

FOMO, INFLUENCER CREDIBILITY, AND HEDONIC MOTIVATION ON IMPULSIVE MATCHA BUYING AMONG GENERATION Z TIKTOK USERS

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Abstract

The growth of TikTok has reshaped Generation Z's consumption behavior, including impulsive purchases of trending products such as matcha beverages in cafés. This study investigates the impacts of Fear of Missing Out (FoMO), influencer credibility, and hedonic motivation on impulsive matcha beverage purchases by Generation Z TikTok users in Madiun City, both partly and concurrently. A quantitative causal-associative technique was used with 150 respondents chosen using non-probability purposive sampling. The data were gathered using an online Likert-scale questionnaire and analyzed using multiple linear regression. The study found that FoMO ($t = 4.486$; $\text{Sig.} < 0.001$), influencer credibility ($t = 2.935$; $\text{Sig.} = 0.004$), and hedonic motivation ($t = 3.094$; $\text{Sig.} = 0.002$) all have a substantial favorable impact on impulsive purchase. The three factors have a significant effect on impulsive purchase ($F = 25.152$; $\text{Sig.} < 0.001$) and account for 32.7% of the variation ($\text{Adjusted } R^2 = 0.327$). The study recommends that café businesses utilize TikTok content, credible influencers, and hedonic experiences to encourage impulsive purchases, while future research should include additional variables and broader geographic coverage.

Keywords: *Fear of Missing Out, influencer credibility, hedonic motivation, impulsive buying, TikTok, Matcha*

A. INTRODUCTION

Digital technology has changed the way customers approach and make purchase decisions (Sarusu et al., 2025). TikTok, in particular, has developed beyond its original role as an entertainment platform and has become a medium that can influence users' perceptions, emotions, and consumption patterns (Sari et al., 2025). This evolution implies that consumer decisions are influenced not just by rational considerations, but also by psychological and social factors (Kotler & Keller, 2025). These influences are especially relevant to Generation Z, who, as digital natives, are highly responsive to visual content and are more inclined to respond impulsively to emerging trends (Fadillah et al., 2022; Wafa, 2025).

According to research from 2025, TikTok has become Indonesia's most popular social media platform, accounting for 35.17% of users and outperforming YouTube, Facebook, Instagram, and X. The intensive use of TikTok contributes significantly to consumer behavior by facilitating viral content, promoting digital lifestyles, and encouraging social interaction

(Anggraini & Agustini, 2025). The fast distribution of material and ever-changing trends, especially lifestyle-related content offered by influencers, might cause Fear of Missing Out (FoMO), which is the sense that one is falling behind on a specific trend (Alya et al., 2026). At the same time, influencer recommendations may strengthen consumer trust when influencers are regarded as credible sources of information (Dwi Ananda & Dewi, 2026).

Moreover, the entertaining nature of TikTok content can stimulate hedonic motivation, referring to consumption driven by pleasure and emotional satisfaction (Putra, 2024). The combination of these factors may encourage spontaneous purchasing behavior, particularly in relation to trending products such as matcha beverages among Generation Z. Nevertheless, findings from previous research remain inconsistent. Several studies report that FoMO directly influences impulsive buying behavior (Natadilaga et al., 2026; Ulayya et al., 2025), whereas other research suggests that this relationship becomes significant only when mediated by factors such as flash sales or perceived scarcity (Karunia et al., 2024; Martiza & Hadi, 2024).

Comparable inconsistencies can also be observed in studies concerning influencer credibility and hedonic motivation. While some research identifies a direct relationship with purchasing behavior, other studies suggest that their effects operate through mediating factors, including consumer trust and positive emotions (Timbuleng et al., 2026; Aulia & Thamrin, 2024; Nguyen et al., 2023). In addition, existing research has predominantly examined consumers in major urban areas and has concentrated on e-commerce products, particularly fashion and skincare (Rahadian et al., 2025; Purwanti & Nuryani, 2025), while the context of developing cities such as Madiun and offline consumption in cafés remains understudied.

