

# THE EFFECT OF *FEAR OF MISSING OUT (FOMO)* ON *PURCHASE DECISION* MEDIATED BY *PRICE PERCEPTION* AND *PERCEIVED QUALITY*: A STUDY ON STORE LOVABLE

## *Pengaruh Fear of Missing Out (FOMO) Terhadap Purchase Decision Dengan Dimediasi Price Perception Dan Perceived Quality: Studi Pada Store Lovable*

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### ABSTRACT

*In today's digital era. The fashion retail industry in Indonesia is experiencing rapid growth alongside the increasing use of social media and online shopping platforms. These conditions have fueled the emergence of the Fear of Missing Out (FOMO) phenomenon, which influences consumer behavior in making purchasing decisions, particularly regarding fashion products. The approach used in this research is a quantitative method. The sample consisted of 129 respondents, all of whom are customers of Store Lovable Jepara. The SEM-PLS method was applied to analyze the data, utilizing SmartPLS 4.0 software. To determine the study's findings, model testing and hypothesis testing were performed. The test results show that all research instruments have met the established eligibility criteria, thereby enabling them to measure the research variables accurately and consistently. Consequently, the research model is suitable for analyzing the relationships among the variables under study. The results also highlight that purchasing decisions are significantly influenced by FOMO in a positive direction. Additionally, FOMO contributes positively and significantly to shaping both consumers' price perceptions and their perceived quality. Furthermore, price perception and perceived quality hold a significant role in determining purchasing decisions and act as intervening variables in explaining the link between FOMO and purchasing decisions. These results indicate that fashion consumers' involves the integration of emotional influences and rational considerations..*

**Keywords:** *Fear of Missing Out (FOMO), Price Perception, Perceived Quality; Purchase Decision.*

### ABSTRAK

Pada era digital saat ini, industri ritel fashion di Indonesia mengalami perkembangan yang pesat seiring meningkatnya penggunaan media sosial dan platform belanja daring. Kondisi tersebut mendorong munculnya fenomena Fear of Missing Out (FOMO) yang memengaruhi perilaku konsumen dalam mengambil keputusan pembelian, khususnya pada produk fashion. Pendekatan yang digunakan dalam penelitian ini adalah metode kuantitatif. Jumlah responden dalam penelitian ini sebanyak 129 orang yang merupakan konsumen Store Lovable Jepara. Metode SEM-PLS diterapkan untuk menganalisis data dengan menggunakan perangkat lunak SmartPLS 4.0. Untuk mengetahui hasil penelitian, dilakukan pengujian model dan hipotesis penelitian. Hasil pengujian menunjukkan bahwa seluruh instrumen penelitian telah memenuhi kriteria kelayakan yang ditetapkan, sehingga dapat digunakan untuk mengukur variabel penelitian secara tepat dan konsisten. Dengan demikian,

model penelitian layak digunakan untuk menganalisis hubungan antar variabel yang diteliti. Hasil penelitian menunjukkan bahwa FOMO berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, FOMO juga berpengaruh positif dan signifikan terhadap price perception dan perceived quality. Selanjutnya, price perception dan perceived quality terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian serta mampu memediasi pengaruh FOMO terhadap keputusan pembelian. Hasil ini menunjukkan bahwa keputusan pembelian konsumen fashion dipengaruhi oleh kombinasi faktor emosional dan pertimbangan rasional.

**Kata kunci :** *Fear of Missing Out (FOMO), Price Perception, Perceived Quality; Purchase Decision.*

## INTRODUCTION

The retail and fashion industries in the digital era are undergoing rapid changes alongside the increasing use of social media and e-commerce platforms. The phenomenon of viral fashion trends and products on the internet has driven the emergence of consumer behavior that tends to be driven by emotional and social impulses rather than purely rational needs.

