

THE INFLUENCE OF FEAR OF MISSING OUT (FOMO), VIRAL MARKETING, AND SERVICE QUALITY ON THE PURCHASE INTEREST

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Abstrak

Perkembangan media sosial telah mendorong perubahan yang signifikan dalam perilaku konsumen, salah satunya ditandai dengan munculnya fenomena *Fear of Missing Out* (FOMO) yang berdampak pada minat pembelian. Marugame Udon Madiun memanfaatkan fenomena tersebut melalui penerapan strategi *Viral Marketing* dan peningkatan *Service Quality* guna menarik minat pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *Fear of Missing Out* (FOMO), *Viral Marketing*, dan *Service Quality* terhadap minat pembelian pada konsumen Marugame Udon di Madiun. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Populasi penelitian terdiri dari calon konsumen Marugame Udon di Madiun, dengan jumlah sampel sebanyak 384 responden yang diperoleh melalui teknik *purposive sampling*. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan regresi linear berganda, koefisien determinasi, serta pengujian hipotesis melalui uji t dan uji F dengan bantuan perangkat lunak SPSS Ver. 31. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, variabel *Fear of Missing Out* (FOMO), *Viral Marketing*, dan *Service Quality* berpengaruh positif dan signifikan terhadap minat pembelian konsumen.

Kata Kunci: *Fear of Missing Out* (FOMO), *Viral Marketing*, *Service Quality*, Minat Pembelian, Marugame Udon Madiun

Abstract

The development of social media has encouraged significant differences in consumer behavior, one of which is indicated by the emergence of the Fear of Missing Out (FOMO) phenomenon that affects purchasing interest. Marugame Udon Madiun takes advantage of this phenomenon through the application of a Viral Marketing strategy and improved Service Quality to attract consumer purchasing interest. This study aims to analyze the influence of Fear of Missing Out (FOMO), Viral Marketing, and Service Quality on the purchasing interest of Marugame Udon consumers in Madiun. The method used in this study is a quantitative approach. The research population consists of potential Marugame Udon consumers in Madiun, with a sample size of 384 respondents obtained through purposive sampling. Data collection was conducted through the distribution of questionnaires and analyzed using multiple linear regression, the coefficient of determination, and hypothesis testing using t-tests and F-tests using SPSS Ver. 31 software. The results of the study

indicate that both partially and simultaneously, the variables Fear of Missing Out (FOMO), Viral Marketing, and Service Quality have a positive and significant effect on consumer purchase interest.

Keywords: *Fear of Missing Out (FOMO), Viral Marketing, Service Quality, Purchase Interest, Marugame Udon Madiun*

A. INTRODUCTION

The development of digital technology and social media has brought about major changes in consumer behavior when making purchasing decisions. According to Datareportal (2025), the number of internet users in Indonesia has reached more than 212 million people, with 143 million of them being active social media users. This condition shows that social media is not only a means of communication and entertainment, but also plays an important role in shaping people's consumption behavior. One of the dystopias that has emerged alongside the development of social media is Fear of Missing Out (FOMO), which is the feeling of anxiety when someone feels left out of trends or important moments experienced by others. This encourages consumers to make immediate purchases. According to Good & Hyman (2020), consumers who experience Fear of Missing Out (FOMO) tend to make purchasing decisions quickly, even impulsively.

In addition, viral marketing strategies have also developed rapidly and proven to be effective in the digital era in increasing brand exposure. Viral marketing allows marketing messages to spread quickly and widely through consumer participation. Interesting content shared on social media can build brand awareness and generate purchasing interest. According to Haya *et al.* (2021), well-designed viral marketing can strengthen brand image and foster consumer purchasing interest through the domino effect of information dissemination on social media. However, service quality remains an important factor that cannot be ignored in shaping consumer purchasing interest. Fear of Missing Out (FOMO) and viral marketing can attract attention, but poor service can reduce interest and even decrease consumer loyalty. Parasuraman *et al.* (1988) emphasize that service quality encompasses tangible, reliability, assurance, and empathy aspects, capable of creating positive experiences that strengthen consumer trust and encourage purchases.

