

HEDONIC MOTIVATION AND INFLUENCER MARKETING EFFECTS ON YSL BEAUTY PURCHASE DECISIONS: THE MEDIATING FUNCTION OF FOMO

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Abstract: This research aims to analyze the influence of hedonic motivation and influencer marketing on purchase decisions for YSL Beauty products with Fear of Missing Out (FOMO) as a mediating variable. The study employed a quantitative approach with cross-sectional design. Data were collected through online questionnaires distributed to 218 Generation Z consumers domiciled in West Jakarta who had purchased YSL Beauty products. Analysis used Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that hedonic motivation and influencer marketing have positive and significant effects on purchase decisions both directly and indirectly through FOMO as mediation. The R^2 value for FOMO was 0.420 and for purchase decisions was 0.383, indicating moderate predictive capability. Influencer marketing had the strongest effect on FOMO (0.402), followed by hedonic motivation (0.356). All hypotheses were accepted with significance levels below 0.05. These findings provide theoretical contributions to consumer behavior literature in luxury cosmetics and practical implications for digital marketing strategies.

Keywords: *Hedonic motivation, influencer marketing, FOMO, purchase decisions, luxury cosmetics*

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1. Introduction

In the rapidly evolving digital era, consumer behavior has undergone significant changes. Currently, consumers purchase products not only based on basic or functional needs but also driven by emotional, symbolic, and social support. This change reflects a shift from utilitarian to hedonic motivation, where purchase decisions are more influenced by the desire for pleasure, aesthetic experience, or social recognition (Babin et al., 1994).

The beauty industry has become one of the sectors experiencing major transformation. Beauty products are no longer merely fulfilling functional needs but have become a means of self-actualization related to social image and emotional experience. According to Statista (2024), the beauty and personal care market in Indonesia grows at an average of 4.73% annually. This growth is driven by increasing income, high digital penetration, and lifestyle changes among younger generations who are increasingly concerned about appearance and personal branding.

Social media has given birth to new trends in digital marketing, such as influencer marketing, where public figures or content creators on social media platforms play an important

role in directing consumer preferences. Influencers not only act as endorsers but also as lifestyle role models capable of shaping perceptions, building emotional closeness, and directing purchase decisions (Lou & Yuan, 2019).

On the other hand, with the massive flow of information on social media, a psychological phenomenon known as Fear of Missing Out (FOMO) emerges, namely anxiety that arises from fear of missing information, experiences, or popular trends. In the purchasing context, FOMO tends to trigger impulsive behavior, where consumers are driven to buy products to stay on trend and remain socially relevant (Przybylski et al., 2013).

YSL Beauty (Yves Saint Laurent Beauty) is suitable for this research as it is known as a symbol of luxury and glamorous lifestyle, actively building brand image through collaboration with local and global influencers. They target consumers who purchase not only for quality but also for the emotional experience offered. In Indonesia, YSL Beauty has strong followers, especially from Generation Z who are active on social media.

This research is directed to examine in depth how hedonic motivation and influencer marketing affect purchase decisions for YSL Beauty products, as well as the role of FOMO as a mediating variable that strengthens this relationship.

Research Purposes:

1. To analyze the influence of hedonic motivation on purchase decisions for YSL Beauty products
2. To analyze the influence of influencer marketing on purchase decisions for YSL Beauty products
3. To analyze the influence of hedonic motivation on FOMO for YSL Beauty products
4. To analyze the influence of influencer marketing on FOMO for YSL Beauty products
5. To analyze the influence of FOMO on purchase decisions for YSL Beauty products
6. To analyze FOMO as a mediator in the relationship between hedonic motivation and purchase decisions
7. To analyze FOMO as a mediator in the relationship between influencer marketing and purchase decisions

2. Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior developed by Ajzen (1991) serves as the main foundation in this research. This theory explains how attitudes, social norms, and individual perceptions of control toward an action influence intention and behaviors performed. TPB states that a person's behavior is influenced by behavioral intention formed by three main components: attitude toward the behavior, subjective norm, and perceived behavioral control.

In this research, hedonic motivation is interpreted as a positive consumer attitude that encourages product purchases to obtain pleasure and emotional satisfaction. Meanwhile, influencer marketing represents subjective norms, namely social pressure or influence from influencers in affecting purchasing behavior. FOMO is positioned as perceived behavioral control that strengthens consumer intentions to immediately make purchases to avoid fear of missing out (Ajzen, 1991; Fauziyah et al., 2023; Putri & Rahmawati, 2022).