Store Lovable Jepara is a hijab fashion store that operates both offline in Jepara and online through social media platforms such as Instagram and TikTok. The brand's social media accounts demonstrate that the store has a substantial audience and engagement, including a physical location in Jepara that can serve as a base for real-world consumer surveys. The brand consistently promotes its hijab collections and fashion accessories to local and regional followers.

Based on 2025 sales data, Store Lovable Jepara demonstrated a positive and consistent growth trend throughout the year. The number of items sold increased from 680 units in January to 1,300 units in December a rise of approximately 91% with total sales reaching 10,000 items and total revenue amounting to Rp1,422,120,000. A significant increase occurred from August through December, indicating seasonal momentum as well as the effectiveness of promotional strategies, both through social media and in-store sales. The average monthly revenue exceeding Rp118 million demonstrates that Store Lovable operates on a stable and growing business scale, making it a suitable subject for research due to its active sales activity, clear customer base, and purchasing behavior dynamics that can be quantitatively analyzed.

The Fear of Missing Out has emerged as a significant psychological driver within Indonesia's fashion MSME sector, particularly as brands leverage digital influence to capitalize on rapidly changing trends. At Store Lovable, this influence is evident in the store's highly volatile sales patterns, which exhibit sharp surges aligning with viral social media content suggesting that consumer purchasing behavior is heavily tethered to the immediate anxiety of being left behind. By contrasting this volatility with competitors like Jepara Store and examining how price and product quality perceptions potentially

Table 1. Sales Data for Lovable Jepara Store 2025

Month	Items Sold (pcs)	Revenue (IDR)
January	680	85.600.000
February	720	92.400.000
March	810	103.950.000
April	770	98.700.000
May	900	115.500.000
June	860	108.320.000
July	980	125.400.000
August	1.050	134.850.000
September	940	120.520.000
October	970	124.840.000
November	1.120	144.240.000
December	1.300	167.800.000
<b>Total</b>	<b>10.000</b>	<b>1.422.120.000</b>

moderate this relationship, this study aims to empirically validate whether FOMO acts as the primary catalyst for these erratic purchasing fluctuations, thereby providing a comprehensive understanding of consumer decision-making within the current trend-driven digital marketplace.

In Indonesia, the Micro, Small, and Medium Enterprises (MSME) sector in the fashion industry continues to grow rapidly by leveraging digital promotional strategies, such as influencer marketing and interactive content (Wachyuni, Namira, Respati, & Teviningrum, 2024). This study was conducted among consumers of Store Lovable, a store that sells a variety of fashion products and accessories popular among consumers, particularly teenagers and young adults. The fashion and accessory products offered follow emerging trends, often triggering purchase impulses influenced by the FOMO phenomenon. Consumers tend to worry about missing out on popular trends, which drives them to make purchases. Therefore, Store Lovable was selected as the research subject to examine how FOMO influences purchasing decisions while considering price perception and product quality perception. This store frequently experiences a surge in sales when the products it markets become trends on social media. Therefore, it is important to understand the extent to which FOMO influences purchasing decisions, as well as how price perception and perceived quality play a role in reinforcing or moderating that influence.

The Theory of Planned Behavior (TPB) underpins this study, emphasizing that intentions are influenced by attitudes, subjective norms, and behavioral control, which ultimately lead to actual behavior. In the context of FOMO, social pressure and perceptions of social pressure can influence

consumers' purchase intentions; while price perception and perceived quality function as signaling cues that help consumers assess the risks and benefits of a purchase (Ajzen & processes, 1991). Therefore, TPB provides a foundation for understanding how psychosocial factors FOMO interact with cognitive variables (price perception, perceived quality), which ultimately shape the purchase decision.

