Navigating Product Recommendations in the Social Media Era: The Impact of Perceived Influencer Authenticity and FOMO on Gen Z Purchase Intention through Consumer Trust

BACHELOR THESIS

to complete the Bachelor Program at the Undergraduate Program (S1) of The Faculty of Economics, Diponegoro University

Arranged by:

MUHAMMAD GIRINDRA WIRYA ARGYA

NIM. 12010122190094

FEB UNDIP

FACULTY OF ECONOMIC AND BUSINESS

DIPONEGORO UNIVERSITY

SEMARANG

2026

APPROVAL OF THESIS

Author	: Muhammad Girindra Wirya Argya
Student Number	: 12010122190094
Faculty/Major	: Economics and Business/Management
Thesis Title	: *Navigating Product Recommendations in the Social Media Era: The Impact of Perceived Influencer Authenticity and FOMO on Gen Z Purchase Intention through Consumer Trust*
Thesis Advisor	: Afina Hasya, S.T., M.M

Semarang, 15 September 2026

Thesis Advisor



Afina Hasya, S.T., M.M

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

APPROVAL OF EXAM PASSAGE

Author	: Muhammad Girindra Wirya Argya
Student Number	: 12010122190094
Faculty/Major	: Economics and Business/Management
Thesis Title	: *Navigating Product Recommendations in the Social Media Era: The Impact of Perceived Influencer Authenticity and FOMO on Gen Z Purchase Intention through Consumer Trust*
Thesis Advisor	: Afina Hasya, S.T., M.M

Declared to have passed the final thesis examination on: 30 September 2026

Examination Committee

1. Afina Hasya, S.T., M.M (.....)
2. Foza Hadyu Hasanatina, S.E., M.Sc (.....)
3. Rifka Indi, S.E., M.S.M (.....)

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

STATEMENT OF THESIS ORIGINALITY

The undersigned, Muhammad Girindra Wirya Argya, declares that the bachelor thesis entitled "NAVIGATING PRODUCT RECOMMENDATIONS IN THE SOCIAL MEDIA ERA: THE IMPACT OF PERCEIVED INFLUENCER AUTHENTICITY AND FOMO ON GEN Z PURCHASE INTENTION THROUGH CONSUMER TRUST" is the result of my own work. I hereby declare that this bachelor thesis contains no whole or partial work of other authors that I have taken by copying, imitating, or reproducing their words, sentences, symbols, ideas, opinions, or thoughts and presented as if they were my own. Any ideas, statements, findings, or materials taken from the work of other authors have been properly acknowledged and cited in accordance with academic writing standards.

If I am proven to have committed any act contrary to this statement, whether intentionally or unintentionally, I hereby accept the academic consequences in accordance with the applicable regulations of Diponegoro University. I am willing to withdraw the thesis that I have submitted as my own work, and I accept that any academic degree or diploma granted by the university in relation to this thesis may be subject to revocation in accordance with the applicable regulations. Thus, this statement is made truthfully and with full responsibility.

Semarang, 15 September 2025

Author

Muhammad Girindra Wirya Argya

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

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.

FEB UNDIP

TABLE OF CONTENT

TITLE PAGE
APPROVAL OF THESIS
APPROVAL OF EXAM PASSAGE
STATEMENT OF THESIS ORIGINALITY
ABSTRACT
ABSTRAK
CHAPTER I
INTRODUCTION
1.1 Background of the Study
1.2 Problem Formulation
1.3 Research Objectives
1.4 Research Benefits
1.5 Systematics of Writing
CHAPTER II
LITERATURE REVIEW
2.1 Study Literature
2.1.1 Stimulus Organism Response (SOR) Theory
2.1.2 Influencer Authenticity
2.1.3 Fear of Missing Out (FOMO)
2.1.4 Consumer Trust
2.1.5 Purchase Intention
2.2 Previous Research
2.3 Hypothesis Development
2.3.1 The Influence of Perceived Influencer Authenticity on Consumer Trust
2.3.2 The Influence of FOMO on Consumer Trust
2.3.3 The Influence of Consumer Trust on Purchase Intention
2.3.4 The Influence of Perceived Influencer Authenticity on Purchase Intention
2.3.5 The Influence of FOMO on Purchase Intention
2.3.6 The Mediating Effect of Consumer Trust on the Relationship between Perceived Influencer Authenticity and Purchase Intention
2.3.7 The Mediating Effect of Consumer Trust on the Relationship between FOMO and Purchase Intention
CHAPTER III
RESEARCH METHOD
3.1 Research Variables and Operational Definition of Variables
3.1.1 Research Variable
3.1.2 Operational Definition of Variables
3.2 Population and Sample
3.2.1 Population
3.2.2 Sample

3.3 Data Types and Sources
3.3.1 Data Types
3.3.2 Data Sources
3.4 Data Collection Method
3.4.1 Primary Data
3.4.2 Secondary Data
3.5 Data Analysis Method
3.5.1 Descriptive Statistical Analysis
3.5.2 Validity Test
3.5.3 Reliability Test
3.5.4 Classical Assumption Tests
a. Normality Test
b. Multicollinearity Test
c. Heteroscedasticity Test
3.5.5 Multiple Linear Regression Analysis
3.5.6 Mediation Analysis
3.5.7 Hypothesis Testing
CHAPTER IV
RESULT AND DISCUSSION
4.1 Respondent Characteristics
4.1.1 Gender
4.1.2 Age
4.1.3 Domicile
4.1.4 Daily TikTok Usage Duration
4.1.5 Men's Grooming Products Considered for Purchase
4.2 Descriptive Statistics of Research Variables
4.2.1 Perceived Influencer Authenticity (X1)
4.2.2 Fear of Missing Out (X2)
4.2.3 Consumer Trust (M)
4.2.4 Purchase Intention (Y)
4.3 Data Analysis
4.3.1 Data Quality Tests
4.3.1.1 Validity Test
4.3.1.2 Reliability Test
4.3.2 Classical Assumption Tests
4.3.2.1 Normality Test
4.3.2.2 Multicollinearity Test
4.3.2.3 Heteroscedasticity Test
4.4 Multiple Linear Regression Analysis
4.5 Model Goodness-of-Fit Tests
4.5.1 Simultaneous Significance Test (F-Test)

UNIVERSITAS DIPONEGORO SEMARANG
FEB UNDIP

4.5.2 Coefficient of Determination (R2)
4.5.3 Mediation Test (Sobel Test)
4.6 Hypothesis Testing
4.6.1 The Effect of Influencer Authenticity on Consumer Trust (H1)
4.6.2 The Effect of Fear of Missing Out on Consumer Trust (H2)
4.6.3 The Effect of Influencer Authenticity on Purchase Intention (H3)
4.6.4 The Effect of Fear of Missing Out on Purchase Intention (H4)
4.6.5 The Effect of Consumer Trust on Purchase Intention (H5)
4.6.6 The Role of Consumer Trust in Mediating the Effect of Influencer Authenticity on Purchase Intention (H6)
4.6.7 The Role of Consumer Trust in Mediating the Effect of Fear of Missing Out on Purchase Intention (H7)
CHAPTER V
CONCLUSION
5.2.1 Theoretical Implications
5.2.2 Practical and Managerial Implications
5.3 Research Limitations and Suggestions
5.3.1 Research Limitations
5.3.2 Suggestions
BAGIAN I: SCREENING & DEMOGRAFI RESPONDEN
BAGIAN II: PETUNJUK PENGISIAN PADA PERNYATAAN KUESIONER
BAGIAN III: DAFTAR PERNYATAAN PENELITIAN
1. Perceived Influencer Authenticity (X1)
2. Fear of Missing Out / FOMO (X2)
3. Consumer Trust (M)
4. Purchase Intention (Y)

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The rapid growth of digital technology and social media has significantly transformed the way consumers search for information, evaluate products, and make purchasing decisions. This transformation is particularly relevant to Generation Z, which constitutes one of the largest demographic groups in Indonesia, accounting for approximately 74.93 million people or 27.94% of the country's total population (IDN Research Institute, 2024). Having grown up alongside the development of the internet and social media, Generation Z demonstrates a strong reliance on digital platforms for obtaining information and purchasing references. The Indonesia Gen Z Report further indicates that Indonesian Generation Z consumers tend to place greater trust in authentic reviews than in conventional advertising (IDN Research Institute, 2024). This characteristic makes social media an increasingly important environment for understanding how consumers respond to product recommendations and marketing communication.

The increasing reliance on digital platforms is accompanied by the rapid expansion of Indonesia's digital economy. The *e-Conomy SEA 2024* report estimated that Indonesia's digital economy reached approximately USD 90 billion in 2024, representing a 13% year-on-year increase, and projected that its value could reach approximately USD 200–300 billion by 2030 (Google, Temasek, & Bain & Company, 2024). The growth of the digital economy has also encouraged the development of *social commerce*, in which social interaction, content consumption, product discovery, and purchasing activities increasingly take place within the same digital environment.

Table 1.1 Indonesia's Digital Economy Value, 2024 and projected 2030

Year	Digital Economy Value
2024 (actual)	USD 90 billion (+13% YoY)
2030 (projected)	USD 200-300 billion

Source: Google, Temasek, & Bain & Company, 2024

Within this expanding digital environment, TikTok has developed beyond its initial function as a short-form video platform and has increasingly become an important social commerce platform. The platform integrates short-form video content, live shopping, affiliate marketing, user-generated content, product recommendations, and purchasing activities. In comparison, Instagram has traditionally been more strongly associated with visual content sharing, social interaction, and brand communication. The differences in platform characteristics and user engagement provide a basis for examining TikTok as a distinct social commerce environment rather than treating it simply as another social media platform (DataReportal, 2025).

