

Social Media Marketing and Social Influence on Purchase Intention: The Mediating Effect of Fear of Missing Out Among Mie Gacoan Consumers

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Abstract

The fear of missing out (FoMO) is taken into consideration as a mediating element in this study, which examines how purchase intentions are impacted by social media marketing and social influence of Generation Z customers of Mie Gacoan. 150 participants were determined using purposive sampling from an online survey conducted as part of a quantitative technique utilizing Google Forms. Partial Least Squares Structural Equation Modeling with SmartPLS 4 software was used to analyze the dataset after constructs were evaluated using a five-point Likert scale, thereby emphasizing the innovative methodological approach applied in this study. The findings demonstrate that social media marketing and social influence have a significant and positive impact on both FoMO and purchase intention. Furthermore, FoMO strengthens the relationship between these two factors and purchase intention by serving as a critical mediator in consumer decision-making. By demonstrating the mediating role of FoMO, these findings reinforce the theoretical viewpoint on digital consumer behavior and offer Mie Gacoan and similar food businesses useful insights for creating more effective and long-lasting social media marketing strategies. In addition, by situating the study within the rapidly growing food industry exemplified by Mie Gacoan, the research underscores its contemporary relevance and practical significance.

Keywords:

Purchase Intention; Social Media Marketing; Social Influence; FoMO; Consumer Behaviour.

1. INTRODUCTION

Information and communication technology has advanced so quickly that it has drastically changed consumer behavior, especially among Generation Z, who make up the majority of social media users (Pratiwi & Adriyani, 2026). With an annual growth rate of 26%, Indonesia has about 180 million social media users, or 62.9% of the nation's total population. This high level of digital engagement is demonstrated by the fact that three out of five Indonesians utilize social media platforms as their primary resource of brand information or details, and roughly 37.3% find new businesses directly through social media marketing (We Are Social, 2025). The adoption of digital marketing has been proven to expand market reach and substantially increase the number of customers (Saputra & Murhadi, 2023). In the food industry, where visual appeal and quick information distribution are crucial. Since that time, marketing through social media evolved to be one of the most widespread and effective marketing methods. It is no longer regarded merely as an optional promotional tool; for food brands, it has become a core strategy for expanding market presence and establishing seamless connections with customers regardless of geographical boundaries (Saputra et al., 2024). Social media advertising, in particular, has proven effective in reaching wide audiences quickly while facilitating interactive consumer engagement (Oktaviana et al., 2023). According to recent study, social media marketing supports psychological mechanisms like the fear of missing out in addition to increasing consumer engagement. Habib & Almamy (2026) shows that FoMO plays an important mediating role between purchase intention and social

media marketing. This implies that digital tactics that emphasize exclusivity and time-limited deals can instill a sense of psychological urgency in customers, encouraging them to make purchases more quickly. The growing popularity of extremely spicy food in Indonesia illustrates how digital trends can translate into substantial business opportunities. Mie Gacoan represents one of the most prominent examples, having expanded to more than 200 outlets by the end of 2025 (Mie Gacoan, 2025). This expansion has been driven not only by viral content on platforms such as TikTok and Instagram, but also by the long customer queues that have come to symbolize social influence and the psychological effect of FoMO among young consumers. While much of the global literature concentrates on areas beyond the culinary sector, like fashion and tourism (Alvita, 2025; Suguna & Sreenivas, 2026), the focus on the food industry is still constrained. The case of Mie Gacoan illustrates how FoMO may play a significant role in influencing customer behaviour in the culinary setting, making this sector especially pertinent to the advancement of research in digital marketing. The field of buyer behavior research is growing in the digital age; purchase intention is seen as a key concept and a trustworthy indicator of real purchasing behavior. Purchase intention is defined by Kotler & Keller (2016) as consumers' readiness to purchase a product, shaped by their past experiences, preferences, and evaluations of a particular brand. Ajzen's (1991) theory of planned behavior, which contends that attitudes toward the conduct, perceived behavioral control, and subjective norms. All of which are strongly related to the social environment, all impact purchase intention, lends credence to this argument. Purchase intention is further categorized by Ferdinand (2006, as cited in Hanjani & Widodo, 2019) into four dimensions, namely transactional, referential, preferential, and exploratory intention. Peer dynamics, electronic word-of-mouth marketing, and social capital bonds significantly influence the purchasing decisions of Generation Z, according to Kamble & Maheshwari (2026) and Theocharis (2025). Normative pressure in digital environments, which pushes people to follow group trends, reinforces the relationship between social influence, FoMO, and purchase intention. Social media marketing acts as an interactive stimulus that influences consumers' purchasing intentions and accelerates content dissemination through entertainment, interaction, trend awareness, personalisation and digital word-of-mouth. (Wijaya et al., 2021). Apart from digital marketing incentives, people's views and behavioral choices are greatly influenced by social influence, which includes family, social roles, reference groups, and social status (Ahmed et al., 2018, as cited in Munawwaroh et al., 2025). This influence tends to be particularly pronounced in collectivist societies, where individuals are more inclined to align their behavior with group norms in order to gain social acceptance. FoMO, a psychological condition marked by anxiety brought on by the fear of missing out on pleasurable experiences shared by others on social media, might be triggered by such an attitude (Przybylski et al., 2013). FoMO is further characterized by persistent concern regarding others' activities and a continuous desire to remain updated on the latest information and online experiences (Good & Hyman, 2020). FoMO amplifies the effects of influencer marketing and exclusive digital trends on purchase intentions, according to recent systematic evaluations (Alvita, 2025; Suguna & Sreenivas, 2026). This suggests that FoMO is a strategic element that marketers may use to increase the efficacy of digital campaigns rather than just a psychological occurrence.