This phenomenon can be seen at Marugame Udon Madiun, a popular modern franchise restaurant. This restaurant utilizes digital marketing strategies by offering promotions that create Fear of Missing Out (FOMO), such as limited-time promotions, namely “Buy Udon, Get Tempura Free” which took place during the grand opening at Suncity Mall Madiun. Marugame Udon Madiun also actively uses social media to spread potentially viral content so that it can reach a wide range of consumers. In addition, the restaurant strengthens its appeal through service quality with an open kitchen concept, high hygiene standards, and friendly staff, which can be seen in consumer reviews on social media.

Previous research results still show a gap in research. The results of research by Yani & Rojuaniah (2023), Putro (2024), and Good & Hyman (2020) show that Fear of Missing Out (FOMO) has a positive and significant effect on purchasing interest. In contrast, research conducted by Elviana et al. (2024) shows that it has no significant effect on purchase interest. The results of studies by Shelylla et al. (2021), Haya et al. (2021), and Mulyaputri & Sanaji (2021) show that viral marketing has a positive and significant effect on purchase interest. In contrast, research conducted by Wahyuni & Saifudin (2023) shows that viral marketing has no effect on purchase interest. The results of research by Arianto & Difa (2020), Syamnarila et al. (2022), and Ermawati et al. (2020) show that service quality has a positive and significant effect on purchase interest. In contrast, research conducted by Permata & Tanjung (2024) shows that service quality has no effect on purchase interest. Based on the research gap, the researchers are interested in conducting further research on Fear of Missing Out (FOMO), viral marketing, and service quality in relation to purchase interest among consumers at Marugame Udon Madiun.

Theory of Planned Behaviour (TPB)

According to Ajzen (2012), this theory explains how a person's intentions can be the main determinant of their behavior. The Theory of Planned Behavior (TPB) is often used as a basis in

consumer behavior studies that contribute to shaping consumer interest to buy and lead to purchasing decisions.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a phenomenon in psychology where a person feels distressed with symptoms of obsession (anxiety) and occurs frequently (Parasuraman et al., 1988). This anxiety arises when a person feels that others are having more enjoyable, interesting, or better experiences. One of the triggers is excessive use of social media.

Viral Marketing

Viral marketing is a strategy of spreading messages widely and quickly in order to attract public attention, so that the promoted product or brand gets maximum exposure (Hisbullah et al., 2023). The content or message that is spread must be able to evoke emotions, create connections, or offer certain values that encourage consumers to participate in its dissemination.

Service Quality

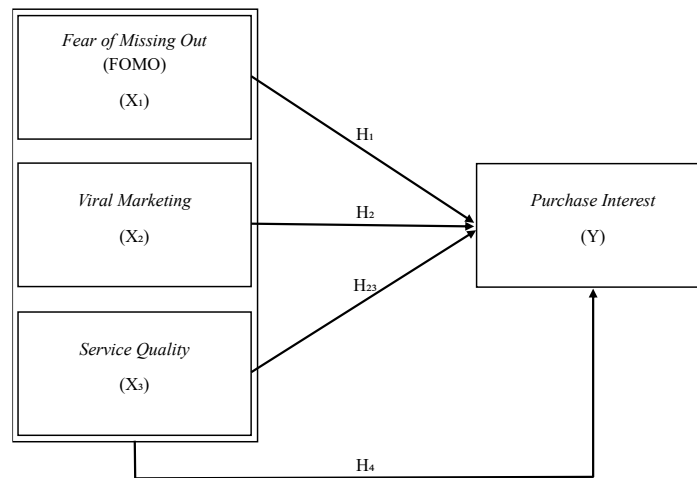
Service quality is the level of excellence that consumers expect and control over the benefits that meet their needs (Arianto & Difa, 2020). The level of excellence that consumers expect as service recipients is reflected in the service quality they receive (Khatimah, 2023). This means that service quality is related to consumers' perceptions of how well a service can provide value and convenience.

Purchase Interest

Purchase interest is the process of forming motivation stored in the consumer's mind and developing into a strong desire. Finally, when consumer needs are met, they realize that what is in

their mind is something that is realized and understood as an intention to make a purchase (Balkis & Mayyadah, 2025).

Conceptual Framework



Picture 1. Conceptual Framework

Based on the conceptual framework above, the research hypotheses are as follows.

H₁: Fear of Missing Out (FOMO) has a positive and significant effect on purchase interest.

H₂: Viral marketing has a positive and significant effect on purchase interest.

H₃: Service quality has a positive and significant effect on purchase interest.