Table 1.2 TikTok and Instagram User Base and Engagement in Indonesia

Platform	Users	Average Monthly Usage
TikTok	≈108 million	38 hours 26 minutes
Instagram	≈103 million	16 hours

Source: DataReportal, 2025

The data indicate that the estimated number of TikTok and Instagram users in Indonesia is relatively comparable, with TikTok reaching approximately 108 million users and Instagram approximately 103 million users. However, the difference in average monthly usage is substantial. Indonesian users spent approximately 38 hours and 26 minutes per month

on TikTok, compared with approximately 16 hours on Instagram (DataReportal, 2025). This difference in usage intensity is relevant to consumer research because greater exposure to content may provide consumers with more opportunities to encounter product recommendations, influencer-generated content, promotional information, and social cues.

The commercial significance of TikTok is further demonstrated by the development of TikTok Shop. TikTok Shop generated approximately USD 32.6 billion in global gross merchandise value (GMV) in 2024, while Indonesia became the second-largest TikTok Shop market, with an estimated GMV of approximately USD 6.2 billion and annual growth of 39% (Momentum Works, 2025). These figures demonstrate that TikTok has developed beyond a platform for content consumption and has become an important environment for commercial activities. The integration of content and purchasing activities also creates an environment in which consumers can encounter product recommendations and respond to them through purchasing-related decisions within the same platform.

The relevance of TikTok's social commerce environment becomes increasingly apparent when considered alongside the development of the men's grooming industry. Men's grooming has experienced considerable growth as male consumers increasingly pay attention to personal appearance and self-care. At the global level, the men's grooming products market was valued at approximately USD 298.9 billion in 2025 and is projected to grow at a compound annual growth rate (CAGR) of approximately 6.7%. The Asia-Pacific region accounted for approximately 34.4% of the global market share in 2025 (Grand View Research, 2025). This development indicates that men's grooming has become a substantial consumer market rather than merely a niche lifestyle category.

The same positive development can be observed in Indonesia. Euromonitor International (2026) reported that the men's grooming market in Indonesia reached approximately IDR 12.7 trillion and experienced annual growth of approximately 10%. The

growth of the category indicates increasing commercial potential for men's grooming products in Indonesia and provides a relevant context for examining consumer purchasing behavior within digital and social commerce environments.

Table 1.3 Men's Grooming Market Size, Global and Indonesia

Market	Value	Growth
Global (2025)	USD 298,9 billion	CAGR 6,7%
Indonesia	IDR 12,7 trillion	≈10% annual growth

Source: Grand View Research, 2025; Euromonitor International, 2026

The relationship between TikTok and the men's grooming category is further supported by the strong position of the Beauty and Personal Care category within TikTok Shop. According to Momentum Works (2025), nine of the ten best-selling stores and eight of the ten best-selling products on TikTok Shop belonged to the Beauty and Personal Care category. Although men's grooming represents a more specific segment within the broader Beauty and Personal Care category, the dominance of this category demonstrates the commercial relevance of personal care products within the TikTok Shop ecosystem. Therefore, TikTok represents a relevant context for investigating consumer responses toward men's grooming product recommendations.

This growth is reflected in the increasingly competitive landscape of men's grooming brands operating in Indonesia. Gatsby, produced by PT Mandom Indonesia, has long been established as a pioneer and market leader in men's hair styling and facial care products. In recent years, Kahf, a halal certified men's skincare launched by PT Paragon Technology and Innovation, has grown rapidly through TikTok native marketing and affiliate campaigns, positioning itself as a leading men's facial wash and sunscreen brand in Indonesia. International personal care brands such as Nivea Men, Garnier Men, Vaseline Men have

likewise maintained a strong presence in the category by extending their established product lines to specifically target male consumers. The presence of both local and global brands competing within this category further illustrates the commercial significance of men's grooming products within Indonesia's digital and social commerce environment.

Despite the increasing commercial relevance of influencer-driven social commerce, the growing role of influencers is accompanied by concerns regarding the credibility and authenticity of influencer-generated content. Influencers have become an important source of product information within the beauty and personal care industry. The Edelman Trust Barometer Indonesia (2024) reported that 72% of Indonesian consumers obtain information through social media, while 42% specifically use online influencers as a source of product information. At the same time, an iCubesWire Consumer Survey (2024) reported that 53% of consumers did not trust influencer-generated content, while 37% perceived influencer recommendations as lacking genuineness. These findings indicate a tension between the increasing importance of influencers as sources of product information and consumers' skepticism toward the authenticity of their recommendations.

This issue is particularly relevant to Perceived Influencer Authenticity, which refers to the extent to which consumers perceive an influencer as genuine, sincere, and consistent with the identity presented to their audience. Perceived authenticity is closely associated with consumers' perceptions of influencer trustworthiness, as consumers are more likely to trust influencers whom they perceive as genuinely recommending products rather than promoting them solely for commercial purposes (Lee et al., 2024). When influencer recommendations are perceived as authentic, consumers may be more likely to perceive the information as credible and relevant, which can subsequently contribute to favorable consumer responses and purchase intention (Liu & Zheng, 2024). Conversely, excessive commercial endorsements may undermine consumers' perceptions of influencer credibility and

authenticity. Recent research by Cheah et al. (2024) found that influencer over-endorsement can negatively affect consumer responses through declining perceptions of influencer credibility, while authenticity also constitutes an important mechanism in influencer marketing effectiveness. Consequently, influencer authenticity represents an important factor in understanding how consumers evaluate and respond to product recommendations in social media environments .

The importance of influencer authenticity is also demonstrated by Andonopoulos et al. (2023). Their study found that influencer authenticity can influence consumer purchase intention through psychological mechanisms involving trustworthiness and inspiration. The findings indicate that the effectiveness of influencer marketing does not necessarily depend solely on the direct influence of the influencer. Instead, consumers' perceptions of the influencer may contribute to psychological responses that subsequently affect their purchase intention (Andonopoulos et al., 2023).

In the present study, Consumer Trust is positioned as a mediating variable that explains the mechanism through which perceived influencer authenticity may influence purchase intention. Recent research indicates that influencer authenticity is positively associated with consumers' perceptions and responses toward influencer-generated content. For instance, Liu and Zheng (2024) found that influencer authenticity positively affects consumers' parasocial relationships, which subsequently influence purchase intention and perceptions of brand credibility. Furthermore, research in the beauty and personal care industry indicates that influencer authenticity plays an important role in building consumers' trust in branded posts, while trust subsequently contributes to purchase intention (Cheah et al., 2024). These findings provide a basis for suggesting that when consumers perceive an influencer as authentic, they may be more likely to develop favorable perceptions and greater trust toward the influencer and the information communicated. Consequently, the present

study does not only examine whether influencer authenticity affects purchase intention but also investigates whether Consumer Trust mediates the relationship between influencer authenticity and purchase intention.

In addition to consumers' evaluation of influencer authenticity, the characteristics of social commerce environments may also contribute to psychological responses associated with Fear of Missing Out (FOMO). FOMO refers to a psychological condition characterized by concerns about missing experiences, information, trends, or opportunities that other people may be experiencing. Recent research has identified FOMO as an important psychological factor in social commerce, particularly in explaining consumers' purchasing behavior on TikTok Shop (Alfarisi & Sukaris, 2024). In the Indonesian TikTok Shop context, the platform combines entertainment and online shopping through features such as live streaming, user reviews, and limited promotions, which may provide consumers with various stimuli related to purchasing urgency (Alfarisi & Sukaris, 2024). Furthermore, research on TikTok Shop consumers has demonstrated that FOMO significantly influences purchasing decisions, indicating its relevance in explaining consumer responses within the platform (Alfarisi & Sukaris, 2024). Therefore, FOMO represents a relevant psychological factor for examining purchase intention among consumers exposed to product recommendations in the TikTok Shop environment.

The combination of social interaction and commercial stimuli on TikTok can create a sense of urgency among consumers. A Criteo (2024) survey reported that 69% of consumers had purchased products because they were concerned about missing promotions or trending products. Furthermore, previous studies have found that FOMO is significantly associated with purchase decisions, buying intention, and impulsive buying behavior among TikTok Shop users (Alfarisi & Sukaris, 2024; Lukiyana & Putra, 2024; Pangastuti & Kusumaningtyas, 2025). These findings indicate that FOMO represents an important

psychological factor in explaining consumer purchasing behavior within the TikTok Shop environment.

Nevertheless, the role of FOMO needs to be distinguished from that of Consumer Trust. Previous studies have predominantly examined FOMO as a factor influencing purchase intention, purchase decisions, and impulsive buying behavior in social commerce environments (Alfarisi & Sukaris, 2024; Flecha Ortiz et al., 2024). For example, Alfarisi and Sukaris (2024) found that FOMO significantly influences purchase decisions among TikTok Shop users in Indonesia, while Flecha Ortiz et al. (2024) demonstrated the relevance of FOMO in explaining consumers' purchase intention in social media environments. At the same time, recent research has begun to examine the relationship between FOMO and trust, including evidence that FOMO can positively influence consumer trust in marketplace contexts (Rahmatullah & Hermeindito, 2025). However, the role of Consumer Trust as a mediating mechanism between FOMO and Purchase Intention within the specific context of Generation Z men's grooming consumers on TikTok remains insufficiently explored. This provides an opportunity to examine FOMO alongside Perceived Influencer Authenticity and Consumer Trust within an integrated consumer decision-making framework .

Previous research has provided an important foundation for examining the relationship between influencer authenticity and purchase intention. Andonopoulos et al. (2023) investigated social media influencer marketing and found that authenticity influences purchase intention through the mediating roles of trustworthiness and inspiration. Their findings provide evidence that psychological mechanisms are important in explaining how influencer characteristics can translate into consumer purchase intention. However, the study does not specifically address the psychological urgency associated with FOMO in contemporary social commerce environments such as TikTok, nor does it focus specifically on men's grooming products.