Numerous empirical studies have looked at the connections among these constructs within contemporary marketing management literature. Several studies have found that social media marketing strategies emphasizing exclusive trends effectively heighten FoMO by fostering a strong sense of urgency among consumers (Kurniawati & Umam, 2025; Yusa et al., 2025). Similarly, normative pressure arising from social influence has been found to intensify FoMO through heightened social comparison processes (Widjaya et al., 2024). Social media marketing conducted through influencers has also been shown to accelerate the dissemination of information; this continuous exposure, from a psychological standpoint, reinforces social influence and compels consumers to conform to prevailing trends in order to avoid missing out, thereby activating FoMO and ultimately strengthening purchase intention (Setiana & Saputra, 2025). Higher levels of FoMO have consistently been associated with stronger purchase intention, as consumers seek to avoid exclusion from ongoing social and consumption trends (Kurniadi et al., 2024; Septia & Surianto, 2024). Pal & Milfelner (2026) further confirms that FoMO-driven digital urgency consistently strengthens purchase intention across industries, reinforcing its role as a global marketing strategy. Aresti et al (2026) provide further evidence from social commerce platforms, showing that FoMO and digital content marketing jointly drive impulse buying behavior, reinforcing the mediating role of FoMO in strengthening purchase intention. Beyond their mediating role, both social media marketing and social influence have also been shown to exert significant direct effects on consumers' purchase intention (Firdausa et al. 2026; Ramdani et al. 2025).

There is still a significant gap in the body of current literature notwithstanding these findings. Much of the prior research has only partially examined these relationships or has concentrated on non-culinary sectors, such as skincare products and tourism, with limited attention given to the Mie Gacoan brand. This restriction is supported by systematic evaluations by Alvita (2025) and Suguna & Sreenivas (2026), which mostly concentrate on fashion, cosmetics, and tourism, leaving the food industry understudied.

There is still a lack of literature on the mediation role of FoMO in the field of spicy noodle restaurants, particularly with regard to Mie Gacoan. This discrepancy highlights the need for additional empirical research on how social media marketing and social influence impact consumers' intentions to actually make purchases in this specific industrial environment.

The focus of this study is to measure the impact of social media marketing and social influence on purchase intention among Indonesian Generation Z consumers of Mie Gacoan, using FoMO as a mediating variable. Three research questions guide this investigation: (1) To what extent do social media marketing and social influence influence FoMO? (2) How does FoMO influence purchase intention? and (3) Does FoMO serve as a bridge throughout social media marketing and social influence to purchase intention?

By addressing these questions, this study is expected to contribute meaningfully to management science, particularly within the areas of digital marketing strategy and information technology, by deepening the understanding of how consumers' psychological processes can be incorporated into real-time digital marketing models. In practical terms, the findings should give managers insightful information for assessing and refining more successful digital marketing tactics. This article's next sections are organised accordingly: the research methodology is covered in the next section, which is followed by the study's findings, analysis, and conclusion.

