ABSTRACT

This study examines the impact of Perceived Influencer Authenticity and Fear of Missing Out (FOMO) on Purchase Intention, with Consumer Trust serving as a mediating variable, among Generation Z consumers of men's grooming products on TikTok in Indonesia. The study is motivated by the growing significance of TikTok as a social commerce platform, the expanding men's grooming market in Indonesia, and the persistent tension between consumers' increasing reliance on influencer-generated content and their skepticism toward its authenticity.

This research adopts a quantitative approach grounded in the Stimulus-Organism-Response (S-O-R) framework. Primary data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale, from 100 respondents who were Generation Z men living in Indonesia, active TikTok users, and had been exposed to influencer-generated content or recommendations related to men's grooming products. The data were analyzed using multiple linear regression and the Sobel test with the assistance of SPSS.

The results show that Perceived Influencer Authenticity and FOMO each have a positive and significant effect on Consumer Trust (Adjusted R^2 = 0.303), while Perceived Influencer Authenticity, FOMO, and Consumer Trust each have a positive and significant effect on Purchase Intention (Adjusted R^2 = 0.593). Furthermore, Consumer Trust is found to significantly mediate the relationship between Perceived Influencer Authenticity and Purchase Intention (Z = 2.405; p = 0.016), as well as between FOMO and Purchase Intention (Z = 2.621; p = 0.008). All seven hypotheses proposed in this study are supported.

These findings confirm the relevance of the S-O-R framework in explaining consumer responses within TikTok's social commerce environment and suggest that marketers in the men's grooming industry should prioritize authentic influencer partnerships and transparent, proportionate FOMO-based promotions in order to build lasting consumer trust and purchase intention.

Keywords: Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, Purchase Intention, TikTok, Men's Grooming, Generation Z, Social Commerce.