The present study therefore extends the framework of Andonopoulos et al. (2023) in several respects. First, Fear of Missing Out (FOMO) is incorporated as an additional independent variable to capture the psychological dimension associated with the highly dynamic and trend-oriented characteristics of TikTok's social commerce environment. Second, the research context is shifted from Instagram to TikTok, considering the platform's substantial user engagement and its integration of social interaction and commercial activities in Indonesia (DataReportal, 2025; Momentum Works, 2025). Third, the research object is narrowed to men's grooming products, a growing consumer category in Indonesia (Euromonitor International, 2026).

Although inspiration remains a relevant psychological response in influencer marketing, Andonopoulos et al. (2023) demonstrate that consumers may experience inspiration from influencers' appearance, lifestyle, and product-related content. However, the present study focuses on Consumer Trust as the mediating mechanism, placing greater emphasis on the credibility and trustworthiness of influencer recommendations. This consideration is particularly relevant given consumers' concerns regarding the authenticity of influencer-generated content (Liu & Zheng, 2024). Therefore, Consumer Trust is considered more directly relevant to explaining how perceived influencer authenticity may translate into purchase intention for men's grooming products.

Furthermore, the present study combines two distinct factors that may influence consumer responses within TikTok's social commerce environment. Perceived Influencer Authenticity represents consumers' evaluation of the source of a recommendation, particularly the extent to which an influencer is perceived as genuine, sincere, and credible (Liu & Zheng, 2024; Lou et al., 2024). FOMO represents a psychological condition characterized by concerns about missing experiences, trends, information, or opportunities that others may be experiencing (Flecha Ortiz et al., 2024; Alfarisi & Sukaris, 2024). Examining these factors

simultaneously provides an opportunity to understand whether consumer purchase intention is influenced by both the perceived characteristics of the influencer and the psychological conditions associated with the social commerce environment.

Based on the existing literature, previous research has established the relevance of influencer authenticity to consumer responses and has demonstrated that FOMO can influence purchase-related behavior within social commerce. However, these variables have frequently been examined separately, while research integrating Perceived Influencer Authenticity, FOMO, and Consumer Trust within a single framework remains limited. In addition, existing research has predominantly focused on general beauty, skincare, or other consumer product categories, while the specific context of men's grooming products remains comparatively underexplored. The present study therefore seeks to address this gap by examining [1] the influence of Perceived Influencer Authenticity and FOMO on Purchase Intention, with Consumer Trust serving as the mediating variable, among Generation Z consumers of men's grooming products on TikTok. Accordingly, this study is entitled "Navigating Product Recommendations in the Social Media Era: The Impact of Perceived Influencer Authenticity and FOMO on Gen Z Purchase Intention through Consumer Trust."

1.2 Problem Formulation

Based on the issues described above, the main problem addressed in this study is the uncertainty surrounding how influencer authenticity and consumers' psychological state of Fear of Missing Out (FOMO) jointly shape purchase intention toward men's grooming products on TikTok. This issue is evident from the growing consumer skepticism toward influencer generated content on the one hand, and the strong sense of urgency created by TikTok's social commerce features on the other, both of which represent distinct yet potentially interrelated forces shaping Generation Z's purchasing decisions.

While prior studies have examined the effects of influencer authenticity and FOMO on purchase related outcomes, most have analyzed these variables separately or focused on the general beauty and skincare industry, leaving their combined influence, particularly through the mediation role of consumer trust, insufficiently understood within the men's grooming category. This gap suggests the need for further investigation into how trust is built from these two distinct sources, namely the rational evaluation of influencer authenticity and the emotionally driven state of Fomo, and how this trust subsequently translates into purchase intention among Generation Z consumers.

In light of these issues, the research problem can be formulated as follows:

1. Does Influencer Authenticity significantly influence Consumer Trust toward men's grooming products on TikTok?
2. Does Fear of Missing Out (FOMO) significantly influence Consumer Trust toward men's grooming products on TikTok?
3. Does Consumer Trust significantly influence Purchase Intention toward men's grooming products on TikTok?
4. Does Influencer Authenticity significantly influence Purchase Intention toward men's grooming products on TikTok?
5. Does Fear of Missing Out (FOMO) significantly influence Purchase Intention toward men's grooming products on TikTok?
6. Does Consumer Trust mediate the relationship between Influencer Authenticity and Purchase Intention?
7. Does Consumer Trust mediate the relationship between Fear of Missing Out (FOMO) and Purchase Intention?

1.3 Research Objectives

Based on the research question above, the objectives of this study are:

1. To examine the effect of Influencer Authenticity on Consumer Trust toward men's grooming products on TikTok.
2. To examine the effect of Fear of Missing Out (FOMO) on Consumer Trust toward men's grooming products on TikTok.
3. To examine the effect of Consumer Trust on Purchase Intention toward men's grooming products on TikTok.
4. To examine the effect of Influencer Authenticity on Purchase Intention toward men's grooming products on TikTok.
5. To examine the effect of Fear of Missing Out (FOMO) on Purchase Intention toward men's grooming products on TikTok.
6. To examine the mediating role of Consumer Trust in the relationship between Influencer Authenticity and Purchase Intention.
7. To examine the mediating role of Consumer Trust in the relationship between Fear of Missing Out (FOMO) and Purchase Intention.

1.4 Research Benefits

a) Theoretical

This study aims to contribute to the consumer behavior and digital marketing literature by integrating Influencer Authenticity, Fear of Missing Out (FOMO), Consumer Trust as a mediating variable, this research extends the framework proposed by Andonopoulos et al. (2023), which primarily examined authenticity within a general Instagram based context. This study broadens that framework by incorporating FOMO as an additional psychological antecedent and by shifting the research context to TikTok and the men's grooming product category. The findings are expected to enrich empirical evidence on influencer marketing and consumer psychology within the Indonesian Generation Z context, an area that remains limited despite Indonesia's rapid growth in social commerce.

b) Practical

This study is expected to provide insights for brands and marketers in the men's grooming industry regarding how influencer authenticity and FOMO driven marketing strategies shape consumer trust and purchase intention among Generation Z on TikTok. The findings may help companies design more effective influencer partnerships and social commerce campaigns that build genuine consumer trust rather than relying solely on urgency based tactics. Additionally, the results may serve as a reference for marketers in balancing authentic influencer engagement with promotional strategies that leverage FOMO, without compromising long term brand credibility.

1.5 Systematics of Writing

This research is organized into five chapters to ensure a clear and systematic presentation of the study:

CHAPTER I: INTRODUCTION

This chapter presents the background of the study, problem formulation, research objectives, and research benefits.

CHAPTER II: LITERATURE REVIEW

This chapter discusses key theoretical foundations related to the research variables, including Influencer Authenticity, Fear of Missing Out (FOMO), Consumer Trust, and Purchase Intention. It also includes a review of relevant previous studies, hypothesis development, and the research framework used in this study.

CHAPTER III: RESEARCH METHOD

This chapter elaborates on the type of research, definitions of research variables, population and sample, data collection methods, and data analysis technique used in this study.

CHAPTER IV: RESULT AND DISCUSSION

This chapter presents the findings of the study, including the profile of the research respondents, the result of data analysis, hypothesis testing, and discussion of the findings.

CHAPTER V: CONCLUSION

This chapter provides conclusions derived from the research findings, along with theoretical and practical implications, limitations of the study, and recommendations for future research.

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

CHAPTER II

LITERATURE REVIEW

2.1 Study Literature

This section presents the theoretical foundations underlying this study. The discussion begins with the Stimulus-Organism-Response (S-O-R) theory as the overarching framework used to explain the relationships among the research variables, followed by a review of each key construct examined in this study, namely Influencer Authenticity, Fear of Missing Out (FOMO), Consumer Trust, and Purchase Intention. Each construct is discussed in terms of its conceptual definition and its relevance to influencer marketing and social commerce.

2.1.1 Stimulus Organism Response (SOR) Theory

The Stimulus Organism Response (SOR) theory is a theoretical framework originating from environmental psychology that explains how external environmental stimuli influence an individual's internal psychological states, which subsequently lead to behavioral responses. The model was originally proposed by Mehrabian and Russell (1974) and conceptualizes human behavior through three components: *stimulus* (S), *organism* (O), and *response* (R). Stimulus refers to external environmental factors that can influence an individual's cognitive or affective states, organism represents the individual's internal psychological processes resulting from exposure to the stimulus, and response refers to the behavioral outcome that follows the internal evaluation (Sohaib et al., 2022; Cai et al., 2022). Although the theory was initially developed within environmental psychology, its framework has subsequently been widely applied in consumer behavior, e-commerce, social media, and social commerce research to explain how external marketing stimuli are processed internally before producing behavioral outcomes.

The central premise of the SOR theory is that external stimuli do not necessarily produce behavioral responses directly, but may first influence the individual's internal cognitive and affective states. In digital commerce environments, for example, characteristics of social media marketing can function as stimuli that influence consumers' internal states, such as trust, satisfaction, and commitment, which subsequently affect their behavioral intentions (Sohaib et al., 2022). Similarly, Cai et al. (2022) applied the SOR framework to explain purchase intention by demonstrating how characteristics of an online platform, product, and information contributor can operate as environmental stimuli that influence consumers' internal evaluations before leading to purchase related responses. More recent research has further demonstrated the applicability of S-O-R in influencer and TikTok marketing. Liu et al. (2024) employed the SOR framework to examine how influencer credibility related factors affect trust and purchase intention among TikTok users, while other recent studies have applied the framework to explain purchase intention in live-streaming and social commerce environments.