2. RESEARCH METHOD

2.1. Research Design

This study concentrated at the independent aspects of social influence and social media marketing's impact on purchase intention, the dependent variable, with FoMO serving as a mediator. It adopted an explanatory design and a quantitative methodology, concentrating on Mie Gacoan customers. An internet-based survey using a structured questionnaire and Google Forms was the primary means of reaching out to Mie Gacoan's clientel. The study's target population was Mie Gacoan's Generation Z Indonesian clientele. Three criteria were utilized to identify participants using purposeful sampling: they had to be between the ages of 17 and 29, actively use social media, and have seen Mie Gacoan's promotional content on these sites. A total of 150 valid replies were received, falling within Roscoe's recommended ideal sample size of 30 to 500 participants (as stated in Sugiyono, 2013).

2.2. Variable Measurement and Operationalization

A structured questionnaire with measurement indications for each construct operated as the study's research tool, as will be discussed in greater detail below. A Likert scale with five points, was used to measure each characteristic, by means of 1 representing "strongly disagree" and 5 representing "strongly agree."

Table 1. Variable Measurement and Operationalization Items

Variable	Indicator	Source
Purchase Intention (Y)	1. Transactional intention 2. Referential intention 3. Preferential intention 4. Exploratory intention.	Hanjani & Widodo (2019)
Social Media Marketing (X1)	1. Entertainment 2. Interaction 3. Trendiness 4. Customization 5. E-word of mouth.	Wijaya et al (2021)
Social Influence (X2)	1. Reference group 2. Family 3. Role and status.	Munawwaroh et al (2025)
Fear of Missing Out (M)	1. Fear of missing out on others' experiences 2. Anxiety about not being able to participate 3. Anxiety about not knowing others' activities 4. Feeling bothered when missing opportunities. 5. A constant desire to stay updated	Przybylski et al (2013)

2.3. Analysis Method

Variance-based structural equation modeling or PLS-SEM, was used to evaluate the empirical data in two stages, with SmartPLS 4 serving as the primary software. The measurement model, also known as the outer model, was evaluated in the first step to determine the research instrument's quality. Cronbach's Alpha and Composite Reliability were used to verify reliability, whereas indicator loadings and Average Variance Extracted were used to assess convergent validity. Two complimentary techniques, the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio, were used to further test discriminant validity.

After verifying the outer model's applicability, the structural model, also known as the inner model, was examined in the second stage to investigate both direct and indirect interactions among the constructs. The significance of the path coefficients, t-statistics, and p-values with a threshold below 0.05 was assessed using bootstrapping with 5.000 subsamples. The coefficient of determination, or R squared, was also used to evaluate the structural model's capacity for explanation.

3. RESULTS AND DISCUSSION

3.1. Features of Respondent

The demographic features of the 150 survey participants were compiled using a descriptive statistical analysis. Table 2 displays the respondents' demographic profiles.

Table 2. Respondents' Demographic Features

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	50	33.33%
	Women	100	66.67%
Age	17-19	10	6.67%
	20-23	98	65.33%
	24-29	42	28.00%
Status	Student	94	62.67%
	Employees	43	28.67%
	Entrepreneur	7	4.67%
	Housewives	2	1.33%
	Others	4	2.67%
Educational Background	High School	99	66.00%
	Diploma	10	6.67%
	Bachelor	40	26.67%
	Master's	1	0.67%
Province	Jawa Tengah	76	50.7%
	Jawa Barat	25	16.7%
	Jawa Timur	15	10.0%
	DKI Jakarta	13	8.70%
	Banten	9	6.00%
	Other (Sumatera, Kalimantan, Sulawesi, DIY, etc)	12	8.00%
Average income or allowance per month	< Rp 1 million	62	41.33%
	Rp 1 million - Rp 3 million	7	4.67%
	Rp 3 million - Rp 5 million	40	26.67%
	Rp 5 million - Rp 7 million	29	19.33%
	≥ Rp 7 million	12	8.00%

Source: Primary Data, results of the Mie Gacoan Consumer Survey (2026)

Table 2 presents the demographic attributes of the 150 participants. There was a greater representation of women in this study, as evidenced by the fact that female individuals made up 66.67% of the sample as opposed to 33.33% of male participants. With respect to age, respondents between 20 and 23 years old constituted the largest group (65.33%), followed by the 24-29 bracket (28.00%) and the 17-19 category (6.67%), pointing to a predominantly young adult sample.

