

The Impact of Social Media Marketing, Reviews and Fear of Missing Out on Purchase Intention

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ABSTRACT

The rapid development of digital technology has brought major changes in consumer behavior, especially in online shopping activities through e-commerce platforms. East Java is one of the potential markets with the dominance of platforms that are in high demand such as Shopee. This study aims to analyze the influence of Social Media Marketing, Online Customer Review, and Fear of Missing Out on consumer purchase intention on the Shopee platform in the region. With a quantitative approach and explanatory research design, data was collected through an online questionnaire based on the Likert scale which was randomly distributed through social media. The purposive sampling technique is used to ensure that respondents are active Shopee users in a certain age category. Data analysis was carried out using the multiple linear regression method with validity, reliability, and classical assumption testing. The results of the study show that the three independent variables have a significant influence on consumer purchase intention, both partially and simultaneously. Social Media Marketing plays a role through engaging and interactive content, while Online Customer Reviews contribute to building trust through credible and relevant reviews.

Keywords: Social Media Marketing, Online Customer Review, Fear of Missing Out.

ABSTRAK

Perkembangan teknologi digital yang pesat telah membawa perubahan besar dalam perilaku konsumen, khususnya dalam aktivitas belanja daring melalui platform e-commerce. Jawa Timur menjadi salah satu pasar potensial dengan dominasi platform yang banyak diminati seperti Shopee. Penelitian ini bertujuan untuk menganalisis pengaruh Social Media Marketing, Online Customer Review, dan Fear of Missing Out terhadap minat beli konsumen pada platform Shopee di wilayah tersebut. Dengan pendekatan kuantitatif dan desain penelitian eksplanatori, data dikumpulkan melalui kuesioner daring berbasis skala likert yang disebarakan secara acak melalui media sosial. Teknik purposive sampling digunakan untuk memastikan responden merupakan pengguna aktif Shopee dalam kategori usia tertentu. Analisis data dilakukan dengan menggunakan metode regresi linier berganda dengan uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan bahwa ketiga variabel bebas memiliki pengaruh yang signifikan terhadap minat beli konsumen, baik secara parsial maupun simultan. Social Media Marketing berperan melalui konten yang menarik dan interaktif, sedangkan Online Customer Review berkontribusi dalam membangun kepercayaan melalui ulasan yang kredibel dan relevan.

Kata kunci: Pemasaran Media Sosial, Ulasan Pelanggan Online, Takut Ketinggalan.

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INTRODUCTION

The advancement of digital technology has driven various innovations in the trade industry, particularly through e-commerce platforms such as Shopee. In Indonesia, Shopee has become one of the leading choices for online shopping, especially in regions with high internet penetration like East Java. According to data from the APJII (2024), East Java ranks as the second-largest province in terms of internet users, with over 34 million users. This significant number highlights the immense potential for e-commerce market development in East Java, where consumers are increasingly accustomed to online shopping and are influenced by trends. Social media marketing, online customer reviews, and Fear of Missing Out (FOMO) are believed to be critical factors shaping consumer purchase intentions. Social media marketing, which introduces products and builds brand image through creative content, has been extensively examined in various studies. Research by Setianingsih & Aziz (2022) revealed that social media marketing via TikTok has a significant positive effect on Shopee's purchase intentions. However, other studies, such as Noer et al. (2024), argue that while social media marketing effectively attracts purchase intentions, its success depends on how well the content aligns with consumer characteristics.

In addition to social media marketing, online customer reviews also play a vital role in purchase decisions. A study conducted by Suryawan et al. (2022); Dinanti & Irmawati (2023) found that positive reviews and ratings significantly increase consumer purchase intentions on Shopee. However, other studies indicate that the impact of customer reviews may vary depending on the level of consumer trust in the review sources. Thus, this study also seeks to explore further the influence of customer reviews on Shopee consumers' purchase intentions in East Java. Meanwhile, psychological factors such as FoMO have gained increasing attention in digital marketing, triggering consumers' anxiety about missing trends or specific offers, often leveraged in social media marketing strategies (Erwin et al., 2024). Dwisuardinata & Darma (2023); Mahmud et al. (2023), indicated that while FoMO can drive impulsive purchases, its influence is not always significant for certain products. However, a study by Alfina et al. (2023); Sambeta et al. (2024) reported that FoMO significantly drives consumerist behavior in online shopping, particularly among younger generations.

