

THE EFFECT OF BEAUTY INFLUENCERS, FEAR OF MISSING OUT (FOMO), AND TIKTOK ADVERTISING ON SOMETHINC PURCHASE DECISIONS

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Abstract

Penelitian ini mengkaji bagaimana influencer kecantikan, Fear of Missing Out (FoMO), dan iklan TikTok memengaruhi keputusan pembelian produk Somethinc di kalangan konsumen Generasi Z di Kota Madiun. Desain penelitian yang digunakan adalah survei kuantitatif. Penelitian ini melibatkan 200 responden yang dipilih melalui teknik purposive sampling. Peserta yang memenuhi syarat adalah konsumen Generasi Z berusia 16–29 tahun yang tinggal di Kota Madiun dan pernah membeli produk Somethinc. Data dikumpulkan melalui kuesioner dan diolah menggunakan regresi linier berganda dengan SPSS. Temuan menunjukkan bahwa influencer kecantikan, FoMO, dan iklan TikTok masing-masing memiliki pengaruh positif dan signifikan secara statistik terhadap keputusan pembelian. Di antara ketiga prediktor tersebut, iklan TikTok memiliki pengaruh terkuat. Model regresi menjelaskan 45,1% variasi dalam keputusan pembelian, sedangkan sisanya disebabkan oleh faktor-faktor di luar model. Temuan ini menekankan pentingnya konten TikTok yang menarik, influencer kecantikan yang kredibel, dan strategi pemasaran digital yang berorientasi pada tren dalam menjangkau konsumen Generasi Z.

Kata kunci: influencer kecantikan, Fear of Missing Out, iklan TikTok, keputusan pembelian, Somethinc, Generasi Z

Abstract

This study examines how beauty influencers, Fear of Missing Out (FoMO), and TikTok advertising affect purchasing decisions for Somethinc products among Generation Z consumers in Madiun City. A quantitative survey design was employed. The study involved 200 respondents selected through purposive sampling. Eligible participants were Generation Z consumers aged 16–29 years who lived in Madiun City and had purchased Somethinc products. Data were gathered through questionnaires and processed using multiple linear regression with SPSS. The findings indicate that beauty influencers, FoMO, and TikTok advertising each have a positive and statistically significant effect on purchasing decisions. Among the three predictors, TikTok advertising exerts the strongest influence. The regression model accounts for 45.1% of the variation in purchasing decisions, while the remaining variation is attributable to factors outside the model. The findings emphasize the value of engaging TikTok content, credible beauty influencers, and trend-oriented digital marketing strategies in reaching Generation Z consumers.

Keywords: beauty influencer, Fear of Missing Out, TikTok advertising, purchasing decision, Somethinc, Generation Z

A. . INTRODUCTION

The Indonesian beauty market has developed rapidly, particularly within the local skincare segment. Somethinc is one of the local brands that has gained substantial attention by positioning its products as science-based skincare with relatively accessible prices. At the same time, changes in consumer behavior have made social media an important source of product information and a major channel for digital marketing. Purchasing decisions are therefore shaped not only by functional needs but also by digital stimuli that are interactive, personalized, and capable of spreading quickly. This study focuses on Generation Z consumers in Madiun City. This group is

relevant because of its strong engagement with digital technology and social media, as well as its responsiveness to beauty trends. Such characteristics may make Generation Z more receptive to beauty influencer content, FoMO-related experiences, and TikTok advertisements. Previous studies cited in the thesis have reported inconsistent findings. Novierra (2023) found that beauty influencers did not directly affect purchasing decisions, whereas Atika and Puruwita (2025) reported a significant influence. Findings concerning FoMO are also mixed: Rofa Saevrina Ali et al. (2025) found no significant effect, while Fauziah et al. (2025) identified a positive effect. Similar differences appear in studies of TikTok advertising, with Abislong et al. (2023) reporting an insignificant effect and Akbar and Murdiana (2023) finding a significant relationship.

The study is theoretically framed by the Stimulus-Organism-Response (SOR) model. Beauty influencers and TikTok advertising function as external stimuli that provide information and appeal, FoMO represents a psychological condition experienced by consumers, and purchasing decisions constitute the resulting response. Accordingly, this study aims to examine the effects of beauty influencers, FoMO, and TikTok advertising on Somethinc purchasing decisions among Generation Z consumers in Madiun City. Its contextual contribution lies in examining these three predictors simultaneously within the consumer setting of Madiun City.

1. Research Hypotheses

H1: Beauty influencers have a positive and significant effect on purchasing decisions for Somethinc products among Generation Z consumers in Madiun City.

H2: Fear of Missing Out (FoMO) has a positive and significant effect on purchasing decisions for Somethinc products among Generation Z consumers in Madiun City.

H3: TikTok advertising has a positive and significant effect on purchasing decisions for Somethinc products among Generation Z consumers in Madiun City.

B. METHOD

This research employed a quantitative approach using a survey method. The population consisted of Generation Z residents of Madiun City, with the population size not known. Respondents were selected through purposive sampling. The eligibility criteria were Generation Z consumers aged 16–29 years, residing in Madiun City, and having purchased Somethinc products at least once. Following the sampling approach described in the thesis, the study used 200 respondents.

