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The Influence of Fear of Missing Out (FoMO), Brand Image, and Influencer Marketing on the Purchase Decision of Glad2Glow Skincare Products

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Abstract

The purpose of this study was to examine how digital marketing, influencer marketing, and fear of missing out affected customers' decisions to buy Glad2Glow skincare products, especially those who live in East Jakarta. This study employed a quantitative approach using an associative-causal methodology. A targeted sample selection was used to distribute questionnaires to 100 respondents in order to collect data. Using SPSS ver25 software, multiple linear regression was used to analyze the data. The study's findings demonstrate that digital marketing, influencer marketing, and fear of missing out all have a favorable and substantial impact on the choice to buy. In certain instances, though, the individual factors also appear to have a big impact on the decision to buy. In conclusion, digital marketing, influencer marketing, and Fear of Missing Out play important roles in shaping consumers' purchasing decisions for Glad2Glow skincare products. Therefore, companies are encouraged to strengthen digital marketing strategies, collaborate with credible influencers, and design promotional activities that are able to attract consumer attention in a highly competitive skincare market.

INTRODUCTION

Industry Indonesian beauty has experience very rapid development and shows significant growth in a number of last years, especially in care skin or skincare (Hasrudin & Sagena, 2023; Muhajir et al., 2026; Nurrosyidah et al., 2026; Pribadi & Sila, 2023; Saparuddin et al., 2025; Suaedy & Siradj, 2026; Yusuf & Situmorang, 2024). According to (Simanjuntak et al., 2024) Skincare skin refers to the product or designed services for fulfil need maintenance skin and overcome various problem skin. This is because of the community the more realize importance appearance and care yourself (Lebrusán & Gómez, 2022; Tebbe et al., 2024). Because of that thus, becoming one of the driving factors public start do various effort for do maintenance with use skincare products so that they can support appearance self as well as style life. Phenomenon trend beauty in maintenance skin moment This Lots followed by all generations, such as generation millennials up to alpha. With thus that product beauty No only just fulfil desire, but also to be need important for everyone, as well as factor request Keep going increase to product beauty that drives growth industry beauty. The above statement supported by reports data results according to (Compass.co.id, 2025).

Based on data from the Compass Market Insight Dashboard, the value sale FMCG (Fast Moving Consumer Goods) products in Indonesian e-commerce show that category care and beauty dominate market share (Nabila & Saputera, 2025; Räisänen, 2024; Yuswadi, 2024). In the period January until October 2024, category This reach market share of 51.6% with mark sale around Rp. 31.9 trillion. Position next occupied by category food and drink with market

share of 22.8% or around Rp. 14.1 trillion, followed by category health by 15.5% with value of Rp9.6 trillion, as well as category mother and baby by 10% with mark sales of Rp6.2 trillion. The data show height interest Indonesian consumers towards product care and beauty. In addition, the Ministry of Economy the Republic of Indonesia also stated that skincare market value reaches approximately $2.05 billion and the industry cosmetics national succeed penetrate the export market of $770.8 million in the period January until November 2023. Along with e-commerce development, sales product beauty estimated Keep going increase until 2028 with average growth around 5.5% per year.

In the first quarter of 2025, Compass data shows that mark sale The FMCG industry in the beauty care category in Indonesia reached Rp16.2 trillion. The high mark sale This influenced by the increasing many skincare brands circulating in the market, both from product local and abroad, so that create enough competition strict between brand with quality and price vary. Condition the show that product beauty and care skin No only become trend, but also has become need for part big consumers. This also shows that industry beauty owns large and continuing market potential growing in the middle change behavior increasingly consumers notice maintenance self.

Phenomenon growth industry beauty This is also supported by developments digital technology that drives changes in marketing strategy from conventional going to marketing digital- based. Digital marketing now becomes element important in the business world Because capable reach consumer in a way more extensive and effective. Based on data from Hostinger (2025), budget digital marketing globally is estimated reach $472.5 billion by 2025 and will Keep going increase with level growth annual compound annual growth rate (CAGR) of 13.6%. Through digital marketing strategies, the company can market the product through various media such as social media, e-commerce, websites, blogs, to Work The same with influencers. With However, digital marketing does not only make it easier company in convey information products, but can also influence method consumer interact with brand and take decision purchase.