The findings of this study demonstrate that social media marketing strategies effectively influence Shopee consumers' purchase intentions in East Java. Based on the analysis, indicators such as entertainment, personalized advertising, consumer interaction, Electronic Word of Mouth (E-WOM) promotions, and relevance to current trends significantly enhance consumer appeal. These marketing strategies strengthen brand image and emotional engagement, particularly among younger generations active on social media. These results align with previous findings, highlighting how marketing through platforms like TikTok and Instagram impacts purchasing decisions through creative and interactive content. Moreover, online customer reviews play a crucial role in building consumer trust in Shopee products (Sembiring & Nisa, 2023; Aisyah et al., 2024; Putri et al., 2024). Accompanied by visual evidence, such as photos or videos, and detailed descriptions of user experiences significantly boost purchase preferences. This is consistent with Setianingsih & Aziz's (2022) findings, which state that positive and high-volume reviews create an impression of good product quality and market popularity. This phenomenon is further reinforced by FoMO, where the fear of missing out on opportunities or trends drives impulsive buying behavior among consumers.

These studies, although there is evidence of the positive influence of these three factors, other research findings vary depending on the context and characteristics of the market being studied. Therefore, this study aims to update and re-examine the influence of social media marketing, online customer reviews, and fear of missing out on Shopee consumers' purchase intentions, particularly in East Java. This research is expected to provide new insights into how these three factors can be optimally utilized in digital marketing strategies and offer significant contributions to the e-commerce business landscape in Indonesia.

LITERATURE REVIEW

Social Media Marketing is a strategy that leverages social media platforms such as Instagram, TikTok, and Facebook to reach consumers more effectively (Aji et al., 2022). The primary objectives of this strategy are to build brand awareness, strengthen corporate image, and drive purchases through personalized and engaging interactions. According to Achrol & Kotler (2016), social media marketing is designed to foster close relationships between brands and consumers through relevant and entertaining content. Previous studies have highlighted the critical role of social media marketing in influencing consumer behavior. Setianingsih & Aziz (2022) found that TikTok, as a promotional medium, successfully increased consumer purchase intentions toward Shopee. Similarly, Cheung et al. (2021) identified five key dimensions of effective social media marketing: entertainment, customization, interaction, Electronic Word of Mouth (E-WOM), and trendiness. These dimensions enable companies to deliver messages directly aligned with consumers' needs and preferences.

Online Customer Reviews are evaluations provided by consumers regarding a product or service, published through digital platforms such as websites or e-commerce applications. These reviews serve as one of the primary references for potential buyers to assess the quality of a product based on previous users' experiences (Yulindasari & Fikriyah, 2022; Fitriyani et al., 2024; Sutriani et al., 2024). Latifah (2022) stated that relevant and trustworthy reviews play a crucial role in building consumer trust in a brand. A study by Suryawan et al. (2022), also demonstrated that customer reviews significantly influence purchase intentions on Shopee. Consumers are more likely to trust objective reviews than promotional advertisements. Key indicators used include Perceived Usefulness, Source Credibility, Argument Quality, Valence, and Volume of Reviews (Rahayu et al., 2024). This finding highlights that Online Customer Reviews can serve as a strategic tool to strengthen consumer loyalty and drive purchase intentions.

Fear of Missing Out (FoMO) is a psychological condition where individuals feel anxious or worried about missing out on certain opportunities, experiences, or trends. Przybylski et al. (2013) and Hayani & Nurlita (2024), revealed that FoMO can trigger impulsive behaviors, including unplanned purchases. Marketing strategies that leverage urgency, such as limited-time promotions or limited stock availability, are often used to enhance consumer appeal. Research by Noer et al. (2024) found that FoMO significantly influences consumer purchase intentions, particularly among younger generations active on social media. Consumers experiencing FoMO are more likely to engage in impulsive purchases to ensure they do not miss out on exclusive opportunities. This underscores the role of FoMO as an effective tool in digital marketing strategies (Siagian & Mita, 2024).