This study identifies a research gap related to inconsistency empirical results regarding the role of Fear of Missing Out (FOMO) in influencing purchase decisions, especially when mediated by price perception and perceived quality. Tandon et al., (2022) shows that FOMO triggered by social media has a strong influence on consumer behavior and consumer interaction with brands; however, this study did not specifically test the role of price perception and perceived quality as mediating variables within the context of purchasing SME fashion products. On the other hand, (Anwar & Andrean, 2021) found that perceived quality and price perception directly influence purchase decisions; however, this study did not integrate the psychological factor of FOMO as a primary antecedent. Differences in research context (electronic products versus fashion), sample characteristics, and the absence of a model that simultaneously tests how FOMO influences purchase decisions through price perception and perceived quality in local fashion SMEs indicate an unaddressed unresolved research issue. Therefore, this study was conducted to bridge this gap by testing the FOMO price perception–perceived quality mediation model on purchase decisions at the Lovable Store using the SEM–PLS approach.

Therefore, this study seeks to examine the effect of Fear of Missing Out

(FOMO) toward purchase decisions, with price perception and perceived quality serving as mediating variables. Specifically, this study seeks to evaluate how far the fear of missing out on trends FOMO influences consumers' perceptions of product price and quality, which ultimately affect purchase decisions. By employing the Partial Least Squares (PLS) technique within the Structural Equation Modeling (SEM) framework using SmartPLS4 on 129 consumers from Store Lovable, through empirical analysis, this study attempts to explain the psychological and cognitive mechanisms shaping purchasing behavior within the local fashion sector.

**RESEARCH METHODOLOGY**

A quantitative approach rooted in the philosophy of is applied in this study, with the aim of testing hypotheses through statistical analysis. The population in this study includes consumers who have previously purchased fashion products at Store Lovable. The sampling technique used is convenience sampling, where respondents are chosen due to their accessibility and willingness to complete the questionnaire (Etikan et al., 2016). Participants involved in this study were consumers who had purchased fashion products and accessories at least once.

The number of samples in this study was 129 respondents. The sample size followed guidelines of the Partial Least Squares (PLS) method, which indicates that the minimum sample size ranges from 5 to 10 times the total indicators (Hair, Risher, Sarstedt, & Ringle, 2019). With 17 indicators, the minimum sample size is 136 respondents (17 × 8). However, following data screening and the removal of 7 outliers, the final sample analyzed consisted of 129 respondents. This number still meets the

criteria for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, particularly for models involving mediating variables, which are recommended to have more than 100 participants as the sample size (Hair et al., 2019).

**RESULTS AND DISCUSSION**

This study employs a quantitative approach grounded in positivist philosophy. This approach is used to investigate a specific population and sample through data collection using a questionnaire instrument, followed by hypotheses were examined using statistical analysis (Creswell, 2009). The variables in this study include FOMO as the independent variable, Price Perception and Perceived Quality as mediators, Purchase Decision acting as the dependent variable.

All consumers with prior purchasing experience are included in the study population fashion products at Store Lovable. Sampling was conducted using a convenience sampling method that selects participants according to their accessibility and readiness to complete the questionnaire (Etikan et al., 2016).

**Measurement Model Evaluation (Outer Model)**

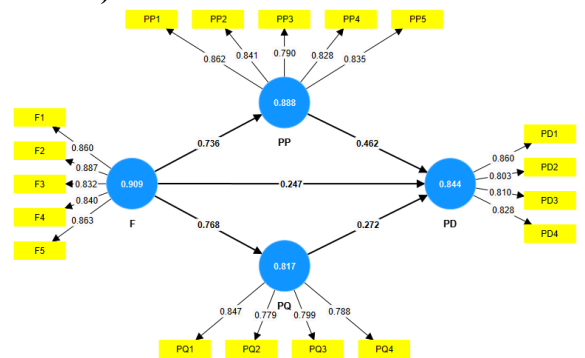


Figure 1. Bootstrapping Output of the Measurement Model

Figure 1 presents the results of the research model testing through Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. This model

consists of four latent variables: FOMO (F1–F5) as the independent variable, Price Perception (PP1–PP5) and Perceived Quality (PQ1–PQ4) as mediating variables,

and Purchase Decision (PD1–PD4) as the dependent variable.