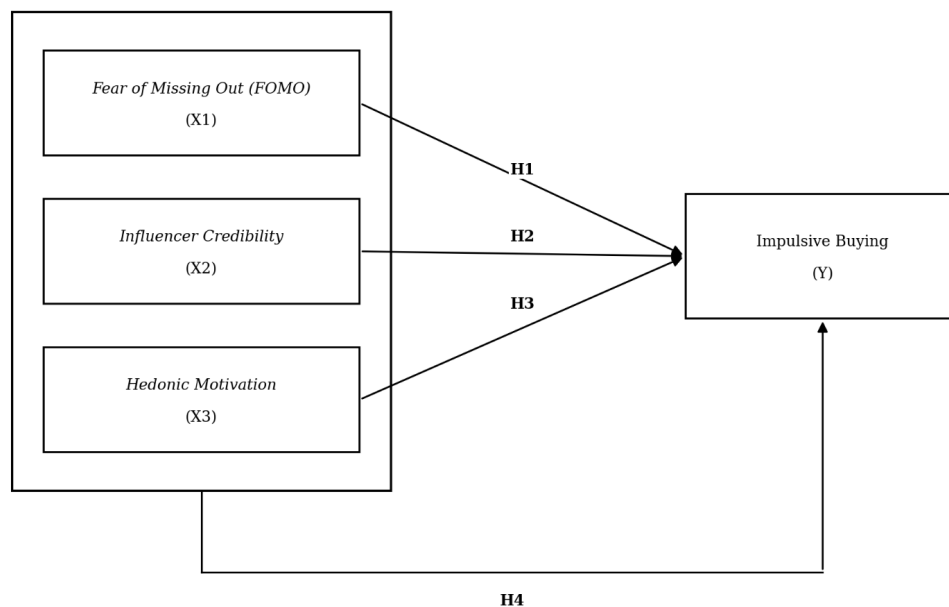
Based on the identified research gap, this study revisits the direct relationships between FoMO, influencer credibility, hedonic motivation, and impulsive buying without incorporating mediating variables. The research is conducted within a new context, namely the purchase of matcha beverages at cafés in Madiun City. The study uses Mehrabian and Russell's (1974) Stimulus-Organism-Response (SOR) Theory, which proposes that FoMO and influencer credibility are external stimuli originating in the TikTok environment. These cues influence customers' psychological states via hedonic motivation, resulting in impulsive purchases. The research also employs customer Behavior Theory (Kotler, Keller, & Chernev, 2025), which highlights the psychological, social, and emotional aspects on customer behavior. Based on the description above, the following possibilities are proposed:

H1: Generation Z TikTok users in Madiun City show a beneficial influence of FoMO on impulsive matcha beverage purchases.

H2: Influencer credibility influences impulsive matcha beverage purchases among Generation Z TikTok users in Madiun City.

H3: Hedonic motivation improves impulsive matcha beverage purchases among Generation Z TikTok users in Madiun City.

H4: FoMO, influencer credibility, and hedonic motivation all impact impulsive matcha beverage purchases among Generation Z TikTok users in Madiun City.



Source: Modified from Hsu & Lin (2020), Widyaningrum & Suwandari (2024), Hasna et al. (2025), Emre & Gusan (2025), and Natadilaga et al. (2026).

Picture 1. Research Conceptual Framework

The purpose of this study is to see how FoMO, influencer credibility, and hedonic motivation impact impulsive matcha beverage purchases among Generation Z TikTok users in Madiun City, both partially and concurrently. The findings of this study are likely to improve theoretical studies on digital consumer behavior, as well as provide practical considerations for café companies when developing TikTok-based marketing strategies and collaborations with influencers.

B. METHOD

To determine the cause-and-effect relationship between the independent and dependent variables, this study employed a quantitative approach using a causal-associative design (Sugiyono, 2022). The study focused on Madiun City's Generation Z, who use TikTok and buy matcha beverages from local cafés.