In the present study, the SOR theory serves as the primary theoretical foundation for explaining the relationships among Perceived Influencer Authenticity, FOMO, Consumer Trust, and Purchase Intention. Perceived Influencer Authenticity and FOMO are positioned as Stimulus (S) because they represent factors that consumers encounter and evaluate within the social commerce environment. Perceived Influencer Authenticity reflects consumers' evaluation of the influencer as a source of product recommendations, whereas FOMO represents a psychological stimulus associated with consumers' perceptions of trends, social activities, and potential purchasing opportunities in the digital environment. Consumer Trust is positioned as Organism (O) because it represents an internal psychological evaluation that may develop as consumers process and evaluate these stimuli. Purchase Intention is positioned as Response (R) because it represents the behavioral intention resulting from

consumers' internal evaluation. This theoretical framework therefore provides a basis for examining whether Perceived Influencer Authenticity and FOMO influence Purchase Intention directly and whether these relationships are mediated by Consumer Trust.

2.1.2 Influencer Authenticity

Perceived Influencer Authenticity refers to the extent to which consumers perceive an influencer as genuine, sincere, and consistent with the identity presented to their audience (Liu & Zheng, 2024; Lou et al., 2024). In influencer marketing, authenticity is an important characteristic because consumers evaluate not only the products recommended by influencers but also the perceived genuineness of the influencer and the content through which the recommendation is communicated. Liu and Zheng (2024) found that influencer authenticity positively influences parasocial relationships, which subsequently affect followers' purchase intention and evaluations of brand credibility. Similarly, Lou et al. (2024) demonstrated that influencer over endorsement can negatively affect perceived authenticity and influencer credibility, highlighting the importance of authenticity in consumers' evaluation of influencer-generated content.

The relevance of influencer authenticity is also evident in the beauty and personal care industry. Taşkın and Erdoğmuş (2024) examined influencer authenticity among 445 social media users interested in beauty and personal care products and found that influencer authenticity plays an important role in consumers' trust in branded posts and attitudes toward those posts. Their findings further indicate that trust in branded posts contributes to purchase intention. Similarly, research examining perceived authenticity in influencer marketing suggests that consumers are more likely to trust influencers when their recommendations are perceived as sincere and genuinely intended to provide useful information rather than merely serving commercial purposes. A study of virtual and human influencers, for example, found a

positive relationship between perceived influencer authenticity and trust in influencers (2024).

Within the present study, Perceived Influencer Authenticity represents X1 and refers to consumers' perceptions of the genuineness and credibility of influencers who recommend men's grooming products. Its relevance to the present research is supported by recent evidence from beauty and personal care research, where influencer authenticity has been examined in relation to trust and purchase intention (Taşkın & Erdoğmuş, 2024). Accordingly, Perceived Influencer Authenticity is examined as one of the factors that may contribute to Consumer Trust and Purchase Intention among Generation Z consumers in the TikTok social commerce environment.

2.1.3 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) refers to a psychological condition characterized by concerns that other people may be experiencing rewarding experiences, information, trends, or opportunities from which an individual is absent (Flecha Ortiz et al., 2024). In contemporary social media environments, FOMO has been examined as a psychological factor associated with consumers' responses to social media content and purchasing opportunities. Flecha Ortiz et al. (2024) found that FOMO-related psychological factors are relevant to consumers' purchase intentions in social media environments. Similarly, An and Ahn (2024) demonstrated that FOMO in social media marketing can be associated with anticipated emotions that subsequently influence consumers' purchase intentions.

FOMO has also received increasing attention in the context of social commerce. Research involving Indonesian consumers has demonstrated that FOMO is associated with purchasing behavior in digital commerce environments. Alfarisi and Sukaris (2024), for example, examined TikTok Shop users in Indonesia and found that FOMO significantly influenced purchase decisions. Their study demonstrates the relevance of FOMO for

understanding consumer responses within TikTok Shop, particularly when consumers are exposed to social and commercial activities occurring within the platform. In another study of Indonesian Generation Z consumers in online beauty communities, FOMO was examined as one of the factors associated with consumer engagement and purchase intention toward beauty products (Gunawan & Fakoniko, 2024).

Within the present study, FOMO represents X2 and refers to consumers' concerns about missing trends, experiences, information, or purchasing opportunities encountered through the social commerce environment. The construct is particularly relevant to the present research because recent studies have demonstrated its relationship with purchase-related outcomes in social media and social commerce settings (An & Ahn, 2024; Alfarisi & Sukaris, 2024). Accordingly, FOMO is examined alongside Perceived Influencer Authenticity to determine whether psychological and influencer-related factors contribute to consumers' Purchase Intention toward men's grooming products on TikTok.

2.1.4 Consumer Trust

Consumer Trust refers to consumers' confidence in the reliability, credibility, and integrity of an information source, seller, brand, or other party involved in a consumption-related interaction (Cheah et al., 2024; Taşkın & Erdoğmuş, 2024). Trust becomes particularly relevant in digital and social commerce because consumers often rely on information provided by online sources when evaluating products and making purchasing decisions (Cheah et al., 2024). Recent research has demonstrated that trust plays an important role in consumers' responses to influencer-generated and branded content, particularly in relation to purchase intention (Taşkın & Erdoğmuş, 2024). In the context of influencer marketing, Taşkın and Erdoğmuş (2024) found that influencer authenticity contributes to consumers' trust in branded posts, while trust in branded posts subsequently influences purchase intention. Similarly, recent research on TikTok influencer marketing has examined

credibility and trust as important mechanisms explaining consumers' behavioral responses and purchase intention (Liu et al., 2024).

Consumer Trust is particularly relevant to influencer marketing because consumers may rely on influencers as sources of product-related information. When consumers perceive an influencer as authentic and credible, they may develop greater confidence in the information and recommendations communicated by the influencer. Evidence from the beauty and personal care industry supports this relationship. Taşkın and Erdoğmuş (2024) found that influencer authenticity plays an important role in developing trust in branded posts, while trust in branded posts subsequently contributes to purchase intention among consumers interested in beauty and personal care products. Other recent research has similarly examined perceived influencer authenticity as an antecedent of trust, indicating that consumers' perceptions of influencer genuineness can contribute to trust toward the influencer and subsequently affect purchase-related responses (2024).

Within the present study, Consumer Trust represents M and functions as the mediating variable. Consumer Trust is positioned as the internal psychological mechanism through which consumers evaluate and process information obtained from influencers and the social commerce environment. The mediating role of trust is consistent with recent influencer marketing research demonstrating relationships between authenticity, trust, and purchase intention (Taşkın & Erdoğmuş, 2024). Therefore, the present study examines whether Perceived Influencer Authenticity and FOMO influence Purchase Intention both directly and indirectly through Consumer Trust.

2.1.5 Purchase Intention

Purchase Intention refers to a consumer's willingness or likelihood to purchase a particular product following the evaluation of information, recommendations, and other factors relevant to the purchasing decision (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024).

In social commerce and influencer marketing research, purchase intention is commonly examined as a behavioral outcome reflecting consumers' willingness to purchase products promoted or recommended through digital platforms (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). Recent studies have demonstrated that purchase intention can be influenced by consumers' evaluations of influencer authenticity, trust, and other influencer-related factors. Liu and Zheng (2024), for example, found that influencer authenticity contributes to followers' purchase intention through parasocial relationships and brand credibility. Similarly, Taşkın and Erdoğmuş (2024) found that trust in branded posts contributes to consumers' purchase intention in the beauty and personal care context.

The relationship between influencer-related factors and purchase intention has been demonstrated in recent empirical research. Liu and Zheng (2024) found that influencer authenticity contributes to parasocial relationships, which subsequently affect followers' purchase intention and evaluations of brand credibility. Meanwhile, Taşkın and Erdoğmuş (2024), focusing specifically on the beauty and personal care industry, found that influencer authenticity contributes to trust in branded posts and that trust in branded posts subsequently leads to purchase intention. FOMO has also been examined as a predictor of purchase intention. An and Ahn (2024) found that FOMO was associated with anticipated emotions relevant to consumers' purchase intentions, while Flecha Ortiz et al. (2024) examined FOMO as one of the psychological factors associated with consumer purchase intent in social media environments.

Within the present study, Purchase Intention represents Y and constitutes the Response (R) in the SOR framework. It represents the behavioral intention that follows consumers' evaluation of influencer-related information and their internal psychological responses within the social commerce environment. Based on the findings of recent studies, Purchase Intention is examined as an outcome associated with influencer authenticity,

consumer trust, and FOMO related psychological responses (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024; An & Ahn, 2024)

2.2 Previous Research

Considering previous research is an essential step in conducting a study, as it strengthens the theoretical basis of the current research and provides a comparative foundation against earlier empirical findings. In the context of influencer marketing, consumer psychology, and purchase intention, a number of studies have examined the roles of influencer authenticity, Fear of Missing Out (FOMO), and consumer trust, though often in isolation or within different product and platform contexts. These studies are summarized below:

Table 2.1 Summary of Previous Research

No	Author(s) & Title	Variables	Key Findings
1	Kavitha, Madhavan, & Mohammad (2026), "Impact of Social Media Influencers on Purchase Intention among Gen Z Consumers"	Credibility, Authenticity, Engagement (X); Trust (M); Purchase Intention (Y)	Influencer authenticity, credibility, and engagement positively and significantly affect Gen Z purchase intention; trust functions as a significant mediating variable.
2	Shu Liu (2025), "Exploring Purchase Intention in Online Influencer Marketing Campaigns Through an Integrated Model"	Expertise, Trustworthiness, Homophily (X); FOMO & Parasocial Relationships (Z); Perceived Serendipity (M); Purchase Intention (Y)	Credible influencers trigger FOMO and parasocial relationships, which increase purchase intention; perceived serendipity strengthens the FOMO-purchase intention relationship (PLS-SEM, n = 335).
3	Dinh, Wang, & Lee (2023), "How Does the Fear of Missing Out Moderate the Effect of Social Media Influencers on Their Followers' Purchase Intention?"	Influencer Exposure (X); FOMO (Z); Desire to Mimic & Materialism (M); Purchase Intention (Y)	FOMO significantly moderates the effect of influencer exposure on materialism and followers' buying intention.
4	Runnan Li (2025), "The Impact of Social Media	Influencer Recommendations (X);	Influencer recommendations significantly predict