In addition to digital marketing, influencer marketing has emerged as one of the most effective strategies in the skincare industry. Influencers play a significant role in shaping consumer perceptions by sharing product experiences and recommendations through platforms such as TikTok, Instagram, and YouTube. Their credibility, attractiveness, and relatability contribute to building consumer trust and influencing purchasing decisions. Previous research by Vijaya Deepika (2024) found that influencer marketing has a significant positive effect on consumer purchasing decisions, particularly in digital environments. Similarly, research by Salsabilla Bilqist et al. (2023) shows that influencer marketing and viral content significantly influence purchasing decisions in the skincare sector, especially through social media platforms.

Another important factor influencing purchasing decisions in the digital era is the psychological aspect of consumers, particularly the Fear of Missing Out (FoMO). FoMO refers to the anxiety or concern of being left behind from trends, information, or experiences that are widely discussed in social environments. In the context of social media, FoMO encourages individuals to continuously follow trends and try products that are currently viral. Research by Triandini W. P. et al. (2025) indicates that FoMO has a significant influence on purchasing

decisions for skincare products, as consumers tend to follow trends promoted through digital platforms to avoid feeling excluded.

Furthermore, digital marketing itself has been proven to have a significant impact on consumer purchasing behavior. Studies conducted by Paramesti L. et al. (2023) and Winarsih S. (2023) reveal that digital marketing positively influences purchasing decisions by increasing product awareness, engagement, and accessibility. However, some studies also highlight that the effectiveness of digital marketing may vary depending on factors such as brand image, consumer trust, and content quality, indicating that the relationship between these variables is not always consistent.

In current skincare industry this company Lots utilize influencers as part from digital marketing strategies to promote product they. Influencers play a role in convey information and experience use product through various social media platforms like TikTok, Instagram, and YouTube. Through interesting and communicative content, influencers can influence preference as well as increase trust consumer to something brand. Therefore Therefore, influencer marketing is one of the effective marketing strategies. Because capable create more communication near between brands and consumers so that can affect the decision-making process decision purchase.

Apart from digital marketing and influencer marketing strategies, other factors psychological consumers also play a role in influence decision purchase, one of them is the fear of missing out (FoMO). FoMO is feeling worry or Afraid left behind information, trends, or ongoing experience popular among society. Conditions This make individual pushed For Keep going follow information the latest ones circulating on social media, including recommendation product from influencers. In context marketing skincare products, phenomenon FoMO can push consumer for try products that are going viral so that they don't feel left behind from current trends develop.

One of the skincare brands that is currently This currently popular on various social media platforms is Glad2Glow. This brand offers various product maintenance face such as sunscreen, clay mask, moisturizer, and facial wash with good quality as well as relative price affordable. Glad2Glow's popularity is also visible from height sales on various e-commerce platforms, where this brand succeeds occupy position top in a number of category product beauty. Success the No let go from implementation of digital marketing strategies, work the same with influencers, as well as influence phenomenon FoMO that drives interest consumer for try current products trend. However, some study previously shows different results related digital marketing influence, influencer marketing, and FoMO to decision purchase. Therefore that, research This done for analyze more carry-on influence third variables the two decisions purchase Glad2Glow skincare products, especially for consumers in the East Jakarta area. This research is expected to contribute to the development of marketing science, especially in the context of digital consumer behavior, as well as provide practical insights for businesses in designing effective marketing strategies in the increasingly competitive skincare industry.

METHOD

Study

The study used approach quantitative with type study associative causal method quantitative used for test theory through measurement and analysis of data in the form of

number with help analysis statistics. Research associative causal aim for now connection because consequence between variables independent namely digital marketing, influencer marketing, and fear of missing out on variables dependent that is decision purchase Glad2Glow skincare products. Data analysis in study This done with SPSS software assistance version 25.

Population and Sample

Population in study This is consumers who have ever buy and use Glad2Glow skincare products in 6 months last in the East Jakarta area. The number population No can know in a way sure, so that determination sample use Cochran's formula with level 96% confidence and level 10% error Based on calculation the obtained amount minimum sample of 96 respondents which was then rounded to 100 respondents. The sampling technique samples used is non-probability sampling with purposive sampling method, with criteria respondents minimum age of 17 years, domiciled in East Jakarta, and Once buy Glad2Glow products in 6 months final.