Purchase intention refers to the consumer's drive to purchase a product, influenced by various factors such as experience, trust, and information received (Alwafi & Magnadi, 2016). Based on this study, the purchase intention of Shopee consumers in East Java is influenced by three main variables: Social Media Marketing, Online Customer Review, and Fear of Missing Out (FoMO). Social Media Marketing utilizes five indicators—entertaining content, personalized advertisements, consumer interaction, promotion through electronic word of mouth, and relevance to current trends—to create an effective appeal (Aulia et al., 2024). Meanwhile, Online Customer Reviews facilitate consumers in accessing relevant information, enhancing trust, and simplifying purchase decisions through detailed, visual, and positive reviews. Additionally, FOMO drives consumers to make immediate purchases through a fear of missing out on trends or limited offers, creating emotional urgency that significantly impacts purchase decisions (Ulfa, 2024).

The indicators of purchase intention include a consumer's tendency to make transactions, recommend products to others, prioritize purchases on specific platforms, and explore product information to ensure quality. The factors supporting purchase

intention demonstrate that consumer decisions are influenced not only by necessity but also by emotional experiences, trust, and the appeal of promotions designed by platforms like Shopee (Meliza & Lubis, 2022). Thus, purchase intention can be enhanced through a combination of effective marketing strategies, credible customer reviews, and the utilization of psychological aspects such as FOMO.

H1: Social Media Marketing has a positive and significant effect on Purchase Intention for Shopee in East Java.

H2: Online Customer Reviews has a positive and significant effect on Purchase Intention for Shopee in East Java.

H3: Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Intention for Shopee in East Java.

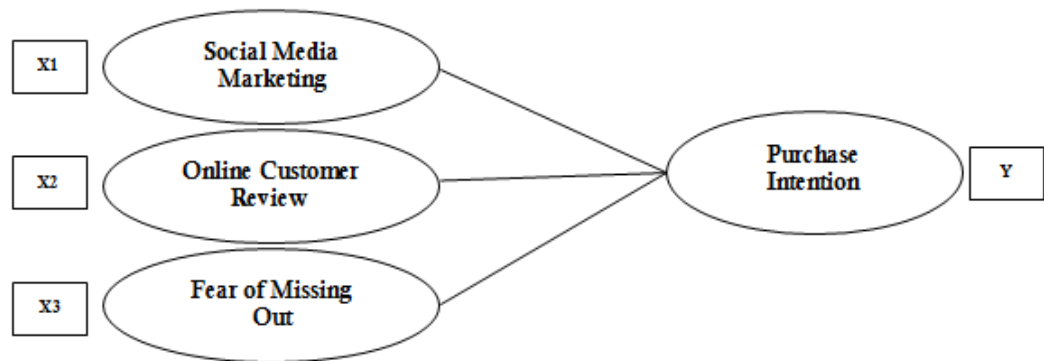


Figure 1. Research Framework Model

METHODS

This study employs a quantitative method with an explanatory research approach, aiming to analyze the influence of Social Media Marketing, Online Customer Review, and Fear of Missing Out (FoMO) on the purchase intention of Shopee consumers in East Java. The research was conducted in East Java, targeting respondents aged 15–30 years who are active Shopee users and have made at least one purchase. The sample consists of 180 respondents, determined using purposive sampling based on predetermined criteria. Data collection was conducted through an online questionnaire designed with a Likert scale, distributed via social media platforms such as TikTok and other online communities. Data analysis utilized multiple linear regression tests to examine the influence of independent variables on the dependent variable (Wisudaningsi et al., 2019). Prior to regression analysis, validity and reliability tests were performed to ensure the accuracy of the instruments, along with classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to validate the regression model's feasibility. The data were analyzed using statistical software, with the results expected to provide empirical insights into the impact of the three variables on consumer purchase intention.

RESULTS

Respondent Identity refers to demographic information or basic characteristics of individuals involved in the study as a sample (Heckathorn, 2002). This information includes variables such as age, gender, education level, occupation, income, marital status, and location of residence. This data is used to understand the profile of respondents and analyze research results based on certain characteristics. Respondent identities are collected through questionnaires, interviews, or observations while maintaining the privacy and confidentiality of personal information. Respondent identity analysis is often conducted to see patterns, trends, or differences in certain characteristics that may affect the results or conclusions of the study.