Table 2. Convergent Validity Test

Variabel	Indikator	Outer loading	AVE	Hasil
Fear of Missing Out (FOMO) (X1)	F1	0.860	0.734	Valid
	F2	0.887		
	F3	0.832		
	F4	0.840		
	F5	0.863		
Price Perception (PP) (X2)	PP1	0.862	0.682	Valid
	PP2	0.841		
	PP3	0.790		
	PP.4	0.828		
	PP.5	0.835		
Perceived Quality (PQ) (X3)	PQ.1	0.847	0.691	Valid
	PQ2	0.779		
	PQ.3	0.799		
	PQ.4	0.788		
Purchase Decision (PD) (Y)	PD.1	0.860	0.646	Valid
	PD.2	0.803		
	PD.3	0.810		
	PD.4	0.828		

Outer loading values and Average Variance Extracted (AVE) were used to assess convergent validity. The findings indicate that all indicators had outer loading values above 0.70 and AVE values for each construct greater than 0.50; It can be concluded that all indicators meet validity criteria and appropriately reflect the latent

constructs being assessed (Fornell & Larcker, 1981).

Reliability was determined using Cronbach’s Alpha and Composite Reliability, where values of 0.70 or higher were considered acceptable (Hair et al., 2019).

Table 3. Composite Reliability and Cronbach’s Alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Fomo	0.909	0.911	0.932	0.734
Purchase Decision	0.844	0.845	0.895	0.682
Price Perception	0.888	0.889	0.918	0.691
Perceived Quality	0.817	0.818	0.880	0.646

It was observed that all variables achieved Cronbach’s Alpha and Composite Reliability values higher than 0.70, indicating that the research instrument has good internal consistency. Thus, based on the validity and reliability test results, the

findings suggest that the measurement model has met the feasibility criteria, Therefore, all indicators demonstrate adequate validity and reliability, making them appropriate for analysis within the structural model.

**Structural Model Evaluation (Inner Model)**

Table 4. R-squared

	R-square	Adjusted R-square
Purchase Decision	0.845	0.842
Price Perception	0.541	0.538
Perceived Quality	0.589	0.586

The R-squared value for the Purchase Decision variable is 0.845 (adjusted 0.842), indicating that FOMO, Price Perception, and Perceived Quality account for 84.5% of the variation in purchase decisions, while the remaining 15.5% is explained by other variables outside the model. This value falls into the substantial category, meaning the model has a very strong explanatory power regarding purchase decisions (Hair et al., 2019).

For the Price Perception variable, an R-square value of 0.541 (adjusted 0.538) indicates that FOMO explains 54.1% of the variation in price perception and falls into the moderate category. Meanwhile, the R-square value for Perceived Quality of 0.589 (adjusted 0.586) also falls into the moderate

category, indicating that FOMO makes a significant contribution to shaping consumers' perceptions of product quality

Table 5. F-square

	F	PD	PP	PQ
FOMO		0.158	1.181	1.434
Purchase Decision				
Price Perception		0.264		
Perceived Quality		0.082		

The F-square value indicates that the effect of Price Perception on Purchase Decision (0.264) is the strongest, falling into the moderate category, followed by the effect of FOMO on Purchase Decision (0.158), which is also moderate, while the effect of Perceived Quality on Purchase Decision (0.082) falls into the small category. On the other hand, the effect of FOMO on Price Perception (1.181) and on Perceived Quality (1.434) is classified as very large, indicating that FOMO plays a dominant role in shaping consumers' price and quality perceptions.