Data collection technique

Data collection techniques in study This use distributed questionnaires to 100 respondents via Google Form. Distribution questionnaire done through social media such as WhatsApp and Instagram to respondents who meet the requirements criteria research. Questions in questionnaire arranged based on indicator from each variable research, namely digital marketing, influencer marketing, fear of missing out, and decisions purchase. Data measurement using Likert scale with five categories assessment, start from very to very agree to strongly agree.

Data Analysis Techniques

Data analysis techniques in study This use analysis statistics descriptive and analytical multiple linear regression with SPSS version 25 assistance. Analysis descriptive used for describe characteristics respondents and distribution of research data. Furthermore, data validity tests were carried out, including validity tests and reliability tests, as well as assumption tests. classic consisting of from the normality, multicollinearity, and heteroscedasticity tests. Testing hypothesis done using the t-test (partial) for now the influence of each variable independent to variables dependent and F test (simultaneous) for now influence variables independent in a way together to decision purchase.

RESULTS AND DISCUSSIONS

Data Validity Test

According to Zayrin et al. (2025), a good research instrument must meet two main requirements: validity and reliability. Therefore, to obtain valid and reliable results, accurate data is required to represent the variables in the study. The accuracy and precision of the data depend heavily on the instrument used. Therefore, this research instrument is the primary tool for gathering information from the research subjects.

1. Validity Test

Table 1. Validity Test Results

Variables	Dimensions	Question	R count	R table	Results
Digital Marketing	Interactive	DM1	0.579	0.196	Valid
		DM2	0.402	0.196	Valid

Variables	Dimensions	Question	R count	R table	Results
		DM3	0.532	0.196	Valid
	Incentive Program	DM4	0.436	0.196	Valid
		DM5	0.480	0.196	Valid
		DM6	0.378	0.196	Valid
	Site Design	DM7	0.611	0.196	Valid
		DM8	0.416	0.196	Valid
		DM9	0.521	0.196	Valid
Influencer Marketing	Popularity	IM1	0.576	0.196	Valid
		IM2	0.618	0.196	Valid
		IM3	0.497	0.196	Valid
	Credibility	IM4	0.466	0.196	Valid
		IM5	0.350	0.196	Valid
		IM6	0.492	0.196	Valid
	Attractiveness	IM7	0.424	0.196	Valid
		IM8	0.560	0.196	Valid
		IM9	0.535	0.196	Valid
	Strength	IM10	0.503	0.196	Valid
		IM11	0.350	0.196	Valid
		IM12	0.498	0.196	Valid
Fear of Missing Out	Afraid	FM1	0.620	0.196	Valid
		FM2	0.465	0.196	Valid
		FM3	0.626	0.196	Valid
	Concerns	FM4	0.735	0.196	Valid
		FM5	0.713	0.196	Valid
		FM6	0.618	0.196	Valid
	Anxiety	FM7	0.609	0.196	Valid
		FM8	0.709	0.196	Valid
		FM9	0.652	0.196	Valid
Buying decision	Choice Product	KP1	0.504	0.196	Valid
		KP2	0.515	0.196	Valid
		KP3	0.298	0.196	Valid
	Choice Brand	KP4	0.485	0.196	Valid
		KP5	0.436	0.196	Valid
		KP6	0.352	0.196	Valid
	Choice Seller	KP7	0.502	0.196	Valid
		KP8	0.363	0.196	Valid
		KP9	0.450	0.196	Valid
	Purchase Time	KP10	0.448	0.196	Valid
		KP11	0.344	0.196	Valid
		KP12	0.483	0.196	Valid
	Amount Purchase	KP13	0.525	0.196	Valid
		KP14	0.462	0.196	Valid

Variables	Dimensions	Question	R count	R table	Results
		KP15	0.271	0.196	Valid

Source: Results processed by the author (2026)

Based on the data in table 1 described, it is known that all indicators contained in the variables Digital Marketing, Influencer Marketing, Fear of Missing Out, and Purchase Decisions in this validity test are declared valid, because all questionnaire instruments in this study have a calculated r value > r table, which can be interpreted that the r table value is 0.196. So it can be concluded that the measuring instrument is declared valid and can prove the truth of the data that has been carried out and increase confidence in the research results.

