

DOI: <https://doi.org/10.38035/dijemss.v5i5>

Received: 5 June 2024, Revised: 15 July 2024, Publish: 16 July 2024

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The Influence of Digital Marketing, Fear of Missing Out (FOMO), and Online Consumer Reviews on Purchase Decisions for Macpop Products in Surabaya

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Abstract: This research aims to determine the influence of digital marketing, fear of missing out (FoMO), and online consumer reviews on purchasing decisions for Macpop products in Surabaya. By using quantitative data analysis and appropriate methods, this research aims to provide deeper insight into the contribution of these factors in purchasing decisions for Macpop products in Surabaya. This research used a quantitative method involving 90 respondents selected by purposive sampling. Respondents consisted of Macpop consumers aged between 18 and 45 years. Data collection involved primary and secondary data, and analysis was carried out using the Partial Least Squares (PLS) technique with validity, reliability and hypothesis testing. The research results show that: (1) there is a significant and positive influence of digital marketing on the decision to purchase Macpop products, (2) there is a significant and positive influence of fear of missing out (FoMO) on the decision to purchase Macpop products, and (3) there is a significant and positive influence positive online consumer reviews regarding purchasing decisions for Macpop products.

Keyword: Purchase Decision, Digital Marketing, Fear of Missing Out (FoMO) and Online Consumer Review.

INTRODUCTION

The development of Internet technology provides opportunities for companies and entrepreneurs to achieve broader profitability. As a result, many strategies are used in commerce, one of which is Digital Marketing or online marketing. Proper implementation of Digital Marketing will have a positive impact on promoting products or services to reach the company's target market.

Katadata Insight Center (KIC) reports that the Food and Beverage industry remains one of the Top Five most sought-after product commodities in Indonesian e-commerce, with a figure of 7.7%. This phenomenon reinforces that digital transformation and an understanding

of Digital Marketing concepts can help culinary business actors manage their operations more easily and cost-effectively (Binekasri, 2023).

One of the food industries popular among the younger generation is macaroni. The macaroni business has attracted many entrepreneurs to venture into the snack business. Interestingly, all brands of macaroni from various entrepreneurs market their macaroni online (Wahyujatmiko and Hadi, 2018). Currently, the most famous macaroni in Indonesia is Makaroni Ngehe, followed by several follower brands such as Macaroni Factory, Macaroni Huhhah, and Macco Makaroni, as well as other similar macaroni products that are not as well-known.

The use of social media is one of the most effective marketing strategies to introduce products and make them more familiar to all segments of society. The success of promotions can be observed from the number of Instagram followers compared to other macaroni business competitors.

Table 1: Number of Instagram Followers as of February 2024

Brand	Numbers of Followers
Ngehe.id	13.200
Makaroni Cuck	38.800
Macpop	1.984
Makaroni Tresno	638

Source: Processed Data, Instagram (2024)

Macpop's position as a newcomer brand with a still standard number of followers does not dampen its enthusiasm for exploring new business opportunities and targeting its market. The decision to purchase a product is influenced not only by marketing media but also by psychological factors, one of which is Fear of Missing Out (FoMO). FoMO is considered a psychological phenomenon where individuals feel anxious when others have more experiences, such as being more up-to-date, more sociable, and more informed about current events.

In response to this phenomenon, Macpop strives to stay up-to-date, especially on Instagram. Macpop is also active in exhibitions and events. In addition to content, Macpop pays attention to copywriting by consistently including hashtags to make Macpop products easier to find and appear in searches for consumers looking to buy macaroni.

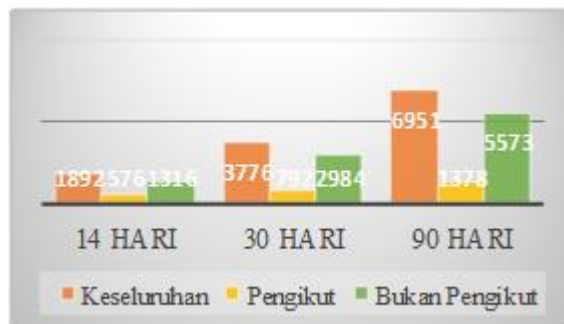
When purchasing a product, consumers are influenced not only by FoMO but also by product reviews to assure themselves that the product is worth buying. Other buyers can use online consumer reviews as a consideration when deciding to purchase the product (Rahmawati, 2021). Macpop has provided testimonial highlights on its Instagram. These highlights serve as a reference for potential customers to see responses from previous buyers.



Source: Author. (2024)

Figure 1: Negative Consumer Review of Macpop

The image above shows that Macpop does not always receive positive reviews or responses from the public. Based on the image from honest buyer reviews, Macpop has shortcomings in terms of taste, which is still considered inferior compared to other products. This may be because Macpop is a healthy processed product. Additionally, one consumer also complained about the packaging used, stating it is not safe.