With regard to occupation, students represented the majority of participants (62.67%), a proportion consistent with the sample's generally youthful composition. Employees accounted for the next largest share (28.67%), while entrepreneurs (4.67%), homemakers (1.33%), and individuals in other occupations (2.67%) made up smaller proportions, reflecting a modest degree of occupational diversity within the sample. A comparable pattern was observed for educational attainment, with 66.00% of respondents having completed senior high school or vocational high school, 26.00% holding a bachelor's or applied bachelor's degree, 6.67% possessing a diploma, and only 0.67% holding a master's degree, further confirming the sample's skew toward younger consumers.

With respect to geographic distribution, the largest proportion of respondents resided in Central Java (50.67%), followed by West Java (10.00%), Banten (9.33%), East Java (8.67%), DKI Jakarta (6.67%), and other provinces outside Java (8.00%). Although concentrated primarily in Central Java, this distribution nonetheless reflects a degree of national representation.

With regard to monthly income or allowance, the largest proportion of respondents reported earning less than IDR 1 million (41.33%), followed by those in the range of IDR 1–3 million (32.67%), IDR 3–5 million

(19.33%), IDR 5–7 million (6.00%), and more than IDR 7 million (0.67%). These findings indicate that the majority of participants belonged to the lower- to middle-income categories.

Collectively, the typical respondent profile consists of a female student aged 20–23 years, educated to the senior high school or vocational high school level, residing in Central Java, with a salary or allowance each month below IDR 3.000.000. This profile suggests that the sample predominantly reflects younger food-market consumers with reasonably solid educational backgrounds and moderate purchasing power, characteristics considered well-suited to examining how social media marketing, social influence, and FoMO shape purchase intention.

3.2. Outer Model

The outer model or measurement model was tested to make sure that all measurement indicators satisfied the necessary requirements for validity and reliability earlier than testing the hypotheses.

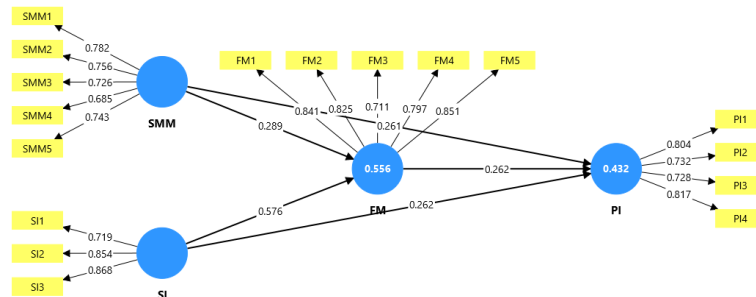


Figure 1. SEM-PLS Output

3.2.1. Convergent Validity and Construct Reliability

The Average Variance Extracted was applied to evaluate convergent validity, with a minimum acceptable value of 0.50. All at once, indicator loadings were expected to exceed the threshold of 0.70 to ensure that each construct was adequately represented. The reliability of the constructs or item was assessed using Cronbach's Alpha also Composite Reliability, both meeting the recommended minimum criterion of 0.70 (Hair et al., 2022). Table 3 summarizes the results obtained from the validity and reliability testing of the model.

Table 3. Convergent Validity and Reliability Statistics

Indicators	Outer Loading	Cronbach Alpha (α)	Composite Reliability	AVE
SMM1	0.782	0.793	0.857	0.546
SMM2	0.756			
SMM3	0.726			
SMM4	0.685			
SMM5	0.743			
SI1	0.719	0.755	0.856	0.667
SI2	0.854			
SI3	0.868			
FM1	0.841			
FM2	0.825	0.865	0.903	0.651
FM3	0.711			
FM4	0.797			
FM5	0.851			
PI1	0.804	0.772	0.854	0.595
PI2	0.732			
PI3	0.728			
PI4	0.817			

Source: Primary data that researchers processed with SmartPLS 4 (2026)

As presented in Table 3, Most measurement indicators recorded loadings over the advised limit of 0.70, with SMM4 having a value of 0.685 as the only exceptions. Hair et al. (2022) outlined how indicators with loadings ranging from 0.40 to 0.70 can still be retained when their constructs achieve an AVE surpassing 0.50 and a Composite Reliability higher than 0.70 was considered acceptable. All constructs in this study satisfied these reliability and validity requirements; therefore, SMM4 were preserved. Based on these results, the measurement tool is regarded as legitimate and trustworthy, making it appropriate for additional structural model investigation.