1. Population and Sample

The study population is made up of Generation Z members aged 18-24 in Madiun City, with an estimated number of 21,629 persons based on BPS (2025) statistics, proportioned according to the research's age parameters. Because the population's specific characteristics (active TikTok users who have purchased matcha) are unknown, non-probability sampling with the purposive sampling method (Sugiyono, 2023) was used, with the following criteria: (1) Generation Z aged 18-24 years, (2) residing in Madiun City, (3) active TikTok users, and (4) having purchased matcha beverages at a Madiun City café.

The sample size was set using the criteria of Hair et al. (2010), which are 5-10 times the number of research indicators. With a total of 15 indicators across four variables (FoMO 4 indicators, influencer credibility 3 indicators, hedonic motivation 4 indicators, and impulsive buying 4 indicators), a sample range of 75–150 respondents was obtained. To improve the reliability of the results, 150 respondents were set as the study sample.

2. Variables and Research Instruments

This research has three independent factors FoMO (X1), influencer credibility (X2), and hedonic motivation (X3) and one dependent variable, impulsive purchase (Y). Data were obtained via an online questionnaire with a Likert scale and indicators adapted from relevant past research. Before usage, the instrument was validated and reliable.

3. Data Analysis Technique

The data were analyzed using multiple linear regression using SPSS, which was preceded by traditional assumption tests (normality, multicollinearity, and heteroscedasticity). The t-test (partial) and F-test (simultaneous) were used to evaluate hypotheses, with a significance level of < 0.05 indicating acceptance. The coefficient of determination (Adjusted

R²) was used to assess how well the independent factors explained the variance in the dependent variable.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

This section gives the demographic information of the respondents to this survey, including age and gender distribution. A total of 150 respondents took part, all of whom satisfied the intended sample requirements. Table 1 shows the whole breakdown.

Table 1. Respondent Characteristics by Age and Gender

Characteristic	Category	Number (persons)	Percentage
Age	18 years	19	12,6%
	19 years	17	11,3%
	20 years	18	11,9%
	21 years	36	23,8%
	22 years	28	18,5%
	23 years	19	13,2%
	24 years	13	8,6%
Gender	Female	116	77,3%
	Male	34	22,7%
Total	—	150	100%

Source: Primary data processed (2026)

Table 1 demonstrates that the majority of the 150 respondents were between the ages of 21 and 22, accounting for 23.8% and 18.5%, respectively. Meanwhile, the smallest proportion came from respondents aged 24 years, representing only 8.6% of the total sample. In terms of gender distribution, the sample was predominantly female, with 116 respondents (77.3%), compared to 34 male respondents (22.7%). This indicates that female consumers formed the majority of TikTok users who had purchased matcha beverages from cafés in Madiun City during the study period. All 150 respondents (100%) fulfilled the established sampling criteria, namely residing in Madiun City, actively using TikTok, and having previously purchased matcha beverages from a café located in Madiun City.

The dominance of female respondents is consistent with the consumption characteristics of green-tea-based beverages, which tend to be more popular among women

due to their attention to health and the functional benefits of the product (Munteanu et al., 2025). Meanwhile, the dominance of the 21–22-year age group is related to their status as generally still pursuing higher education and being highly active users of social media (Wibowo & Ayuningtyas, 2024).

2. Multiple Linear Regression Analysis Results

This section summarizes the findings of a multiple linear regression study conducted to investigate the impact of FoMO, influencer credibility, and hedonic incentive on impulsive purchasing. Table 2 shows the regression coefficients, t-values, and level of significance for each variable.