2. Reliability Test

Reliability testing can be used to determine the consistency of a measuring instrument, whether the instrument is used consistently when tested repeatedly. If the measuring instrument is reliable, repeated testing will produce consistent and similar results (Forester et al., 2024). In this study, the reliability test criteria were: if the Cronbach's alpha value is >0.60, the instrument in the questionnaire is declared reliable, using SPSS version 25 software.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Information	Number of Items (N)
Digital Marketing (X_1)	0.716	Reliability >0.60	9
Influencer Marketing (X_2)	0.713	Reliability >0.60	12
Fear of Missing Out (X_3)	0.819	Reliability >0.60	9
Purchase Decision (Y)	0.688	Reliability >0.60	15
Amount			45

Source: Processed by the author (2026)

Based on table 2, it is obtained that the Alpha Cronbach value of the Digital Marketing variable is 0.716, which means it is greater than 0.60, so it can be declared reliable. Furthermore, the Alpha Cronbach value of the Influencer Marketing variable is 0.713, which means it is greater than 0.60, so it can be declared reliable. Furthermore, the Alpha Cronbach value of the Fear of Missing Out variable is 0.819, which can be interpreted as greater than 0.60, so it can be declared reliable. The Alpha Cronbach value of the Purchase Decision variable is 0.688, which means it is greater than 0.60, so it is declared reliable.

Assumption Test Classic

According to Evani (2023) , classical assumption testing is necessary to ensure that the regression equation used is appropriate and valid in order to qualify as a good model. The purpose of classical assumption testing is to ensure that the obtained regression equation has a good level of accuracy, absence of bias, and consistency. Therefore, this testing includes normality, multicollinearity, and heteroscedasticity tests.

1. Normality Test

The normality test is a method used to determine whether research data is normally distributed. This test aims to ensure that the residual values in a regression analysis are normally distributed.

According to (Ghozali; Evani, 2023) to find out whether the data is normally distributed or not, it can be done using the normal probability plot graph method and the Kolmogorov-Smirnov statistical test with the result criteria showing that if the significance value is greater than 0.05 the data is considered normally distributed, conversely if the significance value is less than 0.05 then the data is not normally distributed.

The following is an example of visualization and observation of the normal probability plot graph which can be seen in the following image:

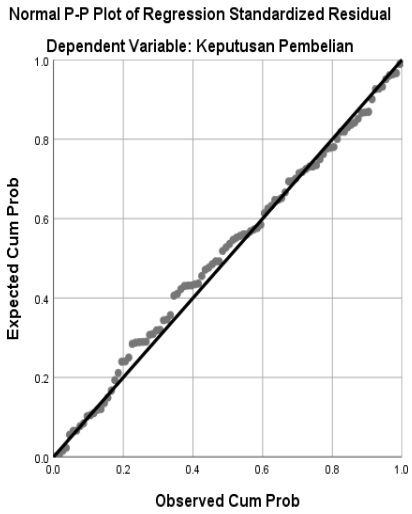

Figure 1. Normal Probability Plot Graph

Source: Processed by the author (2026)

As can be seen in Figure 1 above, the points are close to and around the diagonal line and follow the direction of the line. Therefore, it can be concluded that the data obtained is good and meets the assumption of normality.

Table 3. 1Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	3.33866964
Most Extreme Differences	Absolute	.064
	Positive	.037
	Negative	-.064
Test Statistics		.064
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed by the author (2026)

Based on the results of the normality test from the SPSS ver25 output using the Kolmogorov-Smirnov method, a significance value or Asymp.Sig of 0.200 was obtained, which is greater than 0.05. Thus, the data obtained can be normally distributed.