The independent variables were beauty influencer (X1), Fear of Missing Out (X2), and TikTok advertising (X3), while purchasing decision (Y) served as the dependent variable. Beauty influencer was assessed through perceived trustworthiness, expertise, and attractiveness. FoMO covered concern about missing trends, the tendency to follow others, and interest in viral trends on social media. TikTok advertising was assessed through visual and conceptual appeal, exposure frequency, trend relevance, and its ability to influence consumers. Data were collected through a Likert-scale questionnaire. Data analysis comprised validity and reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, multiple linear regression, t-tests, and the coefficient of determination. The thesis reports that all questionnaire items met the validity criteria and that Cronbach's Alpha was 0.730. The normality test produced a significance value of 0.200. The multicollinearity test showed acceptable VIF values, while the heteroscedasticity test indicated significance values above 0.05.

C. RESULTS AND DISCUSSIONS [Times New Roman 12, Bold]

The multiple linear regression analysis produced the equation $Y = 15.299 + 0.053X_1 + 0.174X_2 + 0.263X_3$. All three independent variables have positive

coefficients. The coefficient for beauty influencer is 0.053, the coefficient for FoMO is 0.174, and the coefficient for TikTok advertising is 0.263. Thus, higher scores on each predictor are associated with higher purchasing-decision scores.

Tabel 1. Multiple Linear Regression Results

Variable	B	Beta	t	Sig.
Beauty Influencer	0.053	0.087	3.572	0.000
Fear of Missing Out	0.174	0.290	12.116	0.000
TikTok Advertising	0.263	0.755	32.008	0.000

Source: SPSS-processed research data (2026)

1. Effect of Beauty Influencers on Purchasing Decisions

The analysis demonstrates a positive and significant relationship between beauty influencers and purchasing decisions. The t-value of 3.572 and significance value of 0.000 support the acceptance of H1. This finding indicates that greater perceived credibility, expertise, and attractiveness of beauty influencers are associated with a stronger tendency among Generation Z consumers to purchase Something products. The result is consistent with the logic of Source Credibility Theory, in which the characteristics of a communicator can strengthen the effectiveness of persuasive messages. It also corresponds with the findings of Atika and Puruwita (2025), who reported a significant influence of influencer-related marketing on consumer purchase interest.

2. Effect of Fear of Missing Out on Purchasing Decisions

FoMO has a positive and significant effect on purchasing decisions, as indicated by a t-value of 12.116 and a significance value of 0.000. H2 is therefore supported. Consumers who are concerned about being left behind by emerging trends,

information, or experiences may be more inclined to follow the consumption behavior of others and purchase Something products. This result is in line with Fauziah et al. (2025), who found that FoMO positively affected skincare purchasing decisions in a social-media context.

3. Effect of TikTok Advertising on Purchasing Decisions

TikTok advertising has a positive and significant effect on purchasing decisions, with a t-value of 32.008 and a significance value of 0.000. H3 is therefore supported. TikTok advertising is also the most influential predictor because its standardized Beta coefficient is 0.755, exceeding the coefficients for FoMO (0.290) and beauty influencer (0.087). This result suggests that advertising content that is visually appealing, informative, creative, and aligned with current trends can strengthen consumers' attention and interest. The finding is consistent with Akbar and Murdiana (2023), who reported a significant relationship between TikTok media exposure and consumer purchase decisions.

4. Coefficient of Determination

The R Square value of 0.451 indicates that beauty influencers, FoMO, and TikTok advertising collectively explain 45.1% of the variation in purchasing decisions. The remaining 54.9% is associated with other factors not included in the research model. The three predictors therefore make a meaningful contribution, although they do not capture all determinants of consumers' purchasing decisions.

D. CONCLUSIONS

The study concludes that beauty influencers, Fear of Missing Out, and TikTok advertising each have a positive and significant effect on Something purchasing decisions among Generation Z consumers in Madiun City. TikTok advertising represents the strongest predictor, indicating that the attractiveness, relevance,

creativity, and exposure of digital advertising are particularly important in shaping purchasing responses. From a theoretical perspective, the findings support the Stimulus-Organism-Response framework and are compatible with Source Credibility Theory, Social Comparison Theory, and the AIDA perspective in explaining consumer behavior in digital marketing. The study is limited by its focus on three independent variables and Generation Z consumers in Madiun City; consequently, the findings should not be interpreted as representing every factor affecting Somethinc purchasing decisions or consumers in all locations.

E. SUGGESTIONS

Somethinc should continue to strengthen its TikTok marketing by developing content that is informative, creative, visually engaging, and tailored to Generation Z. The company should also collaborate with beauty influencers whose credibility, expertise, and appeal fit the target audience. FoMO-related strategies may be incorporated through limited-time promotions, flash sales, limited-edition launches, viral campaigns, or TikTok Live activities, while maintaining responsible and informative product communication. Future researchers may expand the model by examining factors such as price, product quality, electronic word of mouth, brand image, brand trust, and customer reviews, and may also broaden the research area and respondent characteristics.

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