**Hypothesis Testing Results**

The analysis of path coefficients reveals that the research analysis and significance tests (t-statistic and p-value) in Table 6, the following is hypothesis testing:

Table 6. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
F -> PD	0.796	0.789	0.076	10.434	0.000
F -> PP	0.736	0.723	0.110	6.717	0.000
F -> PQ	0.768	0.756	0.085	9.069	0.000
PP -> PD	0.462	0.436	0.121	3.814	0.000
PQ -> PD	0.272	0.266	0.120	2.274	0.023
F -> PP -> PD	0.340	0.315	0.100	3.392	0.001
F -> PQ -> PD	0.209	0.202	0.096	2.177	0.030

1. Testing of the First Hypothesis (H<sub>1</sub>) The relationship FOMO and Price Perception yielded a path coefficient of

0.736, a t-statistic reaching 6.717 and a p-value of 0.000. A p-value < 0.05 indicates that FOMO shows a positive

- and significant effect on price perception. Therefore, H<sub>1</sub> is accepted.
2. Second Hypothesis Test (H<sub>2</sub>) The relationship between FOMO and Perceived Quality showed a coefficient value of 0.768, while the t-statistic reached 9.069 with a p-value of 0.000. Since the p-value is < 0.05, Perceived quality is significantly and positively influenced by FOMO. Thus, H<sub>2</sub> is accepted.
  3. Testing Hypothesis Three (H<sub>3</sub>) The findings highlight that Price Perception affects Purchase Decision with a coefficient recorded at 0.462, a t-statistic of 3.814, and a p-value of 0.000. A p-value < 0.05 indicates a statistically significant positive association. Therefore, H<sub>3</sub> is accepted.
  4. Testing Hypothesis Four (H<sub>4</sub>) The relationship between Perceived Quality and Purchase Decision has an estimated coefficient of 0.272, a t-statistic of 2.274, and a p-value of 0.023. Since the p-value is < 0.05, Perceived Quality shows a statistically significant positive influence on purchase decisions. Thus, H<sub>4</sub> is accepted.
  5. Testing Hypothesis Five (H<sub>5</sub>) The analysis results show that Fear of Missing Out (FOMO) impacts Purchase Decision with a coefficient value reaching 0.796 with a t-statistic of 10.434 and a p-value of 0.000. Since the p-value is < 0.05, The analysis confirms a statistically significant positive link between FOMO and purchasing decisions. Thus, H<sub>5</sub> is accepted.
  6. Testing of the Sixth Hypothesis (H<sub>6</sub>: Mediation Effect) The test of the Results from the mediation test indicate that the effect of FOMO on Purchase Decision is transmitted through Price Perception, as reflected by a coefficient

of 0.340, a t-statistic of 3.392, and a p-value of 0.001. A p-value < 0.05 indicates that Price Perception significantly mediates the relationship between FOMO and purchase decision. Therefore, H<sub>6</sub> is accepted.

7. Testing Hypothesis Seven (H<sub>7</sub>: Mediation Effect) FOMO indirectly influences Purchase Decision through Perceived Quality, as indicated by a coefficient value of 0.209, a t-statistic of 2.177, and a p-value of 0.030. Given that the p-value is below 0.05. A significant mediation effect of Perceived Quality is observed in the relationship between FOMO and purchase decision. Thus, H<sub>7</sub> is accepted.

## Discussion of the Relationships Among Variables

### The Impact of FOMO on Price Perception

The test results show that FOMO has a positive and significant effect on Price Perception, as evidenced by a t-statistic reaching 6.717 and a p-value of 0.000 (< 0.05). These findings imply that an increase in FOMO, the more positive consumers' perceptions of price are. Consumers at Store Lovable Jepara tend to continue making purchases when there are limited-time promotions, new product launches, or stock information published via social media. Consumers no longer view price solely as a cost burden, but as an opportunity cost to avoid falling behind trends or missing out on products currently in demand. Psychologically, the urge not to be left behind makes consumers more tolerant of prices and leads them to view those prices as reasonable as long as the product is considered trendy or in high demand.

These findings were reported by Witoelar et al., (2024) which states that scarcity marketing strategies influence consumers' price perceptions. Study

Witoelar et al., (2024) It also demonstrates that social pressure in digital media can reduce price sensitivity by enhancing perceived value. These findings reinforce the notion that in a dynamic fashion industry such as Store Lovable Jepara, FOMO serves as a psychological factor capable of shaping price perceptions in a more positive light, particularly when combined with promotional strategies based on trends and product scarcity.