No	Author(s) & Title	Variables	Key Findings
	Influencers on Gen Z's Online Purchase Decisions"	Perceived Product Quality & Price (M); Purchase Intention (Y)	purchase intention; perceived authenticity is the most significant factor for Gen Z consumers.
5	Nguyen, Nguyen, & Luu (2022), "Relationship Between Influencer Marketing and Purchase Intention: Focusing on Vietnamese Gen Z Consumers"	Credibility, Relevance, Entertainment Value, Expertise, Peer Review (X); Purchase Intention (Y)	Four of five tested factors (credibility, entertainment value, expertise, peer review) significantly influence Gen Z purchase intention.
6	Dharma et al. (2024), "The Effect of Influencer Marketing on Gen Z Purchasing Intentions in Emerging Economies"	Influencer (X); Consumer Trust & Authenticity (M); Purchase Intention (Y)	Authentic and credible influencers strengthen consumer trust and purchase intention.
7	Bairathi & Lambrecht (2023), "Influencer Marketing: Sponsorship Disclosure and Authenticity"	Sponsored vs Organic Content & Content Authenticity (X); Consumer Engagement (Y)	Consumer engagement with sponsored content is lower than with organic (un-sponsored) content.
8	Jayawickrama, Wijenayake, & Thundeniya (2026), "The Impact of Influencer Fatigue on Consumer Purchase Intention: The Mediating Role of Consumer Scepticism"	Influencer (X); Consumer Scepticism (M); Purchase Intention (Y)	Influencer fatigue is directly and negatively related to purchase intention, with consumer scepticism playing a significant mediating role.
9	Cheah, Koay, & Lim (2024), "Social media influencer over-endorsement: Implications from a moderated-mediation analysis"	SMI Over-endorsement (X); Product Interest (Z); Influencer Authenticity & Credibility (M); Purchase Intention (Y)	Over-endorsement has no significant direct effect on purchase intention; its negative influence occurs indirectly through reduced perceived credibility.
10	Andonopoulos, Lee, & Mathies (2023), "Authentic Isn't Always Best: When Inauthentic Social Media Influencers Induce Positive Consumer Purchase Intention Through Inspiration"	Personal / Influencer Authenticity (X); Trustworthiness & Inspiration (M); Purchase Intention (Y)	Influencer authenticity has no significant direct effect on purchase behavior; authenticity is not always necessary to drive purchase decisions, as inauthentic influencers can still increase purchase intention through trustworthiness and inspiration.

No	Author(s) & Title	Variables	Key Findings
11	Julaeha & Rojuaniah (2026), "Pengaruh Perceived Value dan Brand Credibility terhadap Purchase Intention dengan Moderasi Fear of Missing Out (FOMO)"	FOMO (X); Purchase Intention (Y)	FOMO significantly and positively increases purchase intention and strengthens the effect of brand credibility on purchase intention.
12	Az Zahra & Roostika (2025), "Social Media Marketing and iPhone Repurchase Intention: The Roles of Fear of Missing Out and Materialism"	FOMO, Materialism (X); Purchase Intention (Y)	FOMO does not significantly influence repurchase intention; materialism is a more dominant predictor.
13	Li, Arham, & Majid (2026), "Consumer Perceived Value and Impulsive Buying in Social Commerce: The Moderating Role of Fear of Missing Out"	Interactivity, Social Cue Intensity (X); Perceived Utilitarian & Hedonic Value (Z); FOMO (M); Purchase Intention (Y)	FOMO functions primarily as a moderator rather than a main predictor; its effect on purchase intention is contingent on perceived value and is positive but not always significant.
14	Wijerathna & Wijesundara (2022), "The Impact of Social Media Influencer Authenticity on Consumer Purchase Intention: The Mediating Role of Trust"	Influencer Authenticity (X); Consumer Trust (M); Purchase Intention (Y)	Consumer trust partially mediates the relationship between influencer authenticity and purchase intention; the direct effect of authenticity on purchase intention remains significant.
15	Muthulingam & Amirtharaj (2026), "Influencer Marketing and Gen Z Purchase Intentions"	Influencer Expertise, Attractiveness, Trustworthiness (X); Consumer Trust, Engagement (M); Purchase Intention (Y)	Consumer trust is a significant mediator between influencer attributes and purchase intention, while engagement is not significant.
16	Aldweeri et al. (2026), "The Role of Advertising Trust in Influencer Marketing"	Influencer Attributes: Credibility, Expertise, Attractiveness (X); Advertising Trust (M); Purchase Intention (Y)	Advertising trust partially mediates the relationship between influencer attributes and purchase intention.

Source: Adapted from several journals, 2026

The studies summarized above reveal three important patterns that inform the present research. First, a substantial number of studies confirm that influencer purchase intention, either directly (Runnan Li, 2025; Nguyen et al., 2022) or through consumer trust as a

mediating mechanism (Dharma et., 2024; Wijerathna & Wijesundara, 2022; Muthulingam & Amirtharaj, 2026; Aldweeri et., 2026). Second, a smaller but notable group of studies presents a contrasting view, finding that authenticity itself does not directly drive purchase behavior, but rather operates indirectly through trustworthiness, inspiration, or reduced credibility following over endorsement (Andonopoulos et al., 2023; Cheah et al., 2024; Bairathi & Lambrecht, 2023). Third, FOMO shows a generally positive relationship with purchase related outcomes (Dinh et al., 2023; Julaeha & Rojuaniah, 2026), yet its effect is not universally consistent, as some studies report a non significant direct effect or a role that is contingent on other variables such as perceived value (Az Zahra & Roostika, 2025; Li, Arham & Majid, 2026).

Taken together, these findings indicate that while influencer authenticity, FOMO, and consumer trust have each received considerable scholarly attention, the majority of prior studies examine these variables separately, or focus on general beauty, skincare, or technology products rather than men's grooming specifically. Moreover, no identified study has jointly tested Influencer Authenticity and FOMO as dual antecedents of Purchase Intention with Consumer Trust serving as the mediating mechanism for both pathways, particularly within TikTok's social commerce environment. This gap forms the empirical basis for the hypotheses developed in the following section.

2.3 Hypothesis Development

This section presents the development of the research hypotheses based on the theoretical framework and the relationships among the variables examined in this study. The hypothesis development discusses the influence of Perceived Influencer Authenticity and Fear of Missing Out on Consumer Trust and Purchase Intention, as well as the mediating role of Consumer Trust in the relationships between the independent variables and Purchase Intention. Each hypothesis is developed by integrating the Stimulus-Organism-Response (S-

O-R) framework with findings from previous empirical studies relevant to influencer marketing and consumer behavior.

2.3.1 The Influence of Perceived Influencer Authenticity on Consumer Trust

Perceived Influencer Authenticity refers to the extent to which consumers perceive an influencer as genuine, sincere, and consistent with the identity presented to their audience (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). In influencer marketing, authenticity represents an important characteristic because consumers evaluate not only the products recommended by influencers but also the genuineness and credibility of the influencer communicating the recommendation. When influencer-generated content is perceived as authentic, consumers may be more likely to regard the information as sincere rather than being driven solely by commercial motives (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). Recent research in influencer marketing has therefore identified authenticity as an important factor in shaping consumers' evaluations of influencers and the information they communicate.

The relationship between Perceived Influencer Authenticity and Consumer Trust can be explained through the Stimulus Organism Response (SOR) framework, in which characteristics of an external stimulus influence an individual's internal psychological state and subsequently generate a behavioral response (Mehrabian & Russell, 1974; Su et al., 2023). In the context of influencer marketing, perceived authenticity can be regarded as a characteristic of the influencer and information source that functions as a stimulus, while consumers' resulting confidence and trust toward the influencer represent an internal psychological response. When consumers perceive an influencer as genuine, consistent, and sincere, the recommendation may be interpreted as less commercially manipulative and more consistent with the influencer's actual preferences or experiences, thereby reducing perceived uncertainty and increasing confidence in the information provided (Liu & Zheng, 2024;

Taşkın & Erdoğmuş, 2024). Consequently, higher Perceived Influencer Authenticity is expected to strengthen Consumer Trust.

Previous empirical research provides support for this relationship. Taşkın and Erdoğmuş (2024) examined influencer-generated content in the beauty and personal care context and demonstrated the relevance of influencer authenticity and trust in consumers' responses to branded posts. In addition, Mardani et al. (2024) reported a significant positive relationship between influencer authenticity and consumer trust. These findings indicate that consumers' perceptions of influencer genuineness can contribute to the formation of trust toward the influencer and the information communicated. Therefore, the following hypothesis is proposed:

H1: Perceived Influencer Authenticity has a positive and significant effect on Consumer Trust.

2.3.2 The Influence of FOMO on Consumer Trust

Fear of Missing Out (FOMO) refers to a psychological condition characterized by concerns that other people may be experiencing rewarding experiences, information, trends, or opportunities from which an individual is absent (An & Ahn, 2024; Flecha Ortiz et al., 2024). Within social media environments, FOMO has been examined as a psychological factor associated with consumers' emotional responses and purchasing-related behavior. The continuous exposure to social information, trends, and consumption opportunities can make FOMO particularly relevant in social commerce environments, where consumers can simultaneously encounter social validation, product recommendations, and purchasing opportunities.