2. Multicollinearity Test

Multicollinearity testing was performed using SPSS software. The criteria for multicollinearity testing are: if the value is greater than 0.10 and the Variance Inflation Factor (VIF) is <10.00, then it can be concluded that there is no indication of multicollinearity. The results of the multicollinearity test are as follows:

Table 4. Multicollinearity Test Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18,409	4,750		3,876	0.000		
	Digital Marketing	0.583	0.152	0.405	3,840	0.000	0.470	2.128
	Influencer Marketing	0.283	0.114	0.264	2,471	0.015	0.458	2,184
	Fear of Missing Out	0.240	0.065	0.274	3,709	0.000	0.961	1,041
a. Dependent Variable: Purchasing Decision								

Source: Processed by the author (2026)

Based on the table above, it can be seen that the tolerance value for each variable, namely digital marketing, influencer marketing, and fear of missing out, exceeds >0.10, and the Variance Inflation Factor value for each variable is below 10, or can be interpreted as <10.00. Therefore, it can be concluded that there are no symptoms of multicollinearity between the independent variables.

3. Heteroscedasticity Test

According to (Hutagaol, 2025) states that the heteroscedasticity test is one way to determine whether there is heteroscedasticity in a multiple linear regression model, namely observing the scatterplot graph. If the graph shows a certain pattern such as widening or narrowing, this can be an indication of heteroscedasticity, on the other hand, if the points spread randomly both above and below zero on the Y axis of the graph without forming a certain pattern, this may not be a symptom of heteroscedasticity. The following is a visualization of the results of the scatterplot which was analyzed as follows:

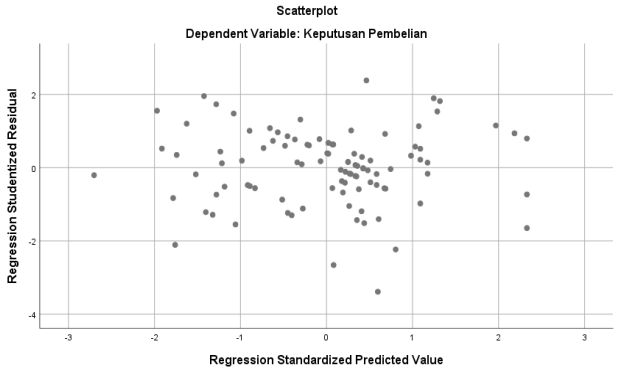

Figure 2. Normal Probability Plot Graph

Source: Processed by the author (2026)

It can be seen that there is no particular pattern in the scatterplot. The points are randomly spread above and below the zero line on the Y-axis. Therefore, it can be concluded that there is no indication of heteroscedasticity in the data in this study.

Analysis Multiple Linear Regression

This analysis is used to determine the influence of digital marketing (X_1), influencer marketing (X_2), and fear of missing out (X_3), on purchasing decisions (Y). The results of this calculation use the SPSS tool which can present multiple linear regression analysis.

1. Correlation Coefficient (R) and Coefficient of Determination (R^2)

The correlation test is used to show how strong or weak the relationship (simultaneous) is between the independent variable (X) and the dependent variable (Y). Meanwhile, the determination test is conducted to measure how much digital marketing, influencer marketing, and fear of missing out influence purchasing decisions.

Table 5. Results of Correlation Coefficient and Determination Coefficient of Digital Marketing (X_1), Influencer Marketing (X_2) and Fear of Missing Out(X_3) Regarding Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706[a]	.498	.482	3.390

a. Predictors: (Constant), Fear of Missing Out, Digital Marketing, Influencer Marketing

Source: Processed by the author (2026)

Based on the table above, it is obtained that the R value is 0.706, so the coefficient interval value produces a correlation of 0.60-0.799, which can be interpreted as the level of relationship between digital marketing, influencer marketing, and fear of missing out on purchasing decisions can be categorized as a strong correlation relationship. Then it can be seen that the R-square value is 0.498 or 49.8%, which means that digital marketing, influencer marketing, and fear of missing out have an influence on purchasing decisions by 48.8%, while the rest (100%-49.8% = 50.2%) is influenced by other variables not examined in this study.