Hedonic Motivation

Arnold & Reynolds (2003) state that hedonic motivation arises from pleasure, enjoyment, and excitement that consumers experience during the shopping process. Hedonic motivation reflects intrinsic motivation such as pleasure, enjoyment, and sensory satisfaction obtained

from a product or technology according to Childers et al. (2001). Kim & Forsythe (2007) state that hedonic motivation represents consumers' desire for experiential, emotional, and sensory benefits when shopping for a product.

Influencer Marketing

According to Terence A. Shimp (2021), influencer marketing is one of the leading modern marketing concepts in empirical and managerial studies whose impact can motivate consumer behavior in purchasing decisions for a product. Chopra, Avhad, & Jaju (2021) explain that influencer marketing utilizes individuals with large and influential social media followings to promote products or services to target audiences. According to Agustin & Amron (2022), influencer marketing is a marketing activity strategy by utilizing social media as promotional media using someone believed to be able to influence others who follow them.

Fear of Missing Out (FOMO)

Fear of Missing Out is a feeling of continuous anxiety when others are experiencing valuable experiences without one's presence (Przybylski et al., 2013). FOMO is described as fear or anxiety that arises because individuals feel left behind or miss experiences shared by others, especially through social media (Abel et al., 2016). According to Wortham (2011), FOMO is defined as restlessness that emerges when someone sees others' social activities and feels afraid of being left behind or not participating.

Purchase Decisions

According to Schiffman & Wisenblit (2015), purchase decisions are the selection of one action from two or more alternative choices, where consumers determine which product best meets their needs. According to Kotler & Keller (2016), purchase decisions are the stage in the consumer purchase decision process where consumers actually choose one product from various available alternatives. According to Peter & Olson (2010), purchase decisions are the result of consumer information processing, where individuals interpret information to determine product choices considered most appropriate.

Research Hypotheses

Based on the literature review and theoretical framework, the following hypotheses are proposed:

H1: Hedonic motivation has a positive influence on purchase decisions for YSL Beauty products

H2: Influencer marketing has a positive influence on purchase decisions for YSL Beauty products

H3: Hedonic motivation has a positive influence on Fear of Missing Out for YSL Beauty products

H4: Influencer marketing has a positive influence on Fear of Missing Out for YSL Beauty products

H5: Fear of Missing Out has a positive influence on purchase decisions for YSL Beauty products

H6: Fear of Missing Out mediates the relationship between hedonic motivation and purchase decisions for YSL Beauty products

H7: Fear of Missing Out mediates the relationship between influencer marketing and purchase decisions for YSL Beauty products

3. Research Methods

Research Approach

This research uses quantitative methods based on positivism philosophy, applied to specific populations or selected samples, using statistical instruments or quantitative measuring tools to collect data (Sugiyono, 2021). The descriptive method aims to describe variable values in detail, either one or more variables, without analyzing relationships or comparisons between variables (Sujarweni, 2020).

Population, Sample Size, and Sampling Technique

The population in this research is YSL Beauty product consumers who belong to Generation Z and are domiciled in West Jakarta. The sampling technique used is purposive sampling with criteria: (1) Generation Z consumers, (2) domiciled in West Jakarta, (3) have purchased YSL Beauty products, and (4) are active social media users. Based on Hair et al. (2017), the minimum sample size is 5 to 10 times the number of all indicators. With 20 indicators, the sample size is $20 \times 10 = 200$ respondents. The final data collected was 218 valid responses.

Data Types and Sources

The data used is quantitative and subjected to statistical analysis. Data sources consist of primary and secondary data. Primary data was obtained by directly distributing questionnaires to research subjects through Google Form. Secondary data was obtained from relevant literature such as reference books, scientific journals, and previous research.

Operational Definition and Research Variable Indicators

Table 1. Operational Definitions and Research Variable Indicators

No	Variables	Definition	Indicator
1	Purchase Decisions	The process of selecting one product from various alternatives based on needs evaluation, information, and internal-external stimuli	1. Certainty after knowing product information 2. Purchasing favourite brand 3. Matching needs and desires 4. Based on recommendations 5. Price perception matches quality
2	Hedonic Motivation	Intrinsic drive to seek pleasure, enjoyment, and emotional satisfaction during shopping process	1. Seeking new experiences 2. Enjoying discount hunting 3. Following beauty trends 4. Socializing while shopping 5. Stress relief
3	Influencer Marketing	Marketing strategy utilizing individuals with large social media influence to promote products	1. Trustworthiness 2. Expertise 3. Attractiveness 4. Admiration 5. Similarity
4	Fear of Missing Out	Continuous anxiety feeling when others experience valuable experiences without one's presence	1. Emotional fear 2. Fear when observing others 3. Anxiety response 4. Repeatedly checking behavior 5. Urgency to participate

