

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON PURCHASE INTENTION MEDIATED BY CUSTOMER FEAR OF MISSING OUT AT DIKICHI RESTAURANT IN KEDIRI

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Abstract

By examining customers at Dikichi Restaurant in Kediri, this research investigates the extent to which service quality and brand image influence purchase intention, with FOMO serving as a bridge between them. The study applied a quantitative methodology featuring descriptive and causal-comparative research designs. Using the Lemeshow formula alongside a purposive sampling technique, the study gathered a sample consisting of 384 respondents. Information was collected through Likert-scale questionnaires and processed using SmartPLS 4 for path analysis. Findings reveal that service quality and brand image positively and significantly affect purchase intention and FOMO. Additionally, FOMO positively and significantly influences purchase intention, and successfully mediates the impact of service quality and brand image on purchase intention. Based on descriptive evaluation, customer perceptions of service quality and brand image are high. FOMO levels range from moderate to high, whereas purchase intention is reported at an exceptionally high level. Overall, these outcomes imply that maintaining sustainable growth in consumer purchase intention can be achieved by enhancing service quality, strengthening brand identity, and applying digital campaigns that effectively generate FOMO.

Keywords: *Service Quality, Brand Image, FOMO, Purchase Intention, SmartPLS.*

A. INTRODUCTION

The culinary industry has grown rapidly in recent years. This expansion is driven by changing consumer lifestyles, increased mobility, and the widespread use of digital marketing. Keller and Kotler (2022) state that shifting consumer habits require businesses to offer great products and create positive consumption experiences. In Indonesia, the food and beverage sector has become a major contributor to the creative economy, leading to increasingly fierce market competition. Consequently, restaurants are encouraged to improve service quality while strengthening their brand image to attract consumer's purchase intention.

One of the emerging restaurants in Kediri City is Dikichi Restaurant, which adopts a self-service concept supported by a diverse menu, affordable prices, and a strategic location. Customer reviews generally highlight the restaurant's comfortable atmosphere, friendly staff, and food quality. However, some customers have reported inconsistencies in the taste of food and beverages, limited information regarding menu availability, and inefficient queue management. Keller and Kotler (2022) argue that negative service experiences can influence consumers' perceptions of a brand and reduce their intention to make a purchase. Therefore, inconsistent service quality may adversely affect consumer's purchase intention at Dikichi Restaurant.

Conceptually, Parasuraman et al. (1988) characterize service quality through dimensions like reliability, responsiveness, assurance, empathy, and tangibles, viewing it as a company's capability to align with or exceed consumer expectations. Brand image represents consumer perceptions formed via personal experiences and incoming information (Keller & Kotler, 2022). With the fast-paced growth of social media platforms, purchasing behavior is heavily influenced by the FOMO, which Przybylski et al. (2023) describe as a psychological drive to steer clear of missing out on rewarding experiences. Research by Hawkes (2023) indicates that most shoppers read online reviews before buying items. Additionally, Alvita (2025) highlights that digital trends and favorable reviews can stimulate FOMO, which in turn elevates consumer purchase intention. The relationships connecting service quality, brand image, and purchase intention have been consistently shown in earlier research. According to Taqyya and Murwanti (2025), service quality exerts a positive effect on purchase intention. Meanwhile, Alitasi and Hasni (2024) found that brand image substantially boosts consumer purchase intentions. Furthermore, Sampurno et al. (2024) revealed that FOMO mediates the association between brand image and purchasing choices. However, prior investigations have presented conflicting findings about the impact of these variables on purchase intention, demonstrating that further research is required in the restaurant industry, especially at Dikichi Restaurant located in Kediri City.

Drawing on the Theory of Planned Behavior (TPB), which asserts that attitudes, subjective norms, and perceived behavioral control drive behavioral intention, this investigation positions service quality and brand image as antecedents of consumer attitudes, with FOMO serving as a

social driver that strengthens purchase intent. By building upon this theoretical foundation and past empirical results, the study aims to examine the mediating role of FOMO in the relationship between service quality, brand image, and purchase intention among customers of Dikichi Restaurant in Kediri City, leading to the establishment of these hypotheses:

- H1: Service quality has a positive and significant effect on purchase intention.
- H2: Brand image has a positive and significant effect on purchase intention.
- H3: Service quality has a positive and significant effect on FOMO.
- H4: Brand image has a positive and significant effect on FOMO.
- H5: FOMO has a positive and significant effect on purchase intention.
- H6: FOMO mediates the positive and significant relationship between service quality and purchase intention.
- H7: FOMO mediates the positive and significant relationship between brand image and purchase intention.