Table 2. Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	7,578	2,287	–	3,313	0,001
FoMO (X1)	0,309	0,069	0,326	4,486	<0,001
Influencer Credibility (X2)	0,264	0,090	0,224	2,935	0,004
Hedonic Motivation (X3)	0,209	0,068	0,229	3,094	0,002

Source: Primary data processed with SPSS (2026)

Using Table 2, the following regression equation is obtained:

$$Y = 7,578 + 0,309X1 + 0,264X2 + 0,209X3 + e$$

The constant value of 7.578 implies that if all three independent variables (FoMO, influencer credibility, and hedonic motivation) are set to zero, the amount of impulsive purchase remains at 7.578. All three regression coefficients are positive, indicating that increases in FoMO, influencer credibility, and hedonic motivation are each followed by an increase in impulsive buying.

The FoMO variable (X1) has a regression coefficient of 0.309 and a significance value of <0.001 ($p < 0.05$), indicating a positive and substantial impact on impulsive purchase. Holding the other variables constant, every one-unit rise in FoMO corresponds to a 0.309-unit increase in impulsive buying. FoMO, with a standardized Beta of 0.326, had the highest proportional effect on impulsive purchase among the three predictors. The influencer credibility variable (X2) has a regression coefficient of 0.264 with a significance value of 0.004 ($p < 0.05$), demonstrating that influencer credibility has a positive and significant effect on impulsive purchase. The standardized Beta is 0.224.

The hedonic motivation variable (X3) has a regression coefficient of 0.209 with a significance value of 0.002 ($p < 0.05$), demonstrating that hedonic motivation has a positive and significant influence on impulsive purchase. The standardized Beta is 0.229. Overall, because all three significance values are less than 0.05, it can be concluded that FoMO, influencer credibility, and hedonic motivation all have a partial (individual) positive and significant effect on impulsive buying, with FoMO having the most dominant influence based on its standardized Beta coefficient.

3. Coefficient of Determination

This section discusses the coefficient of determination (R^2), which assesses how well the independent factors explain the variation in the dependent variable. The findings are shown in Table 3.

Table 3. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.327	3.45294
a. Predictors: (Constant), Hedonic Motivation, Fear of Missing Out (FOMO), Influencer Credibility				

Source: Primary data processed with SPSS (2026)

The research yielded an Adjusted R Square value of 0.327 (32.7%), showing that FoMO, influencer credibility, and hedonic motivation explain for 32.7% of the variation in impulsive purchasing behavior. The remaining 67.3% might be attributable to factors beyond the research model, such as consumers' financial conditions, peer influence, and current mood. In line with Ozili (2023) and Hair et al. (2019), an R^2 value ranging from 20% to 30% in consumer behavior studies can still be regarded as meaningful and suitable for interpretation.

4. Hypothesis Testing

Hypothesis testing was carried out using the t-test (partial) and F-test (simultaneous). Table 4 shows the F-test (ANOVA) findings, while Table 5 summarizes the results of the four hypothesis tests.

Table 4. F-Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	899,646	3	299,882	25,152	<0,001

Model	Sum of Squares	df	Mean Square	F	Sig.
Residual	1740,728	146	11,923		
Total	2640,373	149			

Source: Primary data processed with SPSS (2026)

Table 4 indicates that the computed F-value is 25.152, with a significance value of <0.001 ($p < 0.05$). The F-value surpasses the F-table value, and the significance threshold is less than 0.05, implying that FoMO, influencer credibility, and hedonic motivation all have a substantial effect on impulsive purchase.

Table 5. Summary of Hypothesis Testing Results

Hypothesis	Test Result	Conclusion
H1: FoMO → Impulsive Buying	$t = 4,486 > 1,976$; Sig. $< 0,001$	Accepted
H2: Influencer Credibility → Impulsive Buying	$t = 2,935 > 1,976$; Sig. $= 0,004$	Accepted
H3: Hedonic Motivation → Impulsive Buying	$t = 3,094 > 1,976$; Sig. $= 0,002$	Accepted
H4: FoMO, Influencer Credibility, Hedonic Motivation (simultaneous)	$F = 25,152$; Sig. $< 0,001$	Accepted

Source: Primary data processed with SPSS (2026)

Table 5 summarizes the findings for all four hypotheses provided in this study. The t-test results show that each independent variable has a partial t-value greater than the t-table value of 1.976, with significance values less than 0.05, confirming that FoMO (H1), influencer credibility (H2), and hedonic motivation (H3) all have a significant positive effect on impulsive buying when tested separately. Furthermore, the F-test results show that these three factors have a substantial simultaneous influence on impulsive purchase (H4), with an F-value of 25.152 and a significance level of less than 0.001. Taken together, these results show that all four hypotheses (H1, H2, H3, and H4) stated in this study are correct.