Table 6. 2 Correlation and Coefficient Digital Marketing (X_1) Determination of Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.609 [a]	0.371	0.365	3,756
a. Predictors: (Constant), Digital Marketing				

Source: Processed by the author (2026)

Based on the table, it is explained that the R value is 0.609, so the coefficient interval value produces a correlation of 0.60-0.799, which can be interpreted as a strong correlation between digital marketing and purchasing decisions. Furthermore, the R- square value is 0.371 or 37.1%. This means that the digital marketing variable influences purchasing decisions by 37.1%, while the remaining (100% - 37.1% = 62.9%) is influenced by other factors not examined in the study.

Table 7.3 Coefficient Correlation and Coefficient Influencer Marketing (X_2) Determination on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.603 [a]	0.364	0.357	3,779
a. Predictors: (Constant), Influencer Marketing				

Source: Processed by the author (2026)

Based on the table, it is also explained that the R value is 0.603, so the coefficient interval value produces a correlation of 0.60-0.799, which means that the level of relationship between influencer marketing and purchasing decisions can be categorized as a strong correlation. Furthermore, the R- square value obtained is 0.364 or 36.4%, which means that the influencer marketing variable influences purchasing decisions by 36.4%, while the rest (100% - 36.4% = 63.6%) is influenced by other factors not examined in this study.

Table 8. Correlation Coefficient and Determination Coefficient of Fear of Missing Out (X_3) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.337 [a]	0.114	0.105	4.460
a. Predictors: (Constant), Fear of Missing Out				

Source: Processed by the author (2026)

Based on the table, it is explained that the R value is 0.337, so the coefficient interval value produces a correlation of 0.20 - 0.399, which means the level of relationship between fear of missing out and purchasing decisions can be categorized as a low correlation. Meanwhile, it can also be seen from the R-square value of 0.114 or 11.4%. This means that the fear of missing out variable influences purchasing decisions by 11.4%, while the remaining (100% - 11.4% = 88.6%) is influenced by other factors not examined in this study.

Hypothesis Testing

1. F Test (Simultaneous)

The F test is used in this study to show the influence between independent variables, namely digital marketing. (X_1), influencer marketing (X_2) and fear of missing out (X_3) simultaneously on the dependent variable, namely the purchasing decision (Y). The F-test in this study has criteria, or can be seen from the significance value must be below 0.05 (<0.05). Therefore, if the significance value is <0.05, it can be interpreted as there is a joint (simultaneous) influence of the independent variables, namely digital marketing (X_1), influencer marketing (X_2), and fear of missing out, (X_3) on the dependent variable, purchasing decisions (Y). The following are the calculation results using SPSS version 25.

Table 9. F Test Results

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1095.225	3	365,075	31,759	.000 [b]
	Residual	1103,525	96	11,495		
	Total	2198.750	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Fear of Missing Out, Digital Marketing, Influencer Marketing

Source: Processed by the author (2026)

From the calculation results in the table above, the F Test formula can be seen as follows:

F table = F (k; nk) (3;100-3) = F(3 ; 97)

k= number of independent variables

n= number of respondents

a= 0.05

F-count = 31.759

F-table = 3.09

It can be concluded from the results of the calculations that have been carried out, namely the calculated F value is greater than the F table or 31.759 > 3.09 and with a significance probability of 0.000 < 0.05. Thus, the meaning of the results of this test is that Ha is accepted, which means there is a significant influence simultaneously between digital marketing, influencer marketing, fear of missing out on purchasing decisions.

2. Partial t-Test and Multiple Regression Equation

The t-test was used in this study to determine the effect of each independent variable on the dependent variable. The t-test in this study has criteria or can be seen from the significance value must be below 0.05 or <0.05. Therefore, if the significance value <0.05 can be interpreted as there is a partial influence on each of the independent variables, namely digital marketing (X_1), influencer marketing (X_2), and fear of missing out, (X_3) on the dependent variable, purchasing decisions (Y). The following are the results of calculations using SPSS ver25.