3.2.2. Discriminant Validity

Discriminant validity was examined through the Fornell–Larcker method, which requires that each construct's correlations with others remain below the square root of its AVE. The diagonal of the matrix presents these AVE square roots in bold for clarity (Hair et al., 2022).

Table 4. Fornell-Larcker Result				
Constructs	SMM	SI	PI	FoMO
SMM	0.739	0.423	0.511	0.532
SI		0.817	0.555	0.698
PI			0.771	0.584
FoMO				0.807

Source: Primary data that researchers processed with SmartPLS 4 (2026)

Table 4 confirms that each latent construct in this study satisfies the required standards for discriminant validity. Cross-loadings were also examined alongside the Fornell-Larcker criterion, revealing that, in comparison to other constructions, each indicator showed the largest loading on its assigned construct, thereby providing early indications of adequate discriminant validity. To further strengthen this evaluation, the Heterotrait-Monotrait ratio (HTMT) was employed, given its recognized precision in identifying potential issues related to discriminant validity and construct misestimation (Hair et al., 2022).

Table 5. HTMT Result				
	FM	PI	SI	SMM
FM				
PI	0.711			
SI	0.824	0.705		
SMM	0.633	0.642	0.530	

Source: Primary data that researchers processed with SmartPLS 4 (2026)

Table 5 shows that every construct's HTMT value stayed below the cautious cutoff of 0.90, with the greatest value, observed between social influence and FoMO (0.824). These results provide further confirmation that the measurement model exhibits acceptable discriminant validity, with no indication of significant construct overlap.

3.3. Inner Model and Hypothesis Test

3.3.1. Inner Model

The Variance Inflation Factor was investigated to identify possible multicollinearity among predictor constructs prior to assessing the inner model. Since every VIF value in the structural model was below the cautious threshold of < 3.00, multicollinearity was not an issue.

The model's prediction ability was then evaluated using the coefficient of determination. FoMO's adjusted R squared value was 0.550, meaning that social influence and social media marketing jointly accounted for 55% of its variance. In the meantime, the model explained 42 percent of the variability in consumers' buy intentions, with the remaining 3 percent attributable to factors outside the suggested framework, according to the modified R squared for purchase intention, which reached 0.420.

The effect size of each construct was determined in accordance with Hair et al. (2022) standards in order to further evaluate predictive significance. According to the analysis, purchase intention was only slightly impacted by FoMO (0.054) and social media marketing (0.154), but social influence had the greatest effect on purchase intention (0.613). On the other hand, social media marketing had a modest effect size for FoMO (0.085), while social influence showed the lowest effect size for FoMO (0.061).

3.3.2. Hypothesis Testing Results (Direct & Indirect Effects)

The hypothesis testing was performed using a two-tailed test at a 5% significance level. When the p-value was less than 0.05 or the t-statistic was more than 1.96, the hypothesis was deemed supported. Table 6 provides a summary of the analysis's findings.

Table 6. Direct and Indirect Hypothesis Testing Summary					
Hypotesis	Path Relationship	Original Sample (β)	T-Statistics	P-Values	Decisions
Direct Effect					
H1	SMM → FoMO	0.289	3.963	0.000	supported
H2	SI → FoMO	0.576	9.050	0.000	supported
H3	FoMO → PI	0.262	2.261	0.024	supported
H4	SMM → PI	0.261	2.276	0.023	supported
H5	SI → PI	0.262	2.214	0.027	supported
Indirect Effect					

H6	SMM → FoMO → PI	0.076	2.000	0.046	supported
H7	SI → FoMO → PI	0.151	2.127	0.033	supported

Source: Primary data processed by researchers using SmartPLS 4, (2026)