### **The Impact of FOMO on Perceived Quality**

The analysis confirms a statistically significant positive association between FOMO and Perceived Quality, with a t-statistic of 9.069 and a p-value of 0.000 (< 0.05). This suggests as consumers begin to experience a sense of FOMO, they tend to perceive products as having good quality, especially if those products are currently popular or in high demand. In real-world settings, this phenomenon is evident among consumers at Store Lovable Jepara, who often associate products labeled as “best sellers,” “sold out,” or heavily reviewed on social media with superior quality. Product popularity serves as a quality cue, leading consumers to form the perception that the product is worth purchasing without conducting a thorough evaluation of its specifications or materials. When many other consumers buy or recommend a product, the perception of quality increases subjectively.

Similar findings were reported by Suhaily & Darmoyo, (2017) which found that social media exposure enhances perceptions of quality through social influence. Study Anwar & Andrian, (2021) juga menyatakan bahwa tren digital contributes to the formation of perceptions of quality regarding local fashion products. Thus, in a fashion industry like Store Lovable Jepara which is heavily influenced by trends and social media FOMO serves as a significant psychological factor in shaping

perceptions of quality, particularly through the mechanisms of popularity and social validation as indicators of product quality.

### **The Impact of Price Perception on Purchase Decisions**

The test results indicate that Price Perception has a positive and significant effect on Purchase Decision, with a t-statistic of 3.814 and a p-value of 0.000 (< 0.05). This means that the more positive consumers’ price perception is, the higher their tendency to make a purchase decision. In real-world conditions, consumers at Store Lovable Jepara tend to make purchases when they perceive the product’s price as commensurate with its design, material quality, and current trends. Although there are many other fashion stores to choose from, consumers are still willing to buy when the price perceived “worth it” or in line with the benefits obtained and product image they perceive. This indicates that what influences purchasing decisions is not merely whether a price is cheap or expensive, but how consumers interpret that price. When a price is perceived as fair and consistent with the quality and style provided, purchasing hesitation decreases.

These findings are as reported in previous studies Hidayat et al., (2023) which states that price perception has a direct impact on purchasing decisions on marketplaces in Indonesia. Study Witoelar et al., (2024) also found that perceptions of fair pricing increase consumers’ purchase intentions and decisions. Thus, pricing strategies that align with product quality and market trends are key factors in driving purchasing decisions. Positive price perceptions not only strengthen consumer confidence but also reduce the perceived risk associated with transactions.

### **The Impact of Perceived Quality on Purchase Decisions**

The test results show that Perceived Quality has a positive and significant effect on Purchase Decision, with a t-statistic of 2.274 and a p-value of 0.023 ( $< 0.05$ ). This indicates that consumers' perceived quality plays a crucial role in driving purchase decisions. The higher the perceived quality, the more likely consumers are to make a purchase. Consumers at Store Lovable Jepara tend to consider aspects such as materials, comfort during use, neatness of stitching, and the product's alignment with the appearance promoted on social media before deciding to buy. Although trends and promotions may initially attract attention, the final decision is still influenced by the belief that the product is of good quality and will not disappoint. Consumers who feel the product's quality meets their expectations typically make decisions more quickly without much hesitation.

Study Suhaily & Darmoyo, (2017) indicates perceived quality plays a crucial role in shaping purchasing decisions for local products. Hidayat et al., (2023) also revealed that quality perceptions make a significant contribution to purchasing decisions by increasing consumer trust. Thus, perceived quality remains a crucial foundation for driving purchasing decisions. Marketing strategies that highlight product details, customer testimonials, and consistent quality are key to sustaining purchasing decisions and consumer loyalty.