Data Analysis Technique

This research uses Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.0 software. Data analysis includes:

1. Outer Model Evaluation: validity test (convergent validity and discriminant validity) and

reliability test (Cronbach's Alpha and Composite Reliability)

2. Inner Model Evaluation: coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), path coefficient, Goodness of Fit (GoF), mediation test, and hypothesis testing

4. Results and Discussion

4.1. Results

Respondent Characteristics

Data was collected through online questionnaires using Google Form. A total of 220 respondents filled out the questionnaire, but only 218 data could be used as 2 data did not meet research criteria.

Respondent characteristics based on gender were dominated by females (92.7%) and males (7.3%). Based on status, students dominated (59.2%), followed by workers (39%) and students (1.8%). The majority of respondents were aged 18-22 years (64.1%), followed by 23-27 years (34.9%). Based on income, the largest group earned Rp 1,000,000-3,000,000 (40%), followed by Rp 4,000,000-6,000,000 (38.6%).

Validity and Reliability Test

Validity Test Results: All indicators showed loading factor values > 0.70 , ranging from 0.764 to 0.929. The Average Variance Extracted (AVE) values for all variables exceeded 0.50: FOMO (0.781), Hedonic Motivation (0.666), Influencer Marketing (0.782), and Purchase Decisions (0.736), indicating good convergent validity.

Discriminant validity was fulfilled through Fornell-Larcker criteria, where the square root of AVE for each construct was higher than its correlation with other constructs. HTMT values were all below 0.90, with the highest value being 0.600 between Influencer Marketing and FOMO, confirming good discriminant validity.

Reliability Test Results: All variables showed Cronbach's Alpha and Composite Reliability values above 0.70:

1. FOMO: $\alpha = 0.929$, CR = 0.947
2. Hedonic Motivation: $\alpha = 0.875$, CR = 0.909
3. Influencer Marketing: $\alpha = 0.930$, CR = 0.947
4. Purchase Decisions: $\alpha = 0.928$, CR = 0.943

Classical Assumption Test

Normality Test: The P-Plot graph showed points close to the diagonal line, and the histogram showed a bell-shaped curve, indicating normally distributed data.

Multicollinearity Test: All independent variables had tolerance values > 0.1 and VIF values < 10 , indicating no multicollinearity symptoms.

Heteroscedasticity Test: The scatterplot showed no clear pattern, with points spread above and below zero on the Y-axis, indicating no heteroscedasticity symptoms.

Multiple Linear Regression Analysis

The regression equation formed was: $Y = 7.434 + 0.356 X_1 + 0.402 X_2 + 0.218 X_3$

Where:

Y = Purchase Decisions

X_1 = Hedonic Motivation

X_2 = Influencer Marketing

X_3 = FOMO

Coefficient of Determination (R^2)

Table 2. Coefficient of Determination Results

Variable	R^2	Category
FOMO	0.420	Moderate
Purchase Decisions	0.383	Moderate

The R^2 value for FOMO of 0.420 indicates that hedonic motivation and influencer marketing can explain 42% of FOMO variation, while the remaining 58% is explained by other factors. The R^2 value for purchase decisions of 0.383 shows that hedonic motivation, influencer marketing, and FOMO can explain 38.3% of purchase decision variation.

Effect Size (f^2)

Table 3. Effect Size Results

Path	f^2	Category
Hedonic Motivation → FOMO	0.173	Medium
Influencer Marketing → FOMO	0.220	Medium
Hedonic Motivation → Purchase Decisions	0.054	Small
Influencer Marketing → Purchase Decisions	0.099	Small
FOMO → Purchase Decisions	0.045	Small

Predictive Relevance (Q^2)

The Q^2 values were 0.395 for FOMO and 0.334 for Purchase Decisions, both in the moderate prediction category, indicating the model has good predictive relevance.