Table 10. Results of the t-Test and Multiple Regression Equation

Coefficients [a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,409	4,750		3,876	0.000
	Digital Marketing	.583	0.152	0.405	3,840	0.000
	Influencer Marketing	.283	0.114	0.264	2,471	0.015
	Fear of Missing Out	.240	0.065	0.274	3,709	0.000

a. Dependent Variable: Purchasing Decision

Source: Processed by the author (2026)

a. The influence of digital marketing (X_1)on purchasing decisions (Y)

t-table = t ($\frac{\alpha}{2}$; nk-1) t ($\frac{0,05}{2}$; 100 – 3-1) = t (0.025 ; 96)

k = number of independent variables

α = 0.05

n = number of samples

t-count = 3.840

t-table = 1.984

the calculation results, the calculated t-value is greater than the t-table, namely 3.840 > 1.984 and with a significant probability of 0.015 < 0.05. Thus, the meaning of this test result is that H1 is accepted, meaning there is a significant influence between digital marketing and purchasing decisions.

b. The influence of influencer marketing (X_2) on purchasing decisions (Y).

t-table = t ($\frac{\alpha}{2}$; nk-1) t ($\frac{0,05}{2}$; 100 – 3-1) = t (0.025 ; 96)

k = number of independent variables

α = 0.05

n = number of samples

t-count = 2.471

t-table = 1.984

Based on the results of the calculations that have been carried out, namely the calculated t value is greater than the t table, namely 2.471 > 1.984 and with a significant probability of 0.000 < 0.05. Thus, the meaning of the results of this test is that H2 is accepted, which means there is a significant influence between influencer marketing and purchasing decisions.

c. The influence of fear of missing out (X_3) on purchasing decisions (Y)

T table = t ($\frac{\alpha}{2}$; nk-1) t ($\frac{0,05}{2}$; 100 – 3-1) = t (0.025 ; 96)

k = number of independent variables

α = 0.05

n = number of samples

t-count = 3.709

t-table = 1.984

Based on the results of the calculations that have been carried out, namely the calculated t-value is greater than the t-table, namely 3.709 > 1.984 and with a significant probability of 0.000 < 0.05. Thus, the meaning of the results of this test is that H3 is accepted, which means there is a significant influence between fear of missing out on purchasing decisions. Based on the results of the table above, the multiple linear regression equation can be structured as follows:

$Y = 18.409+0.0583 X_1+0.283 X_2+0.240X_3$

Information:

Y = Purchase Decision

X_1= Digital Marketing

X_2= Influencer Marketing

X_3= Fear of Missing Out

The constant value is positive and indicates a positive influence on the independent variables, namely digital marketing, influencer marketing, and fear of missing out. A change in the independent variables will also change the dependent variable, purchasing decisions.

1) Digital marketing (X1) has a positive influence with a value of 0.583 and a significance value of 0.000 (<0.05). This means that digital marketing has a positive and significant

influence on purchasing decisions. An increase in the digital marketing value will increase purchasing decisions.

2) Influencer marketing (X_2)has a positive influence with a value of 0.283 and a significance value of 0.015 (<0.05). This means that influencer marketing has a positive and significant effect on purchasing decisions. An increase in the influencer marketing score will increase purchasing decisions.
3) Fear of missing out (X_3) has a positive effect, with a value of 0.240 and a significance value of 0.000 (<0.05). This means that fear of missing out has a positive and significant effect on purchasing decisions. An increase in the fear of missing out score will increase purchasing decisions.

The results of this study answer the hypothesis regarding digital marketing, influencer marketing, and fear of missing out on purchasing decisions. Therefore, a further explanation is as follows:

Table 11. Summary of Hypothesis Test Results

Hypothesis	Sig	A	Ha accepted/rejected	Information
The Influence of Digital Marketing, Influencer Marketing, and Fear of Missing Out on Purchasing Decisions	0,000	0.05	Ha accepted	Digital marketing, influencer marketing, and fear of missing out have a positive and significant influence on purchasing decisions.
The Influence of Digital Marketing on Purchasing Decisions	0,000	0.05	Ha accepted	Digital Marketing has a positive and significant influence on purchasing decisions
The Influence of Influencer Marketing on Purchasing Decisions	0.015	0.05	Ha accepted	Influencer marketing has a positive and significant influence on purchasing decisions
The Influence of Fear of Missing Out on Purchasing Decisions	0.00	0.05	Ha accepted	Fear of missing out has a positive and significant influence on purchasing decisions.