Table 1. Respondent's Identity

Variable		Number of Respondents	Percentage (%)
Purchase Intention	Yes	179	99,5%
	No	1	0,5%
Address	Malang	38	38%
	Gresik	27	27%
	Surabaya	17	17%
Gender	Male	122	67,7%
	Female	58	32,3%
Age	15 – 19 Years	11	6,11%
	20 – 24 Years	129	71,67%
	25 – 29 Years	28	15,56%
	30 - 34 Years	7	3,89%
	35 - 40 Years	5	2,78%

The results of the Respondent's Identity study explain that all respondents who have completed the questionnaire have met the criteria to be considered valid sample members and meet the requirements of this study. Therefore, the respondents' answers are in accordance with the criteria established for this research. The top 3 cities with the highest number of respondents are Malang with 38 people (38%), Gresik with 27 people (27%), and Surabaya with 17 people (17%). The total number of respondents from these 3 cities is 82 people, or 82% of the total respondents. The number of female respondents is higher than the number of male respondents. The breakdown of respondents by gender is as follows: male respondents make up 32.3%, while female respondents account for 67.7%. The age group with the highest number of respondents is 20-24 years, accounting for 71.67%, followed by the 25-29 years age group at 9.4%.

Table 2. Results of the Validity Test

Variable	No. Item	R Count	R Table	Information
Social Media Marketing (X1)	X1.1	0.650	0.1463	Valid
	X1.2	0.612	0.1463	Valid
	X1.3	0.608	0.1463	Valid
	X1.4	0.670	0.1463	Valid
	X1.5	0.700	0.1463	Valid
Online Customer Review (X2)	X2.1	0.628	0.1463	Valid
	X2.2	0.622	0.1463	Valid
	X2.3	0.640	0.1463	Valid
	X2.4	0.628	0.1463	Valid
	X2.5	0.676	0.1463	Valid
	X2.6	0.606	0.1463	Valid
Fear of Missing Out (X3)	X3.1	0.661	0.1463	Valid
	X3.2	0.692	0.1463	Valid
	X3.3	0.679	0.1463	Valid
	X3.4	0.736	0.1463	Valid
Purchase Intention (Y)	Y.1	0.666	0.1463	Valid
	Y.2	0.680	0.1463	Valid
	Y.3	0.691	0.1463	Valid
	Y.4	0.683	0.1463	Valid

The results of the validity test for the research variables of all items are declared valid because the coefficient obtained is greater than 0.1463. Therefore, there is no need to replace or remove any statements. Social Media Marketing (X1), Online Customer Review (X2), Fear of Missing Out (X3), and Purchase Interest (Y). Each item is tested using the R Calculation value and compared with the R Table value of 0.1463. All items in the four variables have a higher R Calculation value than the R Table, which indicates that all items are valid. The highest R Calculation value is found in X3.4 (0.736) which indicates a significant relationship strength. These results ensure that the research instrument can be used to measure variables accurately and consistently.

Reliability test is used to examine the consistency of the items to determine how reliable the measurement instrument is. A data set is considered reliable if the

Cronbach's alpha is greater than 0.6. However, if the Cronbach's alpha is less than 0.6, the data is considered unreliable.

Table 3. Results of the Reliability Test

Variable	Cronbach Alpha	Alpha	Information
Social Media Marketing (X1)	0.654	0.60	Reliable
Online Customer Review (X2)	0.701	0.60	Reliable
Fear of Missing Out (X3)	0.638	0.60	Reliable
Purchase Intention (Y)	0.612	0.60	Reliable

The results of the variable research show reliability values that meet the criteria, with a Cronbach's Alpha value greater than 0.6. This indicates that the instrument used is consistent in measuring each variable, namely Social Media Marketing, Online Customer Review, Fear of Missing Out, and Purchase Interest. High reliability reflects that the respondents' answers to the statements in the questionnaire are stable and reliable. Thus, this research instrument is considered feasible for use in further analysis, supporting the validity of the data produced in accurately describing the relationship between variables.

The purpose of the normality test is to examine whether the sample used follows a normal distribution (Ghozali, 2011). The normality test uses the Kolmogorov-Smirnov analysis, and it is considered normally distributed if the probability > 0.05, and not normally distributed if the probability < 0.05 or 5%.