The relationship between FOMO and Consumer Trust can be explained through the Stimulus Organism Response (SOR) framework, in which psychological stimuli influence consumers' internal evaluations before generating behavioral responses (Mehrabian &

Russell, 1974; Su et al., 2023). In the context of social commerce, consumers are continuously exposed to rapidly changing trends, product recommendations, social cues, and purchasing opportunities, which may generate concerns about missing experiences or opportunities that others are already experiencing (An & Ahn, 2024; Flecha Ortiz et al., 2024). These concerns may increase consumers' attention to socially relevant information and influence how they evaluate the credibility and reliability of information sources. When consumers experiencing FOMO perceive product-related information or recommendations as reliable and socially validated, they may develop greater confidence in the information source or brand, thereby strengthening Consumer Trust. Although this relationship is less direct than the relationship between influencer authenticity and trust, emerging research suggests that FOMO can be associated with trust formation in social commerce environments, providing a basis for examining this relationship in the present study.

Previous empirical evidence regarding the direct relationship between FOMO and Consumer Trust remains relatively limited. However, recent research provides an emerging basis for this relationship. An and Ahn (2024) demonstrated that FOMO is associated with anticipated emotional responses and purchase intention in social media marketing. More importantly, recent social commerce research has identified FOMO as a factor that can enhance brand trust and subsequently influence repurchase intention, providing evidence that trust may represent an important mechanism through which FOMO affects consumer responses. Therefore, the following hypothesis is proposed:

H2: FOMO has a positive and significant effect on Consumer Trust

2.3.3 The Influence of Consumer Trust on Purchase Intention

Consumer Trust refers to consumers' confidence in the reliability, credibility, and integrity of an information source, influencer, brand, seller, or other party involved in a consumption-related interaction (Garg & Bakshi, 2024; Taşkın & Erdoğmuş, 2024). Trust is

particularly important in digital and social commerce because consumers frequently rely on information provided by online sources when evaluating products and recommendations. In influencer marketing, trust can determine whether consumers are willing to accept information communicated by an influencer and use that information as a basis for their purchasing decisions.

The relationship between Consumer Trust and Purchase Intention can be explained through the Stimulus Organism Response (SOR) framework, in which consumers' evaluations of external stimuli influence their internal psychological states and subsequently generate behavioral responses (Mehrabian & Russell, 1974; Su et al., 2023). In the context of influencer marketing and social commerce, Consumer Trust represents the Organism (O) that develops as consumers evaluate influencer characteristics, product recommendations, and product-related information, while Purchase Intention represents the subsequent Response (R). When consumers trust an influencer or the information communicated by the influencer, they may perceive the recommendation as more reliable and experience lower uncertainty regarding the recommended product. Greater confidence in the information source can consequently reduce perceived uncertainty and increase consumers' willingness to consider and purchase the recommended product, whereas insufficient trust may increase uncertainty and reduce consumers' willingness to act (Garg & Bakshi, 2024; Taşkın & Erdoğmuş, 2024).

Several recent empirical studies support this relationship. Garg and Bakshi (2024), using 357 respondents in the context of beauty-vlogger influencer marketing, found that trust in beauty vloggers significantly contributes to consumers' purchase intention. Their study also found that trust partially mediates the effect of credible influencer attributes on purchase intention. In addition, Haque (2024), examining 475 consumers aged 18–24 in the context of beauty influencers and skincare products on Instagram, found a significant relationship between beauty influencers, trust, and purchase intention. These findings are particularly

relevant to the present study because both beauty/personal care products and young social-media users constitute contexts that are closely related to men's grooming and Generation Z consumers. Therefore, the following hypothesis is proposed:

H3: Consumer Trust has a positive and significant effect on Purchase Intention.

2.3.4 The Influence of Perceived Influencer Authenticity on Purchase Intention

Perceived Influencer Authenticity refers to consumers' perception that an influencer is genuine, sincere, and consistent in presenting their identity, opinions, and product recommendations (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). In influencer marketing, authenticity has increasingly been examined as an important characteristic influencing consumers' evaluations of influencer-generated content and their subsequent behavioral responses. Consumers may respond more favorably to recommendations when they perceive the influencer's communication as genuine and consistent rather than excessively commercial. Liu and Zheng (2024) demonstrate that influencer authenticity is relevant to followers' purchase-related responses through psychological and relational mechanisms.

The relationship between Perceived Influencer Authenticity and Purchase Intention can be explained through the Stimulus Organism Response (SOR) framework, in which external stimuli influence consumers' internal evaluations and subsequently generate behavioral responses (Mehrabian & Russell, 1974; Su et al., 2023). In the context of influencer marketing, perceived authenticity represents an external characteristic of the influencer that consumers encounter through influencer-generated content and may shape their internal evaluation of both the influencer and the recommended product. When an influencer is perceived as genuine, consistent, and sincere, consumers may regard the recommendation as a more credible representation of the influencer's actual opinion or experience, thereby increasing the perceived relevance and persuasive value of the recommendation (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). Such positive evaluations

may subsequently increase consumers' willingness to consider and purchase the recommended product, suggesting that higher Perceived Influencer Authenticity is expected to strengthen Purchase Intention .

Previous empirical studies support this relationship. Liu and Zheng (2024) found that influencer authenticity positively contributes to parasocial relationships, which subsequently influence followers' purchase intention and evaluations of brand credibility. In addition, Taşkın and Erdoğmuş (2024) examined influencer-generated content in the beauty and personal care industry and found that influencer-related characteristics, including authenticity and trust, are relevant to consumers' purchase-related responses. These findings indicate that the perceived authenticity of an influencer can contribute to consumers' willingness to purchase products recommended through influencer-generated content.

It should be noted, however, that findings regarding the direct effect of Perceived Influencer Authenticity on Purchase Intention are not entirely consistent across the literature. While a substantial body of research reports a significant positive relationship, several studies suggest that this direct effect may not always hold once other mechanisms are taken into account. Andonopoulos et al. (2023), for instance, found that influencer authenticity did not exert a significant direct effect on purchase behavior, with its influence instead operating indirectly through trustworthiness and inspiration. Similarly, Cheah et al. (2024) found that social media influencer over endorsement, a construct closely related to diminished authenticity, had no significant direct effect on purchase intention, as its influence was fully channeled through reduced perceived credibility. These contrasting findings suggest that the effect of authenticity on purchase intention may be context dependent, varying according to the product category, platform, and consumer segment under study. Given that the majority of studies involving Generation Z consumers and beauty or personal care related products, including Runnan Li (2025) and Nguyen et al. (2022), report a significant positive

relationship, this study follows the predominant pattern found in the literature and proposed a significant direct effect, while remaining attentive to the possibility of a non significant outcome within the specific context of men's grooming products on TikTok. Therefore, the following hypothesis is proposed:

H4: Perceived Influencer Authenticity has a positive and significant effect on Purchase Intention.

2.3.5 The Influence of FOMO on Purchase Intention

Fear of Missing Out (FOMO) represents a psychological condition in which individuals are concerned about missing experiences, trends, information, or opportunities that other people are currently experiencing (An & Ahn, 2024; Flecha Ortiz et al., 2024). In social media and social commerce environments, FOMO has become relevant to consumer behavior because consumers are continuously exposed to information concerning products, trends, promotional opportunities, and consumption activities. This psychological condition can create a perception that certain opportunities may be temporary or socially important, thereby influencing consumers' purchase-related responses.

The relationship between FOMO and Purchase Intention can be explained through the Stimulus Organism Response (SOR) framework, in which external or psychological stimuli influence consumers' internal states and subsequently generate behavioral responses (Mehrabian & Russell, 1974; Su et al., 2023). In the context of social commerce, FOMO represents a psychological condition that may emerge from consumers' exposure to social and commercial stimuli, such as product trends, recommendations, promotions, and consumption experiences (An & Ahn, 2024; Flecha Ortiz et al., 2024). When consumers perceive that a product, trend, promotion, or consumption opportunity may be missed, the resulting concern may increase their motivation to participate before the perceived opportunity disappears. This mechanism can be understood through perceived urgency, whereby stronger FOMO may

increase the perceived psychological cost of not participating in a trend or missing an attractive purchasing opportunity, consequently reducing consumers' willingness to delay their decision and increasing their readiness to act (An & Ahn, 2024; Dinh et al., 2023). Within TikTok's social commerce environment, this mechanism may become particularly relevant because consumers can encounter product recommendations, social trends, social validation, and purchasing opportunities within the same digital environment, potentially strengthening the relationship between FOMO and Purchase Intention.

Previous empirical research provides support for this relationship. An and Ahn (2024), based on 345 social media users, found that FOMO was associated with anticipated emotional responses that subsequently influenced purchase intention in a social media marketing context. In addition, Dinh et al. (2023) examined FOMO in the context of social media influencers and found that FOMO was relevant to followers' buying intentions. These findings indicate that FOMO can function as a psychological factor contributing to consumers' willingness to purchase products promoted or encountered through social media.

Nevertheless, the effect of FOMO on Purchase Intention is not uniformly significant across the literature, Az Zahra and Roostika (2025) found that FOMO did not significantly influence repurchase intention in the context of Iphone consumers, with materialism emerging as a more dominant predictor instead. Likewise, Li, Arham, and Majid (2026) found that FOMO functioned primarily as a moderating rather than a direct predicting variable, such that its effect on purchase intention was positive but not always statistically significant, depending on consumers' perceived utilitarian and hedonic value. These findings suggest that the influence of FOMO on purchase related outcomes may be conditional upon product category and the presence of competing psychological drivers. Given that studies conducted within fast paced, promotion heavy social commerce settings, such as Dinh et al. (2023) and Julaeha and Rojuaniah (2026), consistently report a significant positive effect, and considering that

TikTok's live shopping and flash sale features closely resemble the urgency driven conditions examined in those studies, this research follows the predominant finding and proposes a significant positive effect, while acknowledging that the relationship may prove weaker or non significant within the specific context of men's grooming products. Therefore, the following hypothesis is proposed:

H5: FOMO has a positive and significant effect on Purchase Intention.