B. METHOD

A quantitative approach utilizing descriptive and causal-comparative designs was applied in this research to investigate how service quality and brand image impact purchase intention through the mediation of FOMO. Quantitative methods allow researchers to test hypotheses objectively and evaluate causal connections between variables via statistical analysis (Jaya, 2020; Sugiyono, 2023). The study was conducted at Dikichi Restaurant, Kediri, East Java, during April–May 2026. The population consisted of customers who had previously purchased or consumed products at the restaurant. Due to an unknown population size, researchers applied the Lemeshow formula to determine the sample size, leading to 384 respondents selected through purposive sampling techniques. The criteria required respondents to be 17 years old or older and to have visited and purchased from Dikichi Restaurant at least once.

Primary data gathered through an online questionnaire administered via Google Forms served as the basis for data collection. The survey instrument measured service quality, brand

image, FOMO, and purchase intention using indicators adapted from previous studies on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). To guarantee measurement precision and consistency before evaluating the hypotheses, the instrument underwent validation via Product Moment analysis alongside reliability testing through Cronbach's Alpha (Ghozali, 2021).

To analyze the dataset, the study implemented SmartPLS 4 via Partial Least Squares Structural Equation Modeling (PLS-SEM). Measurement of the outer model involved analyzing factor loadings, Average Variance Extracted (AVE), discriminant validity, and Composite Reliability, whereas evaluation of the inner model relied on the coefficient of determination (R^2), effect size (f^2), and bootstrapping procedures (Hair et al., 2018). A hypothesis achieved acceptance if the computed t-statistic surpassed 1.96 alongside a p-value under 0.05, indicating significant statistical relationships among the variables.

C. RESULTS AND DISCUSSIONS

Outer Model

The measurement model was assessed to verify the validity and reliability of the latent variables, comprising Service Quality (X1), Brand Image (X2), FOMO (Z), and Purchase Intention (Y). Checking convergent validity, discriminant validity, and internal consistency reliability took place before the structural model analysis was carried out.

Table 1. Outer Loading Results for Convergent Validity Testing

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
X1.1	0.827			
X1.2	0.795			
X1.3	0.786			
X1.4	0.801			

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
X1.5	0.805			
X1.6	0.810			
X1.7	0.789			
X1.8	0.790			
X1.9	0.784			
X1.10	0.794			
X1.11	0.797			
X1.12	0.794			
X2.1		0.828		
X2.2		0.841		
X2.3		0.821		
X2.4		0.830		
X2.5		0.839		
X2.6		0.847		
Y.1			0.798	
Y.2			0.821	
Y.3			0.804	
Y.4			0.787	
Y.5			0.797	
Y.6			0.789	

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
Y.7			0.802	
Y.8			0.794	
Y.9			0.829	
Z.1				0.760
Z.2				0.760
Z.3				0.770
Z.4				0.757
Z.5				0.760
Z.6				0.784
Z.7				0.744
Z.8				0.781
Z.9				0.766
Mean	0.798	0.834	0.802	0.765

Source: Processed Primary Data (2026)

Table 1 presents the outer loading outcomes for all measurement items. Results indicate that all indicators surpassed the standard minimum value of 0.70, spanning from 0.744 to 0.847. According to Hair et al. (2018), indicator loadings greater than 0.70 show that each item provides an adequate representation of its corresponding construct. Among the constructs, Brand Image demonstrated the highest indicator loadings, whereas FOMO showed the lowest values. Nevertheless, all indicators satisfied the minimum acceptable criterion and were therefore retained for subsequent analysis.

Table 2. Convergent Validity and Internal Consistency Reliability Outcomes

Variable	AVE	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0.636	0.948	0.955
Brand Image (X2)	0.696	0.913	0.932
Purchase Intention (Y)	0.644	0.931	0.942
FOMO (Z)	0.585	0.911	0.927
Mean	0.640	0.926	0.939

Source: Processed Primary Data (2026)

Table 2 presents the AVE metrics used to confirm convergent validity, alongside Cronbach's Alpha and Composite Reliability figures applied to measure construct reliability. Every construct achieved AVE values exceeding 0.50, falling between 0.585 and 0.696, which demonstrates that each construct captures more than half of its indicator variance. Furthermore, Cronbach's Alpha scores spanned from 0.911 to 0.948, and Composite Reliability metrics stretched from 0.927 to 0.955, comfortably surpassing the recommended 0.70 benchmark (Hair et al., 2018). Ultimately, these outcomes confirm that the constructs exhibit satisfactory convergent validity and robust internal consistency.