Source: Author (2024)

Figure 2: Social Media Reach Data of Macpop

The graph above presents data on Macpop's social media reach over various durations. It shows that all three duration categories indicate positive and relatively increasing values. Notably, the reach among accounts that have not yet become followers of Macpop's social media is also increasing. This suggests that Macpop is quite aggressive in promoting through Instagram, which could potentially create a psychological impact influencing consumer behavior (FoMO).

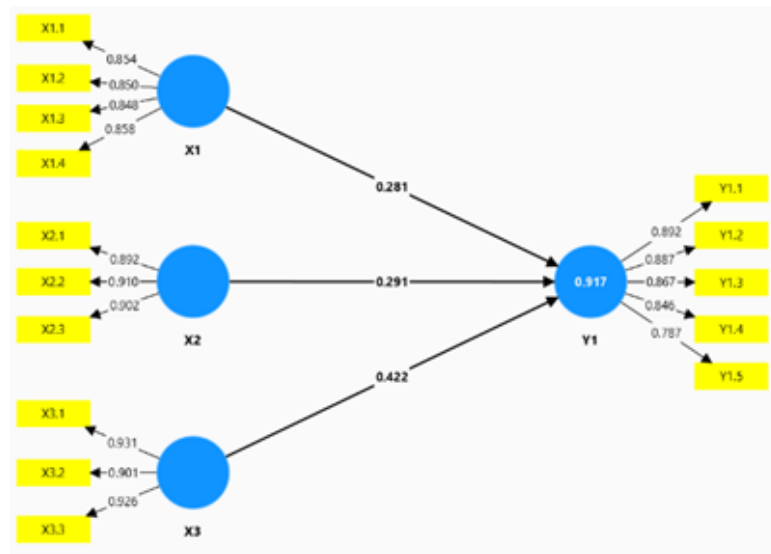
This study examines the influence of digital marketing, Fear of Missing Out (FoMO), and online consumer reviews on purchase decisions. There is a research gap highlighted by previous studies. Wiranata et al. (2021) found that digital marketing has a positive and significant influence on purchase decisions. In contrast, Millennium et al. (2021) reported a negative and insignificant influence of digital marketing on purchase decisions. Additionally, Nahera and Evelina (2023) found that online consumer reviews have a positive and significant influence on purchase decisions, whereas Mutmainah (2019) concluded that online consumer reviews do not influence online purchase decisions.

Based on these studies, the focus has typically been on established products. However, research on products in the scale-up stage is still rare. Moreover, there are differing results regarding the influence of digital marketing and online consumer reviews. Therefore, the author is interested in exploring how digital marketing, Fear of Missing Out, and online consumer reviews influence purchase decisions.

METHOD

This study falls under the category of descriptive quantitative research. The data collection method used in this research is the questionnaire method. A questionnaire is a data collection technique that involves distributing a set of written questions or statements to respondents, who are then asked to provide answers or feedback. This study was conducted online using Google Forms. The population in this research comprises people who enjoy eating snacks. To determine the sample in this research, a non-probability sampling method was employed, specifically using purposive sampling technique, where samples are selected based on specific criteria predetermined by the researcher. The sample size is determined using the formula (5-10) times the number of indicators. There are 15 indicators in this research. Therefore, the calculation is $15 \times 6 = 90$ respondents.

RESULTS AND DISCUSSION



(Source: Processed questionnaire data)

Figure 3: Path Diagram of PLS Output

The PLS output diagram above shows the magnitude of the factor loading values for each indicator, which are above the arrows between variables and indicators. Additionally, the diagram displays the path coefficients, represented by the arrows between exogenous and endogenous variables.

In this diagram, the highest loading coefficient for the Digital Marketing indicator is Interactive (X1.4), with the largest factor loading of 0.858. For the Fear of Missing Out (FoMO) indicator, the highest loading coefficient is for Concern (X2.2), which has a factor loading of 0.910. Lastly, for the Online Consumer Review indicator, the highest loading coefficient is for Motivation (X3.1), with a factor loading of 0.931.

Inner Model

Table 2 R-Square

	R-Square	R-Square adjusted
Purchase Decision	0,917	0,914

(Source: Processed questionnaire data)

The R^2 value (Purchase Decision) of 0.917 indicates that the model can explain approximately 91.70% of the phenomenon or issue of Purchase Decision. The remaining 8.30% is explained by other variables not included in the model and error factors. This means that the variables Digital Marketing, Fear of Missing Out, and Online Customer Reviews contribute 91.70%, while the other variables not included in the model influence 8.30%.