3.4. Discussion

3.4.1. H1: Social media marketing has a positive and significant effect on Fear of Missing Out

The analysis supports H1 by demonstrating the substantial impact of social media marketing on FoMO. This relationship's strength and significance are confirmed by the statistical results, with a beta value of 0.289, a t-statistic of 3.963, and a p-value < 0.000. The respondent profile, dominated by female students aged 20-23, offers a plausible explanation for this result. As active social media users who regularly follow culinary trends, these young consumers tend to respond readily to promotional content that emphasizes exclusivity, novelty, and trending products. Given their relatively limited purchasing power, they appear particularly responsive to marketing messages that instill a feeling of urgency and encourage immediate purchases.

From a managerial standpoint, Mie Gacoan should continue strengthening digital marketing strategies that generate this kind of psychological urgency, such as promoting limited-time menu items, running special campaigns, or producing trending social media content that encourages customers to try products before they run out or lose popularity. Strategies of this nature are likely to reinforce consumers' FoMO and deepen their engagement with the brand.

The results are consistent with the findings of previous studies conducted by Yusa et al. (2025) and Firdausa et al. (2026), both of which reported a positive relationship between social media marketing and FoMO, a pattern also reported by Kurniawati & Umam (2025); Noer et al. (2024); Widjaya et al. (2024). Additionally, this is consistent with empirical findings from throughout the world, such as that shown by Dinh & Lee (2024), who showed that marketing efforts on social media platforms greatly increase consumers' fear of missing out by intensifying their needs for self-presentation and social comparison. When considered collectively, this body of data suggests that digital marketing tactics significantly contribute to the development of FOMO in young consumers, a finding that the current study confirms.

3.4.2. H2: Social influence has a positive and significant effect on Fear of Missing Out

These findings confirm H2, demonstrating that social influence exerts a favorable and substantial impact on FoMO. This is evidenced by a path coefficient of $\beta = 0.576$, supported by a t-statistic of 9.050 and a p-value below 0.000, all of which strongly validate the significance of this relationship. This coefficient of path substantially exceeds that of social media marketing, indicating that social influence functions as the more dominant driver of FoMO within this sample. Given that most respondents were university students embedded in dense social networks, this pattern is not unexpected. Recommendations from friends, campus community dynamics, and shared consumption habits among peers likely intensify the fear of being left out, thereby contributing to higher levels of FoMO.

These results carry a clear managerial implication for Mie Gacoan, namely the importance of strengthening ties with campus communities and peer networks, since these social circles serve as powerful channels for activating consumers' psychological drive toward popular consumption experiences. Marketing initiatives built around peer interaction and user-generated content may further amplify this effect. The study is in accordance with earlier investigations by Abdullah & Ibrahim (2025) and as well Dwisuardinata & Darma (2023) and Widjaya et al (2024), discovered that people frequently modify their behaviour to fit in with their reference groups to prevent feelings of isolation. These interpersonal dynamics are further supported by Dinh & Lee (2024), who stress that peer pressure and the psychological need to uphold social status within reference groups directly influence FoMO behavior and social sharing, in contrast to brand-led marketing exposure. Taken together, these results reinforce existing empirical evidence that social influence plays a significant role in heightening FoMO among young consumers.

3.4.3. H3: Fear of Missing Out has a positive and significant effect on purchase intention

H3 is supported by the data, as purchase intention was found to be positively and significantly influenced by FoMO. This is evidenced by a path coefficient of $\beta = 0.262$, a t-statistic of 2.261, and a p-value below 0.024, all of which confirm the robustness of this relationship. This result suggests that young consumers, particularly those with relatively limited income or monthly allowances, are more susceptible to the psychological pressure to make prompt purchases in order to avoid missing out on popular experiences. Such a tendency is reflected in two patterns commonly observed at Mie Gacoan outlets, namely the long queues frequently formed by customers and the strong consumer response elicited by newly launched menu items, both of which illustrate young consumers' willingness to invest time and effort in participating in viral culinary trends.