Table 3. Cross-Loading Evaluation for Discriminant Validity

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
X1.1	0.827	0.129	0.463	0.525
X1.2	0.805	0.145	0.397	0.478
X1.3	0.810	0.112	0.435	0.469
X1.4	0.789	0.136	0.449	0.480
X1.5	0.790	0.137	0.451	0.510
X1.6	0.784	0.158	0.418	0.469

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
X1.7	0.794	0.166	0.428	0.500
X1.8	0.797	0.173	0.439	0.489
X1.9	0.794	0.125	0.409	0.482
X1.10	0.795	0.152	0.449	0.520
X1.11	0.786	0.167	0.409	0.523
X1.12	0.801	0.173	0.450	0.495
X2.1	0.124	0.828	0.538	0.447
X2.2	0.133	0.841	0.534	0.456
X2.3	0.141	0.821	0.532	0.440
X2.4	0.189	0.830	0.529	0.466
X2.5	0.169	0.839	0.541	0.461
X2.6	0.169	0.847	0.576	0.491
Y.1	0.417	0.550	0.798	0.606
Y.2	0.409	0.539	0.821	0.554
Y.3	0.444	0.511	0.804	0.603
Y.4	0.453	0.510	0.787	0.578
Y.5	0.439	0.472	0.797	0.581
Y.6	0.433	0.477	0.789	0.564
Y.7	0.463	0.555	0.802	0.595
Y.8	0.399	0.496	0.794	0.591

Indicator	Service Quality (X1)	Brand Image (X2)	Purchase Intention (Y)	FOMO (Z)
Y.9	0.465	0.571	0.829	0.606
Z.1	0.486	0.401	0.534	0.760
Z.2	0.439	0.436	0.571	0.760
Z.3	0.485	0.443	0.607	0.770
Z.4	0.445	0.416	0.565	0.757
Z.5	0.485	0.373	0.557	0.760
Z.6	0.490	0.420	0.546	0.784
Z.7	0.461	0.393	0.508	0.744
Z.8	0.519	0.402	0.570	0.781
Z.9	0.465	0.506	0.572	0.766
Mean	0.519	0.424	0.575	0.579

Source: Processed Primary Data (2026)

The cross-loading evaluations for all indicators are displayed in Table 3. Each indicator recorded a greater loading on its intended construct than on any other, confirming that all items are empirically separate and accurately represent their designated latent constructs. Therefore, the cross-loading criterion for discriminant validity was successfully fulfilled.

Table 4. Discriminant Validity Findings Using the Fornell-Larcker Criterion

Variable	Service Quality	Brand Image	Purchase Intention	FOMO
Service Quality	0.798			
Brand Image	0.185	0.834		

Variable	Service Quality	Brand Image	Purchase Intention	FOMO
Purchase Intention	0.544	0.650	0.802	
FOMO	0.621	0.552	0.732	0.765

Source: Processed Primary Data (2026)

The evaluation of discriminant validity using the Fornell–Larcker criterion appears in Table 4. Across all constructs, the square root of the AVE surpassed the inter-construct correlations, thereby verifying that each latent variable remains empirically distinct. Such evidence proves that the measurement model satisfies discriminant validity criteria, ensuring the constructs accurately measure separate theoretical dimensions.

Briefly stated, the measurement model achieved acceptable psychometric standards. All indicators successfully fulfilled the criteria for outer loading, AVE, Cronbach's Alpha, Composite Reliability, cross-loading, and the Fornell-Larcker approach. Therefore, the measurement model was established as valid and reliable, clearing the path for the evaluation of the structural model.

Inner Model

The structural model assessment investigated the pathways connecting Service Quality (X1) and Brand Image (X2) as independent constructs, FOMO (Z) as an intervening variable, and Purchase Intention (Y) as the dependent outcome. By relying on R^2 and f^2 , the researchers measured the model's ability to explain variance. Such indicators made it possible to ascertain how well the framework clarifies the endogenous variables while identifying the relative weight carried by each predictor in the structural layout.

Table 5. Evaluation of R-Square Values in the Inner Model

Variable	R-Square
FOMO	0.659
Purchase Intention	0.584

Source: Processed Primary Data (2026)

Data presented in Table 5 indicate that the R^2 metric for FOMO hits 0.659, demonstrating that Service Quality and Brand Image collectively account for 65.9% of the variance in FOMO, whereas external factors outside this study's scope drive the remaining 34.1%. Likewise, the R^2 score for Purchase Intention settles at 0.584, showing that Service Quality, Brand Image, and FOMO jointly explain 58.4% of its variance. Based on standards from Hair et al. (2018), such values point to a moderate to high level of explanatory capacity, confirming that the structural model adequately clarifies the dependent constructs.