Hypothesis Testing

Table 3 Hypothesis Testing (Inner Weight)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-values
Digital Marketing (X1) → Purchase Decision (Y)	0,281	0,262	0,125	2,245	0,025
Fear of Missing Out (X2) → Purchase	0,291	0,316	0,145	2,005	0.045

Decision (Y)					
Online Consumer Review → Purchase Decision (Y)	0,422	0,414	0,115	3,668	0.000

(Source: Processed questionnaire data)

Based on the table above, the results of the hypothesis testing are as follows:

1. Digital Marketing (X1) significantly influences Purchase Decision (Y) with a path coefficient of 0.281 and a t-statistic value of 2.245, which is greater than the critical value of 1.96 (from the t-table at $\alpha = 0.05$). Additionally, the p-value of 0.025 is less than $\alpha = 0.05$ (5%).
2. Fear of Missing Out (X2) significantly influences Purchase Decision (Y) with a path coefficient of 0.291 and a t-statistic value of 2.005, which is greater than the critical value of 1.96. Moreover, the p-value of 0.045 is less than $\alpha = 0.05$ (5%).
3. Online Consumer Review (X3) significantly influences Purchase Decision (Y) with a path coefficient of 0.422 and a t-statistic value of 3.668, which is greater than the critical value of 1.96. Furthermore, the p-value of 0.048 is less than $\alpha = 0.05$ (5%).

These results indicate that all three independent variables (Digital Marketing, Fear of Missing Out, and Online Consumer Review) have a significant influence on Purchase Decision.

The Influence of Digital Marketing on Purchase Decisions

Based on the research findings, it is proven that Digital Marketing has a significant influence on the purchase decisions of Macpop products in Surabaya. This finding indicates that digital marketing strategies play a crucial role in influencing consumer purchasing decisions.

Active social media users, especially in Surabaya, respond positively to the digital marketing efforts made by Macpop products. The website design, content feeds, and reels showcasing Macpop products, along with effective marketing strategies, are able to attract consumers' attention and influence their purchasing decisions. People who enjoy snacking in Surabaya also tend to prefer Macpop products after seeing social media content promoted through digital marketing strategies. This shows that informative and persuasive digital content can shape consumers' positive perceptions of the product and influence their purchasing decisions.

This research is consistent with the theory of Putri and Dwiyanto (2023), which shows that Digital Marketing has a significant positive influence on purchase decisions. Additionally, the study by Dewi and Prabowo (2023) also indicates that Digital Marketing has a positive and significant influence on purchase decisions. Based on the above description, Digital Marketing significantly affects purchase decisions.

The Influence of Fear of Missing Out (FoMO) on Purchase Decisions

Based on the research findings, it is evident that Fear of Missing Out (FoMO) has a significant impact on the purchase decisions of Macpop products, and this finding is acceptable. This indicates that the higher the level of FoMO experienced by consumers, the greater its influence on purchase decisions. Respondents tend to feel compelled to make purchases immediately due to the fear of missing out on opportunities or offers.

These research findings are consistent with the theory proposed by Putri and Dwiyanto (2023), which asserts that FoMO significantly influences purchase decisions. Additionally, this study aligns with the findings of Dewi and Prabowo (2023), which demonstrate that FoMO has a significant impact on purchase decisions.

The Influence of Online Consumer Review on Purchase Decisions

Based on the research findings, it is evident that Online Consumer Review has a significant impact on the purchase decisions of Macpop products, and this finding is acceptable. This indicates that the higher the quality of online consumer reviews, the greater their influence on consumer purchase decisions. Respondents tend to seek available review information before making purchases, as reviews from other consumers can provide recommendations that influence their decisions.

These research findings are consistent with the theory proposed by Bella and Supriyono (2023), which states that online consumer reviews have a significant influence on purchase decisions. Additionally, this study is also consistent with the findings of Mafaza and Amina (2021), which demonstrate that online consumer reviews significantly affect purchase decisions.

CONCLUSION

Based on the testing results using PLS analysis to examine the influence of digital marketing, Fear of Missing Out (FoMO), and online consumer reviews on the purchase decisions of Macpop products in Surabaya, it was found that all three factors significantly impact purchase decisions. Effective digital marketing increases consumer awareness, interest, and trust, while FoMO drives consumers to make immediate purchases out of fear of missing out on offers. Additionally, online consumer reviews greatly influence perceptions and trust in the product. The implications of these findings are that companies need to pay attention to digital marketing strategies by updating interactive features and improving after-sales services, utilizing FoMO as part of their marketing strategy, and managing consumer reviews by providing incentives for positive reviews. This will help enhance purchase decisions and strengthen Macpop's position in the market.

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