Table 4. Results of the Normality Test

N		180
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.70510114
Most Extreme Differences	Absolute	0.042
	Positive	0.042
	Negative	-0.040
Test Statistic		0.042
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

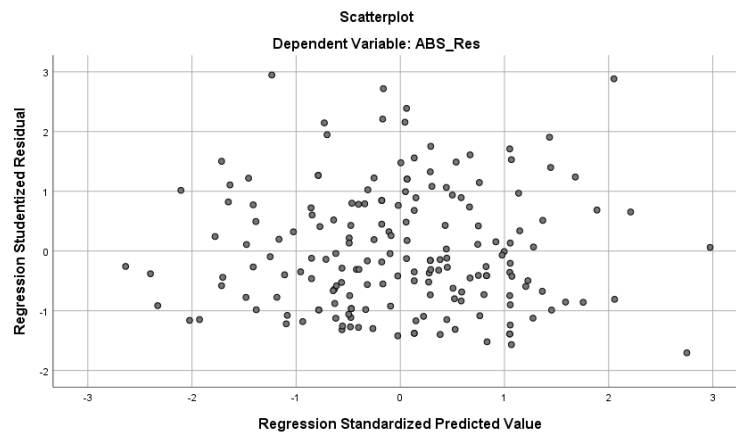


Figure 2. Result of scatterplot output

The scatterplot results show that the output data points are randomly distributed and do not form a particular pattern, either regular or systematic. This distribution pattern indicates that the residual variance is homogeneous across the range of predictor values. Thus, it can be concluded that the regression model used does not experience heteroscedasticity problems. This is important because the assumption of homoscedasticity is met, which means that the regression estimation results can be considered valid and unbiased, so that data analysis can be carried out accurately to describe the relationship between variables.

Table 5. Results of Multicollinearity, Partial T Test & Multiple Linear Regression Test

Model	Un-std. Coeff.		Std. Coeff.	t	Sig.	Coll. Stat.	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.919	0.910		2.107	0.036		
Social Media Marketing	0.207	0.061	0.249	3.375	0.001	0.459	2.181
Online Customer Review	0.234	0.051	0.332	4.594	0.000	0.477	2.098
Fear of Missing Out	0.266	0.069	0.272	3.864	0.000	0.504	1.985

The VIF values for all variables are less than 10.00, and the tolerance values are close to 1. Therefore, it can be concluded that there is no multicollinearity in the regression model. The value of $\alpha = 1.919$ indicates that if the values of X1, X2, and X3 remain constant (unchanged), the constant value of Y will be 1.919. The partial t-test results obtained in this study are Social Media Marketing (X1): The calculated t value of 3.375 is greater than the t-table value of 1.974 with a significance value of 0.001 (< 0.05). This shows that Social Media Marketing has a significant effect on Purchase Intention. Online Customer Review (X2): The t-calculated value is 4.594, which is greater than the t-table value of 1.974, with a significance value of 0.000 (< 0.05). This indicates a significant effect of Online Customer Review on Purchase Intention. Fear of Missing Out (X3): The t-calculated value is 3.864, which is greater than the t-table value of 1.974, with a significance value of 0.000 (< 0.05). This indicates a significant effect of Fear of Missing Out on Purchase Intention.

The regression coefficient for Social Media Marketing (X1) is 0.207, which means that if X1 increases, Y will increase by 0.207, assuming that there are no changes in the values of X2 and X3. The regression coefficient for Online Customer Review (X2) is 0.234, which means that if X2 increases, Y will increase by 0.234, assuming that there are no changes in the values of X1 and X3. The regression coefficient for Fear of Missing Out (X3) is 0.266, which means that if X3 increases, Y will increase by 0.266, assuming that there are no changes in the values of X1 and X2.

Table 6. Results of the Simultaneous F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	665.781	3	221.927	75.053	0.000 ^p
Residual	520.419	176	2.957		
Total	1186.200	179			

The SPSS output shows a calculated F value of 75.053. To determine the critical F value, the F distribution table is consulted at $\alpha = 0.05$ with degrees of freedom N-k-1, which is $180 - 3 - 1 = 176$, resulting in a critical F value of 2.66. Therefore, it can be concluded that the calculated F value is greater than the critical F value ($75.053 > 2.66$) and the significance value is $0.000 < 0.05$, indicating a significant effect.