Table 6. Inner Model Test Results Based on F-Square Values

Relationship	F-Square
Brand Image → FOMO	0.474
Brand Image → Purchase Intention	0.323
FOMO → Purchase Intention	0.149
Service Quality → FOMO	0.670
Service Quality → Purchase Intention	0.106

Source: Processed Primary Data (2026)

As detailed in Table 6, Service Quality and Brand Image exhibit substantial effect sizes on FOMO, recording f^2 figures of 0.670 and 0.474, respectively. The impact of Brand Image on Purchase Intention reaches a moderate level ($f^2 = 0.323$), while the influences of FOMO ($f^2 = 0.149$) and Service Quality ($f^2 = 0.106$) on purchase intent stay relatively smaller. Such results highlight that Service Quality and Brand Image serve a stronger function in accounting for variance in FOMO compared to directly shaping Purchase Intention.

Hypothesis Testing

The study utilized the PLS-SEM bootstrapping technique to evaluate the hypotheses and measure the significance of both direct and indirect links among the constructs. To assess these relationships, the researchers examined the original sample path coefficients, t-statistics, and p-values. A hypothesis achieved validation if the analysis produced a t-statistic higher than 1.96

alongside a p-value under 0.05, which points to a statistically significant connection (Hair et al., 2018).

Table 7. Hypothesis Evaluation Findings

Hypothesis	Relationship	Original Sample (O)	T-Value	P-Value	Decision
H1	$X1 \rightarrow Y$	0.250	6.571	<0.001	Supported
H2	$X2 \rightarrow Y$	0.538	18.087	<0.001	Supported
H3	$X1 \rightarrow Z$	0.410	12.739	<0.001	Supported
H4	$X2 \rightarrow Z$	0.452	14.152	<0.001	Supported
H5	$Z \rightarrow Y$	0.350	7.867	<0.001	Supported
H6	$X1 \rightarrow Z \rightarrow Y$	0.284	10.731	<0.001	Supported
H7	$X2 \rightarrow Z \rightarrow Y$	0.318	9.271	<0.001	Supported

Source: Processed Primary Data (2026)

Table 7 reveals that all proposed hypotheses were validated, as each relationship generated a t-statistic higher than 1.96 and a p-value less than 0.05. Within the direct paths, Brand Image showed the greatest positive effect on Purchase Intention ($\beta = 0.538$, $t = 18.087$), trailed by Brand Image on FOMO ($\beta = 0.452$, $t = 14.152$), Service Quality on FOMO ($\beta = 0.410$, $t = 12.739$), FOMO on Purchase Intention ($\beta = 0.350$, $t = 7.867$), and Service Quality on Purchase Intention ($\beta = 0.250$, $t = 6.571$). Such results prove that both Service Quality and Brand Image contribute favorably to boosting Purchase Intention, whether directly or via the mediation of consumer FOMO.

In addition, the mediation test verified that FOMO plays a significant mediating role in the connections linking Service Quality to Purchase Intention ($\beta = 0.284$, $t = 10.731$) and Brand Image to Purchase Intention ($\beta = 0.318$, $t = 9.271$). Because both indirect pathways reached statistical significance, hypotheses H6 and H7 were validated, showing that FOMO functions as a key mediating bridge that allows Service Quality and Brand Image to boost consumer purchase intent at Dikichi Restaurant, Kediri.

D. CONCLUSIONS

This study concludes that service quality and brand image positively influence consumer's purchase intention at Dikichi Restaurant in Kediri, indicating that better service performance and a stronger brand image encourage consumers to make purchasing decisions. The outcomes further indicate a positive relationship between service quality, brand image, and consumer FOMO, suggesting that favorable service interactions and a strong brand profile heighten the motivation to keep up with trending consumption experiences. In addition, FOMO exerts a positive influence on purchase intention while functioning as a mediating mechanism that strengthens the link between the independent variables and purchase intent. Such findings underscore the significance of merging marketing and psychological perspectives in consumer behavior studies. However, because this investigation is restricted to Dikichi Restaurant customers in Kediri and evaluates only service quality, brand image, FOMO, and purchase intention, future research should incorporate wider settings and additional constructs like electronic word of mouth, social media marketing, customer satisfaction, trust, or perceived value to yield deeper insights into consumer decision-making.

E. SUGGESTIONS

Based on the findings, Dikichi Restaurant is encouraged to strengthen its digital marketing strategies by maintaining consistent service quality, reinforcing its brand image, and creating engaging social media content that stimulates consumer's FOMO. Future studies are encouraged to validate this model in different business contexts and explore alternative consumer behavior frameworks to enrich the understanding of purchase intention.

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