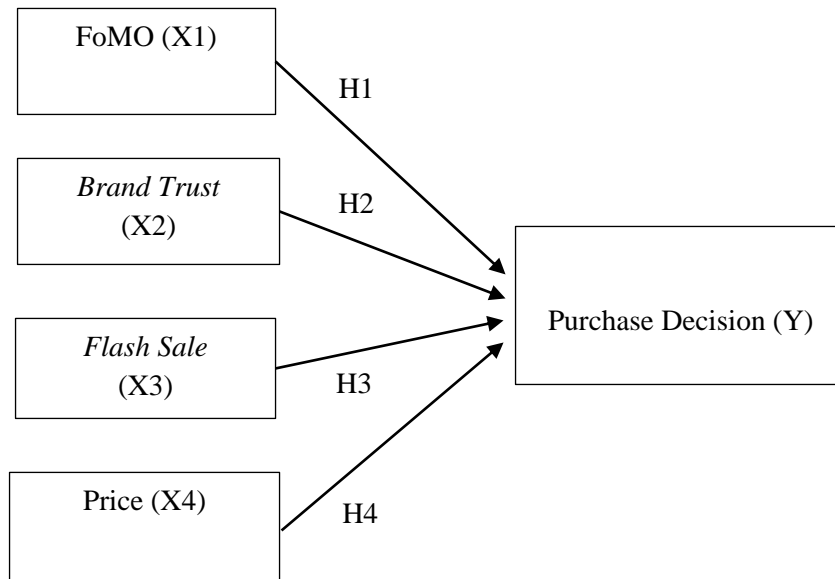
*Flash Sale* is a promotional program that provides special discounts to customers for a short period of time for certain products (Rahmawati *et al.*, 2023). Promotional model *Flash Sale* has become a common marketing strategy used by various *platform e-commerce*, because of its effectiveness in driving consumer buying interest (Herlina *et al.*, 2021). The indicators *flash sale* that is the frequency of promotions, the quality of promotions, the timing of the promotion, and the terms or suitability of promotions.

### **Price**

Price is one of the elements in the marketing mix that is often used as an important consideration by consumers in the purchase process, and cannot be ignored by companies. According to Susilowati & Utari (2022) , price can be defined as the amount of money required, perhaps plus some goods to obtain a certain combination of a product and its accompanying services. The indicators are price affordability, price suitability with product quality, price suitability with benefits and price suitability with price ability or competitiveness.

### **Purchase Decision**

Purchasing decisions are consumer responses that start from the identification of problems, information searches, alternative evaluations, to the decision to buy and post-purchase behavior (Anhar) *et al.*, 2025). Some of the indicators used to measure purchase decisions include product purchases, brand purchases, purchase channel selection, purchase timing and quantity.

**Conceptual Framework****Figure 1. Conceptual Framework**

Source: Modification Ningtyas & Fauzi (2023), Inggasari & Hartati (2022) and (Afifah & Abadi, 2025)

Based on the conceptual framework above, the hypotheses in this study are as follows:

H<sub>1</sub> : FoMO has a positive and significant effect on purchase decisions

H<sub>2</sub> : *Brand trust* has a positive and significant effect on purchasing decisions

H<sub>3</sub> : *Flash Sale* has a positive and significant effect on purchase decisions

H<sub>4</sub> : Price has a positive and significant effect on the purchase decision

**B. METHOD**

This research was carried out using a quantitative approach, which aims to empirically test the influence of FoMO, *brand trust*, *flash sale* and price on purchase decisions. The sample in this study was obtained through *the purposive sampling* method with a total of 384 respondents. The research population includes all Evangeline perfume consumers who make purchases through the Shopee marketplace, provided that respondents have purchased the

product at least once. Data collection was carried out using instruments in the form of questionnaires distributed through *Google Form*, while the data processing process was carried out with the help of SPSS software version 23. This research involved 5 variables FoMO ( $X_1$ ), *Brand Trust* ( $X_2$ ), *Flash Sale* ( $X_3$ ), Price ( $X_4$ ) and Purchase Decision ( $Y$ ).

### C. RESULTS AND DISCUSSION

#### Multiple Linear Regression Analysis Test

**Table 1. Multiple Regression Analysis Results**

	Unstandardized Coefficients		Standardized Coefficients			
1 (Constant)	-,182	,716			-,254	,800
FoMO	,102	,022	,087		4,536	,000
Brand Trust	,107	,037	,085		2,886	,004
Flash Sale	,617	,034	,524		18,162	,000

Source: Primary Data Processed (2025)

So that from the results of the regression, the following linear equations can be made:

$$Y = -0.182 + 0.102 + 0.107 + 0.617 + 0.465 + e$$

- 1) The constant ( $\alpha$ ) is -0.182, which means that if FoMO ( $X_1$ ), *Brand Trust* ( $X_2$ ), *Flash Sale* ( $X_3$ ) and Price ( $X_4$ ) are equal to zero or have a constant value, then the amount of the purchase decision is -0.182.
- 2) The FoMO variable ( $X_1$ ) was 0.012 and had a positive effect. This means that if the FoMO variable increases by one point, while the other independent variables are fixed, the purchase decision increases by 0.102.

