

## **ABSTRACT**

*As a company operating in the beauty industry, Skintific implements digital marketing through the use of viral marketing strategies. These efforts include live shopping, endorsements, For You Page (FYP) content, brand ambassadors, and more, which can enhance brand image, brand awareness, and even sales. However, behind the effectiveness of these strategies, there are several potential issues, such as information asymmetry resulting from paid promotional content that lacks objectivity, the emergence of the Fear of Missing Out (FOMO) phenomenon that can drive impulsive purchasing behavior, and the risk of consumer dissatisfaction that could potentially influence brand perception and purchasing decisions. Therefore, this study proposes the Theory of Planned Behavior approach with variables contributing to the research model, namely viral marketing, FOMO, brand image, brand awareness, and purchase decision.*

*This study uses a quantitative approach with purposive sampling through a sample of 125 respondents collected using an online questionnaire. The data obtained was analyzed using the Structural Equation Model (SEM) method with the AMOS version 22 data processing tool.*

*The results of this study indicate that viral marketing has a positive and significant effect on FOMO, brand image, and brand awareness, and that FOMO, brand image, and brand awareness have a positive and significant effect on purchase decisions.*

**Keywords:** *Viral marketing, FOMO, Brand image, Brand awareness, Purchase decision, TikTok, Promote.*

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