

ABSTRACT

This research aims to examine the effect of influencer marketing and electronic word of mouth (EWOM) on purchase decision of Avoskin skincare products on TikTok Shop, with fear of missing out (FOMO) as an intervening variable. The research object is consumers of Avoskin skincare products in Semarang City. This research uses a quantitative method, with data collected through questionnaires distributed to 110 respondents using a non-probability sampling technique. The data were analyzed using SPSS and AMOS 26 software.

The results showed influencer marketing and electronic word of mouth have a positive and significant effect on fear of missing out. Furthermore, fear of missing out has a positive and significant effect on purchase decision. However, influencer marketing and electronic word of mouth do not have a significant effect on purchase decision. These findings indicate that psychological factors play a more dominant role in influencing consumer purchase decisions compared to direct marketing factors on TikTok Shop. This research is expected to contribute to the development of effective digital marketing strategies.

Keywords: influencer marketing, electronic word of mouth, fear of missing out, and purchase decision.