Source: Processed by the author (2026)

The Influence of Digital Marketing (X_1), Influencer Marketing (X_2)and the Fear of Missing Out(X_3) On Purchasing Decisions

The results of the study show that digital marketing, influencer marketing, and fear of missing out have a positive and significant influence on purchasing decisions, which means that the hypothesis in this study Ha is accepted. This can be seen in the F-count value obtained of 31.759 which is greater than the F-table which is 3.09 with a significant level (Sig.) from the output results of 0.000 which can be interpreted as lower than 0.05. It can also be seen based on the results of the R- square value of 49.8% and the remaining 50.2% (100% - 49.8%) is influenced by other variables or factors not examined in this study.

The Influence of Digital Marketing (X_1)on Purchasing Decisions

The results of the study indicate that digital marketing has a positive and significant influence on purchasing decisions, which means that the hypothesis in this study H1 is accepted. The partial test results are based on the R- square value of 37.1% while the remaining 62.9% (100% - 37.1%) is influenced by other variables or factors not examined in this study. Meanwhile, the results of the regression equation can be seen in the b value of 0.583 which

indicates that there is a positive relationship between digital marketing and purchasing decisions. This statement is also supported by the results of the partial t-test for the digital marketing variable, the t-count value is 3.840, which is greater than the t-table of 1.984 with a significance level (Sig.) of 0.000 which means below 0.05. So it can be concluded that Ho is rejected Ha is accepted which can be interpreted that the digital marketing variable partially has a significant effect on purchasing decisions.

The Influence of Influencer Marketing(X_2) On Purchasing Decisions

The results of the study indicate that influencer marketing has a positive and significant influence on purchasing decisions, which means that the hypothesis in this study H2 is accepted. The partial test results are based on the R- square value of 36.4% while the remaining 63.6% (100% - 36.4%) is influenced by other variables or factors not examined in this study. While the results of the regression equation can be seen in the b value of 0.283 which indicates that there is a positive relationship between influencer marketing and purchasing decisions. This statement is also supported by the results of the partial t-test for the influencer marketing variable, the t-count value is 2.471, which is greater than the t-table of 1.984 with a significance level (Sig.) of 0.015, which means below 0.05. So it can be concluded that Ho is rejected and Ha is accepted, which can be interpreted that the influencer marketing variable partially has a significant effect on purchasing decisions.

The Influence of Fear of Missing Out on Purchasing Decisions

The results of the study indicate that fear of missing out has a positive and significant influence on purchasing decisions, which means that the hypothesis in this study Ha is accepted. The partial test results are based on the R-square value of 11.4% while the remaining 88.6% (100% - 11.4%) is influenced by other variables or factors not examined in this study. While the results of the regression equation can be seen in the b value of 0.240 which indicates that there is a positive relationship between fear of missing out and purchasing decisions. This statement is also supported by the results of the partial t-test for the fear of missing out variable, the t-count value is 3.709, which is greater than the t-table of 1.984 with a significance level (Sig.) obtained at 0.000 which means below 0.05. So it can be concluded that Ho is rejected Ha is accepted which can be interpreted that the fear of missing out variable partially has a significant effect on purchasing decisions.

CONCLUSION

Based on study against 100 respondents' users Glad2Glow skincare products with use analysis via SPSS version 25, can concluded that digital marketing, influencer marketing, and fear of missing out (FOMO) are simultaneous influential positive and significant to decision purchase, which is proven with F- value calculated 31.759 more big from F- table 3.09 and mark significance of 0.000 more small from 0.05. In partial, digital marketing has influence positive and significant to decision purchase with t - value 3.840 > 1.984 and contribution by 37.1%, while influencer marketing also has an influence positive and significant with the calculated t value is 2.471 > 1.984 and the contribution is 36.4%. In addition, fear of missing out (FOMO) also give influence positive and significant to decision purchase with t - value 3.709 > 1.984 and contribution by 11.4%. Based on results said, the company recommended For Keep going develop digital marketing strategies through content educational on social media and official websites, working The same with influencers who have credibility in the

skincare field for increase trust consumers, as well as presenting promotional programs limited such as flash sales or product edition limited use utilize FOMO effect, while for researchers furthermore recommended For add other variables that are theoretically can also influence decision purchase Glad2Glow skincare products.

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