These results indicate that FoMO can be effectively leveraged by Mie Gacoan through the introduction of time-sensitive menu options, distinctive promotional activities, and product launches designed to generate buzz, as such strategies are likely to heighten consumers' sense of urgency and, in turn, strengthen their purchase intention. The outcome corroborates earlier research by Habib & Almamy (2026), Kurniadi et al. (2024), Tooy et al. (2025), Yani & Rojuaniah (2023), as well as Zhang et al (2020), all of which found that

FoMO was a significant positive predictor of purchase intention by heightening consumers' sense of urgency and buying propensity.

3.4.4. H4: Social media marketing has a positive and significant effect on purchase intention

The substantial path coefficient ($\beta = 0.261$, $t = 2.276$, $p = 0.023$) indicates that social media marketing has a favorable impact on purchase intention. This finding implies that when customers believe a brand's social media efforts are interesting, educational, and pertinent, they are more likely to establish a buy intention. Given that the majority of responders were young customers who frequently use digital platforms, social media marketing is probably a useful strategy for drawing attention to and sparking interest in Mie Gacoan's items.

These findings imply that Mie Gacoan should continue strengthening its social media presence by delivering creative and interactive content that aligns with the preferences of its target market. Maintaining consistent communication may further boost customer engagement and strengthen purchase intention using platforms like Instagram and TikTok. This outcome is in accordance with earlier research conducted by Firdausa et al. (2026), Ramdani et al. (2025), Septia & Surianto (2024), and Zeqiri et al. (2024), all of which found that customers' purchase intentions are positively impacted by effective social media marketing. Furthermore, interactive digital content enhances brand familiarity and perceived value, directly driving purchase decisions. The consensus among these studies supports the idea that effective social media marketing is a crucial tool for drawing in customers, encouraging interaction, and eventually boosting buy intentions in a variety of business settings.

3.4.5. H5: Social influence has a positive and significant effect on purchase intention

The findings confirm H5, showing that purchase intention is positively and significantly impacted by social influence ($\beta = 0.262$, $t = 2.214$, $p < 0.027$). This research demonstrates that the opinions, suggestions, and experiences of those in their immediate vicinity have an impact on consumers' intentions to buy Mie Gacoan. Given that the majority of responders were college students, interactions with friends and Mie Gacoan's widespread appeal among student populations may persuade buyers to give the products a try. Additionally, students frequently recommend restaurants to one another, so peer opinions are crucial to take into account before making a purchase.

These findings imply that Mie Gacoan ought to focus more on marketing initiatives that encourage favorable word-of-mouth. Young consumers' purchase intents may be strengthened by working with micro-influencers, interacting with campus communities, and encouraging patrons to post about their eating experiences on social media. This outcome echoes the principles of the Theory of Planned Behavior advanced by Ajzen (1991), which explains that subjective norms can affect a person's inclination to act. The results also support previous studies by Gunawan et al. (2023), Munawwaroh et al. (2025), and Purbaningrum et al. (2025), which found that social influence positively affects purchase intention. Additionally, Kamble & Maheshwari (2026) and Theocharis (2025) Emphasise how peer dynamics, electronic word-of-mouth advertising, and social capital connections have a significant impact on Generation Z's purchase decisions. Their results corroborate the study's findings that normative pressure and group conformity greatly boost purchasing intentions in the culinary industry. This indicates that recommendations and social interactions remain important factors in encouraging consumers' intention to purchase.

3.4.6. H6: Fear of Missing Out mediates the relationship between social media marketing and purchase intention

The analysis confirms H6, demonstrating that FoMO significantly mediates the effect of social media marketing on purchase intention. This mediation is reflected in a path coefficient of $\beta = 0.076$, supported by a t-statistic of 2.000 and a p-value of 0.046, all of which indicate statistical significance. The partial mediation suggests that social media marketing can boost purchase intention through FoMO in both direct and indirect ways. This implies that when social media material creates a sense of urgency or the fear of losing out on limited-time deals, trends, or promotions, it becomes more successful.

This outcome is explained in part by the respondent profile. Young university students who actively utilize social media and are regularly exposed to current trends made up the majority of responders. Therefore, when they notice time-limited special offers, popular menu items, or content indicating that a large number of other customers have already bought the products, they may be more likely to make purchases immediately. FoMO may be exacerbated by these circumstances, increasing their propensity to make a purchase.