### **The Impact of FOMO on Purchase Decisions**

The test results indicate that FOMO has a positive and significant effect on Purchase Decision, with a t-statistic of 10.434 and a p-value of 0.000 ( $< 0.05$ ). This suggests that FOMO is a very strong determinant in driving consumer purchasing decisions. Consumers at Store Lovable Jepara tend to make immediate purchases when they see information such

as "limited stock," "best seller," "flash sale," or when a product is heavily promoted on social media. Consumers worry regarding the fear of missing the chance to acquire trending products or in high demand by others. In the highly dynamic context of fashion, falling behind on trends can affect self-confidence and social image, leading to purchase decisions that are often made quickly without extensive deliberation.

Similar findings were reported by Putri dan Marlien (2022), who identified a significant influence of FOMO on purchasing decisions among e-commerce consumers in Indonesia. Research Tandon et al., (2021) indicates that FOMO increases the tendency toward impulsive buying, which leads to actual purchasing decisions. Thus, the findings of this study underscore that emotional factors rooted in social pressure play a significant role in shaping consumer behavior. Consequently, FOMO does not merely serve as an additional psychological factor but acts as a primary driver in accelerating and reinforcing purchasing decisions, particularly through marketing strategies that emphasize trends, scarcity, and social validation.

### **Price Perception Mediates the Effect of FOMO on Purchase Decisions**

The test results indicate that Price Perception mediates the effect of FOMO on Purchase Decision, with a t-statistic of 3.392 and a p-value of 0.001 ( $< 0.05$ ). This suggests that the effect of FOMO on purchase decisions is not only direct but also mediated through the formation of positive price perceptions. When consumers experience FOMO regarding a product, especially one packaged in a limited-time promotion or currently trending, they tend to view the price as reasonable and commensurate with the benefits to be gained.

These findings indicate that price perception acts as a moderating variable affecting the relationship between FOMO and purchasing decisions. In other words, the emotional impulse driven by FOMO first influences how consumers evaluate prices before they ultimately make a decision. These findings support the research Dempsey, O'Brien, Tiamiyu, & Elhai, (2019) serta Witoelar et al., (2024) which states that price perception functions as a significant mediator linking psychological stimuli and purchasing decisions among digital consumers.

### **Perceived Quality Mediates the Effect of FOMO on Purchase Decisions**

The test results indicate that Perceived Quality mediates the effect of FOMO on Purchase Decision, with a t-statistic of 2.177 and a p-value of 0.030 (< 0.05). This suggests that the influence of FOMO on purchase decisions also occurs through an increase in consumers' perceived quality. In the context of this study, when a product is considered popular or something one does not want to miss out on, consumers tend to associate these conditions with good quality. Perceived quality serves as a mechanism explaining how FOMO can reinforce consumers' confidence in making purchase decisions. Although FOMO has a direct influence, the presence of perceived quality makes purchase decisions more rational and justified. These results are consistent with previous research Eitan & Gazit, (2024) and Suhaily & Darmoyo, (2017) which indicates perceived quality is found to play a significant mediating role in the digital trend-based purchasing behavior model.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the established research objectives, his study examines how FOMO

affects Purchase Decisions, both directly and through the mediating roles of Price Perception and Perceived Quality, among consumers of Store Lovable. It can be concluded that FOMO has a positive and significant influence on Purchase Decisions. Additionally, FOMO also has a positive and significant influence on Price Perception and Perceived Quality. Furthermore, Price Perception and Perceived Quality were found demonstrates a significant positive relationship with Purchase Decisions. Therefore, the hypotheses are confirmed, and the research framework highlights that FOMO, Price Perception, and Perceived Quality are factors that significantly influence consumers' purchase decisions regarding fashion products and accessories at Store Lovable. Insights derived from this study highlight the need to Store Lovable implement marketing strategies based on the FOMO, such as limited-time promotions, flash sales, and trending social media content, to increase consumer interest and purchasing decisions. Additionally, it is important for the business to maintain competitive pricing and consistently improve product quality to strengthen consumer trust and satisfaction. On the other hand, future researchers are advised to expand this study by incorporating additional relevant variables such as brand image, customer trust, or social influence, and by employing different research methods to yield more in-depth and comprehensive results.

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