H₄: Fear of Missing Out (FOMO), viral marketing, and service quality simultaneously have a positive and significant effect on purchase interest.

B. METHOD

This study was conducted using a quantitative approach. The quantitative approach was intended to test and prove the influence of Fear of Missing Out (FOMO), viral marketing, and service quality on the purchasing interest of Marugame Udon consumers in Madiun. The research population consisted of potential Marugame Udon consumers in Madiun, with a sample size of 384

respondents obtained through purposive sampling and data collection conducted through questionnaire distribution. The data were then analyzed using multiple linear regression, the coefficient of determination, and hypothesis testing through t-tests and F-tests using SPSS Ver. 31.

C. RESULTS AND DISCUSSIONS

Validity Testing

Table 1. Fear of Missing Out (FOMO) Validity Test Results (X1)

Variable	Calculated r	Table r	Description
X1.1	0.844	0.100	Valid
X1.2	0.863	0.100	Valid
X1.3	0.862	0.100	Valid

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 1, the correlation values obtained for X1.1, X1.2, and X1.3 are greater than the table value of $r = 0.100$. Therefore, all Fear of Missing Out (FOMO) questionnaires (X1) are declared valid.

Table 2. Viral Marketing Validity Test Results (X2)

Variable	Calculated r	Table r	Description
X2.1	0.749	0.100	Valid
X2.2	0.711	0.100	Valid
X2.3	0.723	0.100	Valid
X2.4	0.717	0.100	Valid
X2.5	0.750	0.100	Valid

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 21, the correlation values obtained for correlations X2.1, X2.2, X2.3, X2.4, and X2.5 have correlation scores greater than r table 0.100. Thus, all viral marketing questionnaires (X2) are declared valid.

Table 3. Service Quality Validity Test Results (X3)

Variable	Calculated r	Table r	Description
X3.1	0.790	0.100	Valid
X3.2	0.736	0.100	Valid
X3.3	0.763	0.100	Valid
X3.4	0.799	0.100	Valid

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 3, the correlation values obtained for X3.1, X3.2, X3.3, and X3.4 are greater than the table value of $r = 0.100$. Therefore, all Service Quality questionnaires (X3) are declared valid.

Table 4. Results of Purchase Interest Validity Test (Y)

Variable	Calculated r	Table r	Keterangan
Y1.1	0.780	0.100	Valid
Y1.2	0.735	0.100	Valid
Y1.3	0.802	0.100	Valid
Y1.4	0.803	0.100	Valid

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 4, the correlation values obtained for Y1.1, Y1.2, Y1.3, and Y1.4 are greater than the table value of $r = 0.100$. Therefore, all Purchase Interest (Y) questionnaires are declared valid.

Reliability Test

Table 5. Reliability Test Results

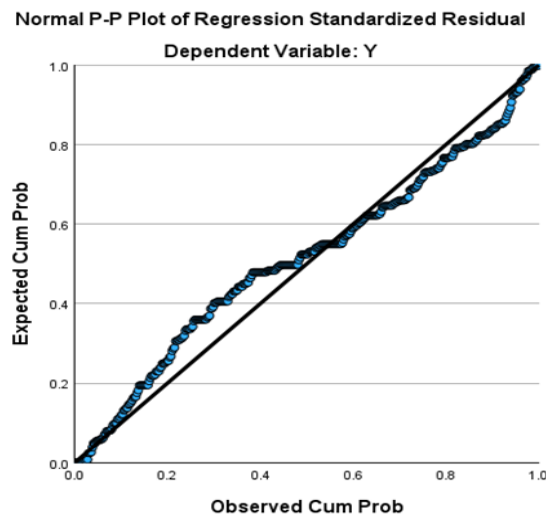
Variable	Cronbach's Alpha Value	Critical Number	Description
<i>Fear of Missing Out</i> (FOMO) (X1)	0.816	0.70	Reliabel
<i>Viral Marketing</i> (X2)	0.780	0.70	Reliabel
<i>Service Quality</i> (X3)	0.775	0.70	Reliabel
Minat Pembelian (Y)	0.785	0.70	Reliabel

Source: Data processed using SPSS Ver. 31 (2025)

The table above shows that all variables have a fairly high Cronbach's alpha value, which is above 0.70. Therefore, it can be concluded that the reliability of the variables Fear of Missing Out (FOMO) (X1), viral marketing (X2), service quality (X3), and purchase interest (Y) studied is reliable.