Effect of FoMO on Impulsive Buying. The t-test results show that FoMO has a positive and significant effect on impulsive buying (H1 accepted). This finding is consistent with Natadilaga et al. (2026), Ulayya et al. (2025), and Hasna et al. (2025), who shown that FoMO enhances Generation Z's inclination to buy impulsively. Continuous exposure to matcha trend content appearing on the TikTok timeline creates psychological pressure in the form of social anxiety, causing consumers to feel the need to buy immediately so as not to be left behind by their social environment.

The Impact of Influencer Credibility on Impulse Buying. Influencer credibility has been shown to have a favorable and significant impact (H2 accepted), consistent with Widyaningrum and Suwandari (2024) and Sanina et al. (2025). Consumers tend to trust influencers perceived as knowledgeable, honest, and appealing, so their recommendations can be accepted directly without a lengthy rational evaluation process, accelerating spontaneous purchasing decisions.

The Impact of Hedonic Motivation on Impulse Buying. Hedonic motivation has a favorable and substantial influence on impulsive purchase (H3 accepted), consistent with Hasna et al. (2025) and Widyaningrum & Suwandari (2024). Aesthetic visual content of matcha and a pleasant café atmosphere evoke a positive emotional response, so the urge to immediately experience pleasure outweighs rational consideration before purchasing.

Simultaneous Effect. All three variables have a considerable influence on impulsive purchasing (H4 accepted), consistent with Hasna et al. (2025) and Pasaribu et al. (2025) who demonstrated the combined effect of psychological and social variables on impulsive behavior. This finding indicates that the pressure to not be left behind by trends (FoMO), trust in influencer recommendations, and the drive to seek pleasure work simultaneously and reinforce one another in shaping the psychological conditions that drive consumers to make spontaneous purchasing decisions.

D. CONCLUSIONS

This study demonstrates that Fear of Missing Out (FoMO), influencer credibility, and hedonic incentive all had a positive and substantial partial effect on impulsive matcha beverage purchases among Generation Z TikTok users in Madiun City, with all three having a significant simultaneous effect. The fear of being left behind by trends, trust in credible influencer figures, and the drive to seek emotional pleasure are proven to be the main drivers of purchasing decisions made without careful consideration. Generation Z's impulsive buying behavior is essentially the result of a combination of psychological, social, and emotional factors formed through the overall TikTok social media ecosystem, consistent with the Stimulus-Organism-Response Theory and Consumer Behavior Theory framework used in this study.

This study has significant limitations, including a geographic focus restricted to Madiun City, the use of a purposive sampling technique that is not fully representative of the

population, a cross-sectional design that only describes conditions at a single point in time, and a model that includes only three independent variables, so other factors such as shopping lifestyle, peer influence, and social media usage intensity are not covered in the model.

E. SUGGESTIONS

Café businesses in Madiun City are advised to actively utilize TikTok as a marketing medium by creating aesthetic and potentially viral content, forming partnerships with credible local influencers, providing attractive photo spots to encourage user-generated content, and implementing limited-time-offer programs to strengthen consumers' FoMO and hedonic impulses.

Future studies may consider adding other variables not yet studied in this model, such as shopping lifestyle, peer influence, positive emotion, and social media usage intensity, either as independent or mediating variables. Future study should also widen the geographic reach and product objects to boost the generalizability of the findings, as well as apply mixed techniques to acquire a better understanding of the psychological mechanisms underlying Generation Z's impulsive purchasing behavior.

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