2.3.6 The Mediating Effect of Consumer Trust on the Relationship between Perceived Influencer Authenticity and Purchase Intention

Perceived Influencer Authenticity represents consumers' perceptions that an influencer is genuine, sincere, and consistent in presenting content and product recommendations, while Consumer Trust represents consumers' confidence in the influencer and the information communicated through the influencer (Liu & Zheng, 2024; Garg & Bakshi, 2024). Purchase Intention represents consumers' willingness or likelihood to purchase a recommended product (Garg & Bakshi, 2024; Taşkın & Erdoğmuş, 2024). These constructs have increasingly been examined together in influencer marketing, particularly in beauty and personal care contexts, where consumers frequently rely on influencers for product-related information.

The proposed mediating relationship can be explained through the Stimulus Organism Response (SOR) framework, in which an external stimulus influences consumers' internal psychological state and subsequently generates a behavioral response (Mehrabian & Russell, 1974; Su et al., 2023). In the context of influencer marketing, Perceived Influencer Authenticity represents the Stimulus (S) because it reflects consumers' evaluation of the influencer as a source of information, while Consumer Trust represents the Organism (O) that may develop from this evaluation, and Purchase Intention represents the subsequent Response (R). When consumers perceive an influencer as authentic, they may interpret the

recommendation as more genuine and credible, which can strengthen trust toward the influencer and the information communicated (Liu & Zheng, 2024; Taşkın & Erdoğmuş, 2024). Greater Consumer Trust may subsequently reduce uncertainty regarding the recommended product and increase consumers' willingness to consider purchasing it (Garg & Bakshi, 2024). Therefore, Perceived Influencer Authenticity may influence Purchase Intention both directly and indirectly through Consumer Trust, positioning Consumer Trust as a potential mediating mechanism in the relationship between influencer authenticity and purchase intention.

Previous empirical research provides particularly strong support for this proposed mediation. Garg and Bakshi (2024) found that trust partially mediates the relationship between credible attributes of beauty vloggers and consumers' purchase intention, demonstrating that trust can function as an explanatory mechanism between influencer characteristics and purchase-related outcomes. In addition, Taşkın and Erdoğmuş (2024) examined influencer authenticity, trust, and consumer responses in the beauty and personal care context, providing evidence for the relevance of trust in translating influencer characteristics into consumer responses. Furthermore, Wijerathna and Wijesundara (2022), examined the mediating role of trust in the relationship between perceived authenticity of micro-influencers and purchase intention in the fitness sector. The convergence of these findings provides a strong empirical basis for examining Consumer Trust as a mediator between Perceived Influencer Authenticity and Purchase Intention. Therefore, the following hypothesis is proposed:

H6: Consumer Trust mediates the relationship between Perceived Influencer Authenticity and Purchase Intention.

2.3.7 The Mediating Effect of Consumer Trust on the Relationship between FOMO and Purchase Intention

FOMO represents consumers' concerns about missing trends, experiences, information, or purchasing opportunities encountered through social media and social commerce environments (An & Ahn, 2024; Flecha Ortiz et al., 2024). Consumer Trust represents consumers' confidence in the reliability and credibility of an information source, influencer, brand, or recommendation, while Purchase Intention represents consumers' willingness to purchase a particular product (Garg & Bakshi, 2024; Taşkın & Erdoğmuş, 2024). Although previous research has established relationships between FOMO and purchase-related outcomes and between trust and purchase intention, the role of Consumer Trust as a mechanism connecting FOMO and Purchase Intention remains less extensively examined.

The proposed mediation can be explained through the Stimulus Organism Response (SOR) framework, in which an external or environmental stimulus influences consumers' internal psychological states and subsequently generates a behavioral response (Mehrabian & Russell, 1974; Su et al., 2023). In the context of social commerce, FOMO represents a psychological condition that may emerge from consumers' exposure to social and commercial stimuli, while Consumer Trust represents an internal psychological state that may develop as consumers process and evaluate information within the social commerce environment. Purchase Intention subsequently represents the Response (R) resulting from this internal evaluation. Consumers experiencing FOMO may become more attentive to products, trends, recommendations, and purchasing opportunities perceived as socially relevant or time-sensitive, which may increase their engagement with and evaluation of the available information (An & Ahn, 2024; Flecha Ortiz et al., 2024). When the information source or recommendation is perceived as reliable and trustworthy, this psychological response may subsequently contribute to stronger Purchase Intention. Therefore, Consumer Trust may function as an internal mechanism through which FOMO influences Purchase Intention,

indicating that the effect of FOMO on Purchase Intention may occur both directly and indirectly through Consumer Trust.

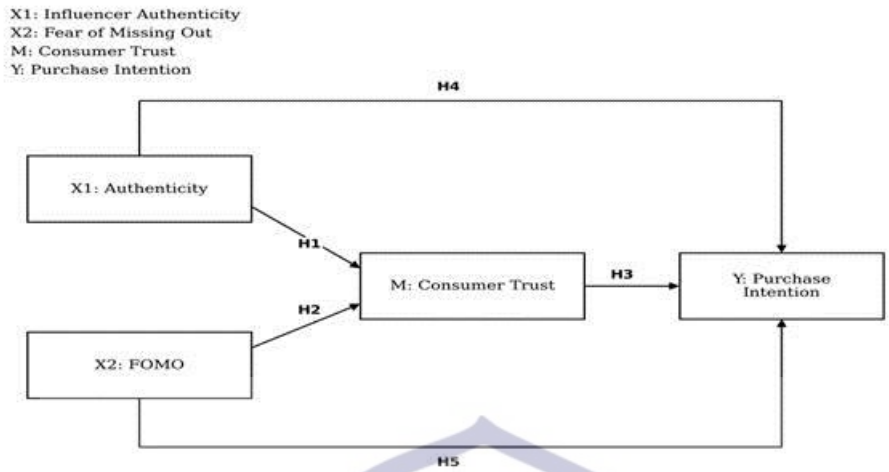
Previous research provides partial but important support for this proposed mediation. An and Ahn (2024) demonstrated that FOMO influences anticipated emotional responses that subsequently affect purchase intention, establishing an empirical connection between FOMO and purchase-related outcomes in social media marketing. Garg and Bakshi (2024), meanwhile, demonstrated that trust functions as a meaningful mechanism linking influencer-related characteristics to purchase intention in beauty-product consumption, supporting the broader role of trust as an explanatory mechanism for purchase-related responses. More importantly, emerging social-commerce research has begun to examine the relationship between FOMO and trust, providing a basis for extending existing research on FOMO and purchase intention by examining Consumer Trust as a mediating mechanism. Therefore, although direct empirical evidence examining the complete mediating role of Consumer Trust in the relationship between FOMO and Purchase Intention remains limited, the available evidence from FOMO research and trust-based social-commerce research provides a theoretical and empirical basis for testing this mediation. Therefore, the following hypothesis is proposed:

H7: Consumer Trust mediates the relationship between FOMO and Purchase Intention.

2.4 Research Framework

Based on the theoretical foundations, previous research, and hypotheses developed above, the following research framework is proposed in Picture 2.1 below:

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP



Source: Author's own construction, 2026

Picture 2.1 Research Framework

This study examines seven hypotheses as illustrated in the research framework above. Hypotheses H1 and H2 test the direct effects of Influencer Authenticity (X1) and Fear of Missing Out (X2) on Consumer Trust (M), respectively. Hypothesis H3 tests the direct effect of Consumer Trust (M) on Purchase Intention (Y). Hypotheses H4 and H5 test the direct effects of Influencer Authenticity (X1) and Fear of Missing Out (X2) on Purchase Intention (Y), independent of Consumer Trust. Finally, Hypotheses H6 and H7, which are not depicted as separate arrows but are formed by the combined paths X1 → M → Y and X2 → M → Y, test the mediating role of Consumer Trust in the relationship between each stimulus variable and Purchase Intention.

The framework reflects the Stimulus-Organism-Response structure underpinning this study: Influencer Authenticity and Fear of Missing Out serve as external stimuli encountered by Generation Z consumers while browsing TikTok, Consumer Trust represents the internal organism-level psychological state through which these stimuli are processed, and Purchase Intention represents the resulting behavioral response toward men's grooming products. By

modeling both the direct and mediated pathways simultaneously, this framework allows the study to determine not only whether Influencer Authenticity and FOMO influence Purchase Intention, but also the extent to which their influence operates through the trust-building process.

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

CHAPTER III

RESEARCH METHOD

3.1 Research Variables and Operational Definition of Variables

This section explains the variables examined in this study and the manner in which each variable is operationally defined for measurement purposes. The discussion begins with an overview of the research variables, followed by the operational definitions that translate each variable into measurable indicators.

3.1.1 Research Variable

This study involves several variables, such as:

a) The first independent variable is Perceived Influencer Authenticity (X1), which refers to consumers' perception of the genuineness, sincerity, and consistency of an influencer in presenting content and recommending products on TikTok. In this study, Perceived Influencer Authenticity represents the perceived characteristics of the influencer that may influence consumers' trust and purchase intention.

b) The second independent variable is Fear of Missing Out (X2), which represents consumers' concern about missing trends, experiences, information, or purchasing opportunities that other people are currently experiencing. In this study, FOMO represents the psychological condition that may influence consumers' trust and purchase intention within TikTok's social-commerce environment.

c) The mediating variable is Consumer Trust (M), which represents consumers' confidence in the reliability, credibility, honesty, and integrity of the influencer and the information communicated through the recommendation. Consumer Trust is

positioned as a mediating mechanism through which Perceived Influencer Authenticity and FOMO may influence Purchase Intention.

d) The dependent variable is Purchase Intention (Y), which represents consumers' willingness or likelihood to purchase men's grooming products following exposure to influencer-generated content and product recommendations on TikTok.