- 3) The *Brand Trust* variable (X<sub>2</sub>) was 0.107 and had a positive effect. This means that if the *Brand Trust* variable increases by one point, while the other independent variables are fixed, the purchase decision increases by 0.107.
- 4) The *Flash Sale* variable (X<sub>3</sub>) is 0.617 and has a positive effect. This means that if the *Flash Sale* variable increases by one point, while the other independent variable is fixed, the purchase decision will increase by 0.617.
- 5) The Price variable (X<sub>4</sub>) is 0.465 and has a positive effect. This means that if the Price variable increases by one point, while the other independent variable is fixed, then the purchase decision increases by 0.465.

### Persial Test (t-test)

**Table 2. Results of the t-test (partial)**

	Unstandardized Coefficients		Standardized Coefficients			
1 (Constant)	-,182	,716			-,254	,800
FOMO	,102	,022	,087	4,536		,000
Brand Trust	,107	,037	,085	2,886		,004
Flash Sale	,617	,034	,524	18,162		,000

Source: Primary Data Processed (2025)

Based on the results of data analysis, it can be concluded as follows:

- 1) In the FoMO variable (X<sub>1</sub>), a calculated t value of 4.536 was obtained with a positive value with a significant result of  $0.000 < 0.05$ . It means that H<sub>1</sub> is accepted, which means that in terms of FoMO has a positive and significant influence on the purchase decision (Y), thus **hypothesis 1 (one) in the study is accepted.**

- 2) In the *Brand Trust* variable (X2), a calculated t-value of 2.886 was obtained with a positive value with a significant result of  $0.004 < 0.05$ . It means that  $H_2$  is accepted, which means that partially *Brand trust* has a positive and significant influence on the purchase decision (Y), thus **hypothesis 2 (two) in the study is accepted.**
- 3) In the *Flash Sale* variable (X3), a calculated t value of 18.162 was obtained with a positive value with a significant result of  $0.000 < 0.05$ . It means that  $H_3$  is accepted, which means that partially *the Flash Sale* has a positive and significant influence on the purchase decision (Y), thus **hypothesis 3 (three) in the study is accepted.**
- 4) In the Price variable (X4), a t-value of 11.355 with a positive value was obtained with a significant result of  $0.000 < 0.05$ . It means that  $H_4$  is accepted, which means that the price has a positive and significant influence on the purchase decision (Y), thus **hypothesis 4 (four) in the study is accepted.**

### Coefficient of Determination $R^2$

**Table 3. Results of the  $R^2$  Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,957a	,916	,915	1,708

a. Predictors: (Constant), Harga, FOMO, Flash Sale, Brand Trust

b. Dependent Variable: Purchase Decision

Source: Primary Data Processed (2025)

The results of the determination coefficient test obtained an *Adjusted R Square value* of 0.916 which means that the purchase decision is influenced by the variables FoMO, *Brand Trust*, *Flash Sale*, and Price while the rest is influenced by other variables outside the model being studied.

### DISCUSSION:

#### 1. The Influence of FoMO on Purchase Decisions

Based on the results of the t-test, the *calculated* t-value of 4.536 is positive with a significant result of  $0.000 < 0.05$ . The test results show that the first hypothesis (H1) is accepted. So that the FoMO variable has a positive and significant effect on the Purchase Decision. In accordance with *the Theory of Planned Behavior* (TPB) can influence the purchase decision. These findings are in line with the results of research conducted by Ningtyas & Fauzi (2023) which shows that FoMO has an effect on Purchase Decisions.

#### 2. The Influence of Brand Trust on Purchase Decisions

Based on the results of the t-test, the *calculated* t-value of 2.886 is positive with a significant result of  $0.000 < 0.05$ . The test results show that the second hypothesis (H2) is accepted. So that the *Brand Trust* variable has a positive and significant effect on the Purchase Decision. In accordance with *the Theory of Planned Behavior* (TPB) can influence the purchase decision. These findings are in line with the results of research conducted by Agustina *et al.*, (2023) which show that *Brand Trust* has an effect on Purchase Decisions.

#### 3. The Influence of Flash Sale on Purchase Decisions

Based on the results of the t-test, the t-value of 18.162 was positive with a significant result of  $0.000 < 0.05$ . The test results show that the third hypothesis (H3) is accepted. So that the *Flash Sale* variable has a positive and significant effect on the Purchase Decision. In accordance with *the Theory of Planned Behavior* (TPB) can influence the purchase decision. These findings are in line with the results of research conducted by Rahmawati *et al.*, (2023) which show that *Flash Sale* has an effect on Purchase Decisions.

#### 4. The Influence of Price on Purchase Decisions

Based on test results  $t$  value  $t$  count by 11,355 Positive value with a significant result of  $0.000 < 0.05$ . The test results show that the fourth hypothesis (H4) is accepted. So that the price variable has a positive and significant effect on the Purchase Decision. Conform to

*Theory of Planned Behavior* (TPB) may influence the purchase decision. These findings are in line with the results of research conducted by Aiman *et al.*, (2022) which indicates that Price has an effect on the Purchase Decision.

#### D. CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that FoMO, *Brand Trust*, *Flash Sale* and Price have a positive and significant effect on the decision to purchase Evangeline perfume on the Shopee marketplace in Madiun City. These findings indicate that psychological factors in the form of FoMO, consumer trust in the brand, promotional strategies through flash sales, and competitive pricing play an important role in encouraging consumers to make decisions to purchase Evangeline perfumes on the Shopee marketplace in Madiun City.

#### E. SUGGESTIONS

For future researchers interested in developing similar studies, it is recommended to expand the scope of the research area so that the results obtained have a higher level of generalization and reflect more diverse conditions. Researchers are also advised to consider the addition of other variables that have the potential to make a significant contribution to the understanding of consumer behavior.

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