Path Coefficient

Table 4. Path Coefficient Results

Path	Coefficient	t-statistic	p-value	Result
Hedonic Motivation → Purchase Decisions	0.222	2.677	0.007	Significant
Influencer Marketing → Purchase Decisions	0.308	4.131	0.000	Significant
FOMO → Purchase Decisions	0.218	3.109	0.002	Significant
Hedonic Motivation → FOMO	0.356	4.964	0.000	Significant
Influencer Marketing → FOMO	0.402	5.526	0.000	Significant

Goodness of Fit (GoF)

$$\text{GoF} = \sqrt{(\text{AVE} \times R^2)} = \sqrt{(0.741 \times 0.401)} = 0.545$$

The GoF value of 0.545 is in the large category, indicating the model has good overall fit.

Mediation Test

Table 5. Mediation Test Results

Mediation Path	Coefficient	t-statistic	p-value	Result
Hedonic Motivation → FOMO → Purchase Decisions	0.078	2.444	0.015	Significant Mediation
Influencer Marketing → FOMO → Purchase Decisions	0.088	2.795	0.005	Significant Mediation

Hypothesis Testing Results

Table 6. Hypothesis Testing Summary

Hypothesis	Result	Conclusion
H1: Hedonic Motivation → Purchase Decisions	t = 2.677, p = 0.007	Accepted
H2: Influencer Marketing → Purchase Decisions	t = 4.131, p = 0.000	Accepted
H3: FOMO → Purchase Decisions	t = 3.109, p = 0.002	Accepted
H4: Hedonic Motivation → FOMO	t = 4.964, p = 0.000	Accepted
H5: Influencer Marketing → FOMO	t = 5.526, p = 0.000	Accepted
H6: FOMO mediates H1	t = 2.444, p = 0.015	Accepted
H7: FOMO mediates H2	t = 2.795, p = 0.005	Accepted

4.2. Discussion

1. The Influence of Hedonic Motivation on Purchase Decisions

The results show hedonic motivation has a positive and significant effect on purchase decisions ($\beta = 0.222$, $p = 0.007$). This finding is consistent with Solaiman & Pangaribuan (2024) who found hedonic motivation positively influences purchase decisions with a coefficient of 0.206. Chauhan et al. (2023) support this by stating that consumers who shop hedonically and are in a good mood will stimulate positive emotions, increase pleasant feelings toward products, and ultimately influence them to make purchases.

2. The Influence of Influencer Marketing on Purchase Decisions

Influencer marketing shows a positive and significant effect on purchase decisions ($\beta = 0.308$, $p = 0.000$). This result aligns with Garg & Bakshi (2024) who found that beauty vloggers' credibility has a significant influence on consumer purchase intentions. Data shows that approximately 50% of Gen Z consumers make online purchase decisions based on influencer ratings and reviews, with 74% of American Gen Z consumers stating they are driven by influencers when buying beauty products (Influencer Marketing Hub, 2024).

3. The Influence of FOMO on Purchase Decisions

FOMO has a positive and significant effect on purchase decisions ($\beta = 0.218$, $p = 0.002$). This finding is consistent with Solaiman & Pangaribuan (2024) showing FOMO has direct significant influence on purchase decisions with a coefficient of 0.470. Bläse et al. (2024) found that FOMO provides direct influence on fashion product purchase intentions, with consumers having high FOMO tending to less consider brand credibility when making purchase decisions.

4. The Influence of Hedonic Motivation on FOMO

Hedonic motivation has a positive and significant effect on FOMO ($\beta = 0.356$, $p = 0.000$). Solaiman & Pangaribuan (2024) found hedonic motivation positively and significantly influences FOMO with a coefficient of 0.356. Sun & Bao (2023) explain that hedonic motivation encourages consumers to seek pleasure and positive emotional experiences, while FOMO strengthens this drive by creating a sense of urgency and desire not to miss satisfying experiences.

5. The Influence of Influencer Marketing on FOMO

Influencer marketing has a positive and significant effect on FOMO ($\beta = 0.402$, $p = 0.000$), which is the strongest effect in this model. Solaiman & Pangaribuan (2024) found influencer marketing positively and very significantly influences FOMO with a coefficient of 0.402. Marín et al. (2024) explain that influencer marketing exploits consumer psychological factors by presenting desired products or experiences and creating perceptions of limited availability or exclusive access, which then triggers FOMO.

6. FOMO Mediates the Relationship between Hedonic Motivation and Purchase Decisions

The mediation test results show FOMO significantly mediates the influence of hedonic motivation on purchase decisions ($\beta = 0.078$, $p = 0.015$). This finding is consistent with Solaiman & Pangaribuan (2024) who found FOMO significantly mediates the relationship between hedonic motivation and purchase decisions with a t-statistic of 2.444. Sun & Bao (2023) explain that the interaction between hedonic motivation and FOMO is very complex and dynamic, where hedonic motivation encourages consumers to seek pleasure and positive emotional experiences, while FOMO strengthens this drive by creating a sense of urgency.

