

ABSTRACT

Business competition in the cafe industry in the digital era requires firms to implement marketing strategies that attract and retain customers. Generation Z, as a dominant market segment, has consumption characteristics strongly influenced by social media, visual experiences, and lifestyle trends. This study aims to analyze the effects of TikTok social media content, cafe atmosphere, and lifestyle on revisit intention, with Fear of Missing Out (FoMO) as a mediating variable among Generation Z consumers of Toko Kopi Juara in Semarang City.

This research develops a conceptual framework based on the Stimulus-Organism-Response (S-O-R) theory, which explains the relationship between external stimuli, internal psychological states, and consumer behavioral responses. The sampling technique used was purposive sampling, involving Generation Z respondents aged 18–26 years who had visited Toko Kopi Juara and actively used TikTok. The total sample consisted of 124 respondents. Data were collected through questionnaires and analyzed using SEM-PLS with SmartPLS software.

The results indicate that TikTok social media content, café atmosphere, and lifestyle have positive and significant effects on FoMO and revisit intention. FoMO also has a positive and significant effect on revisit intention and mediates the influence of the three independent variables on revisit intention. These findings highlight the importance of digital marketing strategies, café atmosphere, and lifestyle alignment in increasing repeat visits.

Keywords: *TikTok, Cafe Atmosphere, Lifestyle, FoMO, Revisit Intention*