Classical Assumption Test

Normality Test



Picture 2. Normality Test Results

Source: Data processed using SPSS Ver. 31 (2025)

Based on Figure 2, the P-plot graph shows that the data distribution in this study tends to be normal. This indication can be seen from the distribution of points that follow a diagonal line pattern and spread around the diagonal line, so it can be concluded that the data meets the normality assumption required in regression analysis.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficients ^a		
Model	Colinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	.606	1.651
X2	.428	2.339
X3	.601	1.664

a. Dependent Variable: Y

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 6, the results of the multicollinearity test show that the Fear of Missing Out (FOMO) variable (X1) has a tolerance value of $0.606 > 0.10$ and a VIF value of $1.651 < 10$, viral marketing (X2) has a tolerance value of $0.428 > 0.10$ and a VIF value of $2.339 < 10$, service quality (X3) has a tolerance value of $0.601 > 0.10$ and a VIF value of 1.664 . Therefore, it can be stated that there is no multicollinearity in the data, so the regression model is suitable for use in this study.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandarized Coefficients		Standarized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.906	.385		7.543	<.001
X1	-.045	.028	-.098	-1.587	.113
X2	-.040	.030	-.099	-1.336	.182
X3	-.058	.033	-.112	-1.746	.082

a. Dependent Variable: ABS_RES

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 7, the results of the heteroscedasticity test using the Glejser test show that the Fear of Missing Out (FOMO) variable (X1) has a significance value of 0.113 , viral marketing (X2) has a significance value of 0.182 , and service quality (X3) has a significance value of 0.082 . All X variables have significance values greater than 0.05 , so it can be stated that there is no heteroscedasticity in the data.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.796	.519		1.534	.126
	X1	.316	.041	.302	7.734	<.001
	X2	.431	.041	.484	10.422	<.001
	X3	.169	.045	.143	3.644	<.001

a. Dependent Variable: Y

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 8, the results of the multiple linear regression test show the following equation.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0.796 + 0.316 X_1 + 0.431 X_2 + 0.169 X_3 + e$$

Hypothesis Testing

Partial Test (t-test)

Table 10. Partial Test Results (t-test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.796	.519		1.534	.126
	X1	.316	.041	.302	7.734	<.001
	X2	.431	.041	.484	10.422	<.001
	X3	.169	.045	.143	3.644	<.001

a. Dependent Variable: Y

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 10, the t-test results show that the Fear of Missing Out (FOMO) variable (X1) has a positive and significant effect on Purchase Interest (Y), Viral Marketing (X2) has a positive and significant effect on Purchase Interest (Y), and Service Quality (X3) has a positive and significant effect on Purchase Interest (Y).

Determination Coefficient Test (R^2)

Table 11. Determination Coefficient Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.650	.647	1.362

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 11, the coefficient of determination test results obtained an Adjusted R Square value of 0.647, which means that 64.7% of the interest in purchasing Marugame Udon Madiun is influenced by the variables Fear of Missing Out (FOMO) (X1), viral marketing (X2), and service quality (X3), while the remaining 35.3% is influenced by other variables outside the model studied.

Simultaneous Significance Test (F Test)

Table 12. Simultaneous Significance Test Results (F Test)

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1306.929	3	435.643	234.820	<.001 ^b
	Residual	704.985	380	1.855		
	Total	2011.914	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Data processed using SPSS Ver. 31 (2025)

Based on Table 12, the F test results show that H_0 is rejected and H_a is accepted. This can be seen from the calculated F value of 234.820, which is positive. Meanwhile, the significance value produced is < 0.001 , which is smaller than 0.05. Thus, the variables Fear of Missing Out (FOMO) (X1), viral marketing (X2), and service quality (X3) together have a positive and significant effect on the purchase interest variable.

D. CONCLUSIONS

Based on the analysis and discussion, the conclusion of this study is that Fear of Missing Out (FOMO), viral marketing, and service quality, both partially and simultaneously, have a positive and significant effect on the purchasing interest of Marugame Udon consumers in Madiun.

E. SUGGESTIONS

Future researchers are encouraged to use or add other variables to gain a more comprehensive understanding of the factors that potentially influence purchasing interest. They may also use different objects to expand the results and discussion in subsequent studies.

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