Table 7. Output SPSS

Variable	Beta Coefficient	Zero-Order	Partial Determination	Percentage (%)
Social Media Marketing (X1)	0.249	0.651	0.162	16.2%
Online Customer Review (X2)	0.332	0.673	0.223	22.3%
Fear of Missing Out (X3)	0.272	0.646	0.176	17.6%
Total			0.561	56.1%

The SPSS output for the Summary of the Determination Coefficient Test shows a coefficient of determination (R square) of 0.561, or $0.561 \times 100 = 56.1\%$. This means that the influence of the independent variables (X1, X2, and X3) on the dependent variable (Y) is 56.1%, with the remaining being influenced by other factors not examined in this study.

The results of the study indicate that Social Media Marketing has a significant impact on the purchase intentions of Shopee consumers in East Java. Based on the t-test, the t-value (3.375) is greater than the t-table value (1.974), with a significance value of 0.001 (<0.05), thus the hypothesis is accepted. Social Media Marketing has proven to be an effective marketing strategy, encompassing five key indicators: Entertainment, which captures attention through creative content; Customization, which presents relevant ads according to consumer needs; Interaction, which facilitates communication through reviews and comments; Electronic Word of Mouth, which enhances trust by sharing positive experiences; and Trendiness, which provides up-to-date information. These indicators strengthen Shopee's appeal, increasing consumer purchase intentions with a relevant and current approach. This finding is consistent with previous research by Setianingsih & Aziz (2022) and Noer et al. (2024), which concluded that social media marketing is effective in building brand awareness and enhancing consumer engagement.

The variable of Online Customer Reviews also has a significant effect on the purchase intentions of Shopee consumers in East Java. The t-test results show that the calculated t-value (4.594) is greater than the t-table value (1.974), with a significance value of <0.05, thus the hypothesis is accepted. Online Customer Reviews enhance consumer trust through the indicators of Perceived Effectiveness, which facilitates finding information; Source Credibility, which indicates trustworthy reviews; Argument Quality, which provides detailed explanations of a product's strengths and weaknesses; Valence, which strengthens decisions with reviews including images or videos; and Volume of Reviews, which creates the impression that the product is popular and of high quality. This study supports the findings of Suryawan et al. (2022), which emphasize the importance of customer reviews in building trust and consumer loyalty through credible and transparent information.

Fear of Missing Out (FoMO) has been proven to have a significant effect on the purchase intentions of Shopee consumers in East Java. The calculated t-value (3.864) is greater than the t-table value (1.974), with a significance value of 0.000 (<0.05), thus the hypothesis is accepted. FoMO leverages consumers' psychological aspects through the indicators of Afraid, which drives the desire to follow trends; Worry, which reflects concern about missing out on popular products; Anxious, which indicates anxiety over limited stock; and Updating Status, which highlights the consumers' urge to share their purchases on social media. This strategy creates social pressure and emotional urgency, encouraging impulsive purchasing decisions. These results are consistent with the study by Dwisuardinata & Darma (2023), which concluded that FOMO is effective in generating emotional triggers that accelerate consumer decision-making.

CONCLUSION

This study concludes that Social Media Marketing, Online Customer Review, and Fear of Missing Out (FoMO) have a significant impact on the purchase intention of Shopee consumers in East Java. The analysis results show that Social Media Marketing is an effective strategy through engaging content, relevant advertisements, consumer interaction, and the dissemination of up-to-date information. Online Customer Reviews play an essential role in building consumer trust through credible reviews, detailed information, and a high volume of positive reviews. Additionally, FoMO is proven to leverage emotional and psychological aspects of consumers, such as the fear of missing out on trends or products, to drive impulsive purchases. These three variables support each other in strengthening purchase intentions on the Shopee e-commerce platform. For e-commerce business practitioners, particularly Shopee, it is recommended to continue optimizing social media marketing strategies by capitalizing on current trends and actively engaging with consumers. Furthermore, Shopee should ensure the credibility of customer reviews by monitoring fake reviews to maintain consumer trust. Lastly, the use of FoMO strategies should be complemented with ethical promotional

campaigns to avoid the perception of manipulation, thus creating a satisfying and sustainable shopping experience.

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