Based on these findings, Mie Gacoan can improve the effectiveness of its social media promotion via producing content that inspires a sense of urgency, such as limited-time promotions, countdown campaigns, exclusive menu launches, or trending content that motivates consumers to act quickly. This strategy may increase consumers' FoMO while also strengthening their purchase intention. These discoveries are in alignment with earlier research by Firdausa et al. (2026), Habib & Almamy (2026), and Widjaya et al. (2024), which also discovered that FoMO mediates the connection between purchase intention and social media marketing. This conclusion is further reinforced by Aresti et al (2026) and Pal & Milfelner (2026), who provide international evidence that urgency driven by FoMO and digital content marketing consistently strengthens

purchase intentions across various industries. This implies that one of the psychological processes by which social media marketing affects consumers' intentions to make purchases is FOMO.

3.4.7. H7: Fear of Missing Out mediates the relationship between social influence and purchase intention

The results obtained confirm H7 and demonstrate that the association between social influence and purchase intention is considerably mediated by FoMO ($\beta = 0.151$, $t = 2.127$, $p < 0.033$). This result implies that social influence influences customers' purchasing intentions both directly and indirectly by raising their fear of missing out. To put it another way, FoMO can be strengthened by suggestions, viewpoints, and spending patterns within customers' social circles, which in turn encourages their buy intention.

This association can be explained by the traits of the respondents. University students made up the majority of participants who regularly interact with their peers and are often influenced by group activities and shared experiences. When friends recommend a popular restaurant or share their dining experiences on social media, other students may feel motivated to make similar purchases to avoid feeling left behind or excluded from the group. As a result, FoMO becomes an important psychological factor that strengthens the effect of social influence on purchasing intent. This explanation is consistent with the findings of Abbas & Ansari (2026), that the universal psychological mechanism of FOMO connects social influence to purchase intention in a variety of consumer market

From a managerial perspective, Mie Gacoan can strengthen this mechanism by developing marketing activities that encourage consumer participation and social interaction. Referral programs, community engagement, group promotions, and social media campaigns that invite customers to share their experiences may increase consumers' sense of involvement while creating a stronger motivation to purchase. These outcomes are dependable with studies by Widjaya et al. (2024) and Purbaningrum et al. (2025), which identically found that FoMO mediates the connection across social influence alongside purchase intention. This implies that FoMO is crucial in explaining how social influence can encourage customers to make purchases.

4. CONCLUSION

The results of this investigation show that purchase intention among Mie Gacoan consumers is influenced by both marketing-related and social factors. Social media marketing and social influence were found to have direct effects on purchase intention, while FoMO also acted as a significant mediator in both relationships. These research results imply that when consumers are exposed to enticing digital marketing and social interactions that create a fear of losing out on popular products, promotions, or shared experiences, they show an increased tendency to make a purchase.

The role of FoMO is one of this study's primary contributions. Rather than functioning only as an individual psychological response, FoMO explains how social media marketing and social influence can further strengthen consumers' purchase intention. By incorporating FoMO into the research model, this study extends previous discussions on digital marketing and provides additional empirical evidence regarding the psychological processes underlying consumer purchase intention.

For practitioners, the conclusions emphasize the critical importance it is to build marketing strategies that inspire consumer involvement and a sense of urgency. Digital campaigns featuring limited-time offers, exclusive product launches, user-generated content, and customer testimonials can increase interaction with consumers while stimulating FoMO. Community engagement and referral-based activities may also strengthen consumers' intention to purchase by encouraging them to participate in experiences shared by others. In practice, these strategies provide actionable guidance for managers in the food and beverage industry to design campaigns that not only boost purchase intention but also enhance brand competitiveness in a rapidly evolving culinary market.

A few limitations should be considered when interpreting these results. The respondents were limited to consumers of Mie Gacoan, so the results may not fully represent consumers of other culinary brands or different industries. Furthermore, using a cross-sectional approach only captures customer opinions at one particular moment in time. In order to capture the dynamic evolution of social media marketing, social influence, FoMO, and purchase intention, future research is therefore advised to broaden the demographic scope beyond university students, compare across various culinary brands or industries, and use longitudinal methodologies. To increase the model's capacity for explanation, other factors including consumer loyalty, influencer credibility, and brand trust could be included. Overall, this study emphasizes that understanding consumers' psychological responses is necessary for designing more effective digital marketing strategies in today's increasingly competitive digital environment.

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