7. FOMO Mediates the Relationship between Influencer Marketing and Purchase Decisions

FOMO significantly mediates the influence of influencer marketing on purchase decisions ($\beta = 0.088$, $p = 0.005$). This result aligns with Solaiman & Pangaribuan (2024) who found FOMO significantly mediates the influence of influencer marketing on purchase decisions with a t-statistic of 2.795. Marín et al. (2024) confirm FOMO's mediating role in the fashion and beauty sector, where influencer recommendations do not always directly result in purchases but awaken curiosity and psychological drive not to be left behind by trends.

5. Conclusion

Based on hypothesis testing results and discussions conducted, the following conclusions can be drawn:

1. Hedonic motivation has a positive and significant influence on purchase decisions for YSL Beauty products. A consumer will shop hedonistically with a good mood which will make their emotions positive, happy and ultimately influence them to make a purchase.
2. Influencer marketing has a positive and significant influence on purchase decisions for YSL Beauty products. A beauty vlogger has a significant influence on consumer purchasing intentions, this is due to the presence of attractive marketing which influences consumers to buy beauty products.
3. Hedonic motivation has a positive and significant influence on Fear of Missing Out for YSL Beauty products. Consumers who have high FOMO tend to consider brand credibility less when making purchasing decisions.
4. Influencer marketing has a positive and significant influence on Fear of Missing Out for YSL Beauty products. Consumers' desire to shop for pleasure and positive emotional experiences, while FOMO encourages them to not miss out on satisfying experiences.
5. Fear of Missing Out has a positive and significant influence on purchase decisions for YSL Beauty products. Influencer marketing exploits consumer psychology by showcasing desired products or experiences and creating the perception of limited availability or exclusive access, which then triggers the Fear of Missing Out
6. Fear of Missing Out significantly mediates the relationship between hedonic motivation and purchase decisions. The desire to shop and FOMO are complex and dynamic, where hedonic motivation drives consumers to seek pleasure and positive emotional experiences, while FOMO reinforces this drive by creating a sense of urgency.
7. Fear of Missing Out significantly mediates the relationship between influencer marketing and purchase decisions. An influencer's recommendation does not always

directly lead to a consumer's decision to purchase a product, but it does arouse curiosity and a psychological urge to want to own the product.

The adjusted R^2 value of 0.323 indicates that hedonic motivation, influencer marketing, and FOMO variables contribute 32.3% to purchase decisions, while the remaining 67.7% is explained by other variables not proposed in this study.

Limitations

1. This study focuses only on YSL Beauty consumers residing in West Jakarta, which may limit the generalizability of the findings to the broader Indonesian market with different digital exposure and consumer preferences.
2. This study focuses only on YSL Beauty consumers residing in West Jakarta, which may limit the generalizability of the findings to the broader Indonesian market with different digital exposure and consumer preferences.
3. Influencer marketing is measured generally without identifying specific influencers. Differences in influencer characteristics—such as credibility, popularity, niche, and brand affiliation—may affect consumer perceptions in distinct ways.

Theoretical Suggestions

For YSL Beauty and similar luxury cosmetics brands:

Future research is encouraged to further develop this model by examining potential moderating variables such as Brand Loyalty or Product Involvement, which may strengthen or weaken the relationships between Hedonic Motivation, Influencer Marketing, and Purchase Decisions. Researchers may also expand the independent variables by incorporating Utilitarian Motivation or Perceived Quality to gain a more comprehensive understanding of luxury consumer behavior. Additionally, replicating this study using other luxury brands or employing qualitative methods (e.g., in-depth interviews) is recommended to deepen insights into the psychological mechanisms underlying FoMO and purchase decisions.

Practical Suggestions

For future research:

YSL Beauty should enhance marketing strategies by prioritizing factors that strongly influence consumer decisions. Strengthening Hedonic Motivation through immersive shopping experiences, premium visual merchandising, and luxurious unboxing can elevate emotional engagement. Leveraging FoMO-based strategies, such as limited editions and short-duration flash sales, may effectively increase urgency and drive impulsive purchases. For Influencer Marketing, the focus should shift from reach to credibility, selecting influencers with relevant audiences and authentic content to build stronger consumer trust and influence purchase decisions.

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