3.1.2 Operational Definition of Variables

Operational definitions refer to the process of translating abstract research constructs into measurable concepts by specifying the indicators through which each construct can be empirically observed and assessed (Hair et al., 2022). Accordingly, each variable in this study is operationalized through specific indicators derived from relevant previous studies to ensure that the constructs can be measured and analyzed empirically.

Table 3. 1 Operational Definition of Variables

No	Variables	Indicator	Measurement Scale
1	Perceived Influencer Authenticity (X1)	1. Expertise – the extent to which the influencer is perceived as skilled and knowledgeable in the relevant field. 2. Sincerity – the extent to which the influencer is perceived as sincere and genuine in communicating with followers. 3. Truthful endorsement – the extent to which the influencer is perceived as providing honest and truthful product endorsements. 4. Uniqueness – the extent to which the influencer is perceived as distinctive and possessing an individual identity. 5. Visibility – the extent to which the influencer maintains a recognizable and consistent presence in social media content. Source: Agnihotri et al. (2023), as operationalized by Ul Hassan et al.	Ordinal scale through Google Form questionnaire using 5-point Likert scale

No	Variables	Indicator	Measurement Scale
		(2024)	
2	Fear of Missing Out (X2)	1. Concern about missing rewarding experiences that others are having. 2. Concern that others may have rewarding experiences without the individual. 3. Desire to remain informed about experiences or activities involving others. 4. Desire to participate in experiences that others are experiencing. 5. Concern about being left behind from current trends or activities. 6. Anxiety when missing experiences or opportunities that others are experiencing. Source: Milyavskaya et al. (2023); adapted to the influencer-product context based on Liu (2025)	Ordinal scale through Google Form questionnaire using 5-point Likert scale
3	Consumer Trust (M)	1. Confidence in the influencer's reliability. 2. Confidence in the accuracy of information provided by the influencer. 3. Perceived honesty of the influencer in communicating product information. 4. Perceived integrity of the influencer in providing recommendations. 5. Overall trust in the influencer's product recommendations. Source: Garg & Bakshi (2024); adapted from Meng & Wei (2020)	Ordinal scale through Google Form questionnaire using 5-point Likert scale
4	Purchase Intention (Y)	1. Intention to purchase products recommended by the influencer. 2. Interest in purchasing products recommended by the influencer. 3. Likelihood of purchasing products recommended by the influencer. 4. Willingness to purchase recommended products in the	Ordinal scale through Google Form questionnaire using 5-point Likert scale

No	Variables	Indicator	Measurement Scale
		future. Source: Cheah et al. (2024); adapted from Farivar et al. (2022) and Taylor et al. (2022)	

3.2 Population and Sample

This section describes the population targeted in this study and the procedure used to determine the research sample, including the sampling technique applied and the resulting sample size.

3.2.1 Population

Population refers to the group of individuals or objects that possess specific characteristics relevant to a research study and from which the researcher intends to draw conclusions (Creswell & Creswell, 2023). In this study, the population consists of Generation Z consumers in Indonesia who use TikTok and have been exposed to influencer-generated content or product recommendations related to men's grooming products.

3.2.2 Sample

A sample refers to a subgroup of the population selected to participate in a research study and provide data for analysis (Creswell & Creswell, 2023). In this study, the sample consists of Generation Z consumers in Indonesia who use TikTok and have been exposed to influencer-generated content or product recommendations related to men's grooming products.

Because the exact number of Generation Z TikTok users who meet these specific characteristics cannot be determined precisely, the population is considered an unknown population. To determine the number of respondents, this study applied Lemeshow's formula, which is appropriate for determining sample size when the population size is unknown or difficult to determine precisely (Lemeshow et al., 1990). Based on the calculation, the

minimum required sample size was 96 respondents; therefore, the sample size was rounded up to 100 respondents. Accordingly, this study targets a minimum of 100 respondents who meet the predetermined characteristics of the research population.

3.3 Data Types and Sources

This section explains the type of data used in this study as well as the sources from which the data are obtained.

3.3.1 Data Types

The data used in this research are categorized as primary data. Primary data refers to original information collected directly from first-hand sources for a specific research purpose (George, 2024). In this study, the primary data are collected directly from respondents who meet the predetermined characteristics of the research population. The data are obtained through a structured questionnaire designed to measure Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention in the context of TikTok social commerce and men's grooming products.

The questionnaire is distributed online using Google Forms. Each statement is measured using a five-point Likert scale, allowing respondents to indicate their level of agreement with each statement. The use of a structured questionnaire enables the researcher to collect standardized responses from all respondents and facilitates subsequent quantitative analysis.

To ensure that the data collected are relevant to the objectives of the study, the following respondent criteria are established:

a. Men Generation Z consumers;

b. Living in Indonesia;

c. Active TikTok users;

d. Have seen or been exposed to influencer-generated content or product recommendations on TikTok; and

e. Have seen or encountered men's grooming product recommendations on TikTok.

These criteria are established to ensure that respondents have relevant experience with the social-commerce environment examined in this study and are therefore able to provide appropriate responses regarding Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention.

3.3.2 Data Sources

Data sources refer to the origins from which research data are obtained to provide information relevant to the research objectives (Wilmot et al., 2022). This study utilizes primary data, which refers to information collected directly from the original source for the specific purposes of the research (Wilmot et al., 2022). In this study, the primary data are obtained from the answers provided by Generation Z consumers in Indonesia who use TikTok and have been exposed to influencer-generated content or product recommendations related to men's grooming products. The data are used to measure respondents' perceptions of Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention.

3.4 Data Collection Method

This section describes the methods used to collect the data required for this study, covering both the primary data obtained directly from respondents and the secondary data obtained from relevant academic literature.

3.4.1 Primary Data

Primary data refer to raw information collected directly from research participants for the specific purposes of a study, including data obtained through structured surveys or questionnaires (Wilmot et al., 2022). In this study, the primary data are obtained directly from

respondents through their responses to the questionnaire. The respondents provide firsthand information regarding their perceptions of Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention in the context of TikTok social commerce and men's grooming products.

3.4.2 Secondary Data

Secondary data refer to information obtained from sources that provide descriptions, interpretations, syntheses, or aggregations of previously collected data (Wilmot et al., 2022). Secondary data in this study are obtained from relevant academic literature, including scientific journal articles, books, research reports, and other credible academic sources related to influencer authenticity, Fear of Missing Out, Consumer Trust, Purchase Intention, and social commerce. These secondary sources are used to support the development of the research background, theoretical framework, hypotheses, and measurement instruments.

3.5 Data Analysis Method

Data analysis refers to the process of examining, organizing, and interpreting collected data to obtain information that can be used to answer research questions and test the proposed hypotheses. In this study, the collected data are analyzed using Statistical Package for the Social Sciences (SPSS). The analysis consists of descriptive statistical analysis, instrument testing, classical assumption testing, multiple linear regression analysis, and mediation analysis.

3.5.1 Descriptive Statistical Analysis

Descriptive statistical analysis refers to statistical procedures used to summarize and describe the characteristics of collected data through numerical and tabular representations (Hayes, 2022). In this study, descriptive statistical analysis is used to describe the

characteristics of the respondents and the distribution of their responses to the research variables.

The respondent characteristics are presented based on relevant demographic information, while the responses to Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention are summarized using descriptive statistics such as frequency, percentage, mean, and standard deviation.

3.5.2 Validity Test

Validity refers to the extent to which a measurement instrument measures the construct that it is intended to measure (Hair et al., 2022). In this study, a validity test is conducted to determine whether each questionnaire item appropriately represents the research variable being measured.

The validity of each questionnaire item is evaluated using the Pearson Product-Moment correlation between the score of each item and the total score of its respective variable. An item is considered valid when its correlation coefficient is greater than the critical value of the correlation table at a significance level of 5% ($\alpha = 0.05$). A significance value below 0.05 indicates that the relationship between the questionnaire item and the total score is statistically significant.

3.5.3 Reliability Test

Reliability refers to the extent to which a measurement instrument produces consistent results when measuring a construct (Hair et al., 2022). In this study, reliability testing is conducted to determine the internal consistency of the questionnaire items used to measure Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention.

The reliability test is conducted using Cronbach's Alpha. A Cronbach's Alpha value of 0.70 or higher is generally considered to indicate acceptable internal consistency for research

purposes (Hair et al., 2022). Therefore, a research variable is considered reliable when its Cronbach's Alpha value meets or exceeds the predetermined threshold.

3.5.4 Classical Assumption Tests

Classical assumption tests are statistical procedures conducted to assess whether the data meet the assumptions required for the application and interpretation of linear regression analysis (Hayes, 2022). In this study, the classical assumption tests consist of normality, multicollinearity, and heteroscedasticity tests.

a. Normality Test

The normality test is conducted to determine whether the residuals of the regression model follow an approximately normal distribution. This assumption is relevant to the interpretation of conventional regression-based statistical inference (Hayes, 2022). In this study, normality is assessed using the Kolmogorov-Smirnov test and supported by graphical examination where necessary. The residuals are considered normally distributed when the significance value is greater than 0.05.

b. Multicollinearity Test

Multicollinearity refers to a condition in which two or more predictor variables in a regression model are highly correlated, potentially making it difficult to distinguish their individual contributions to the dependent variable (Hayes, 2022). In this study, multicollinearity is examined to determine whether Perceived Influencer Authenticity and Fear of Missing Out have excessive correlations that could affect the regression estimates. Multicollinearity is evaluated using the Tolerance and Variance Inflation Factor (VIF) values. The absence of problematic multicollinearity is generally indicated by a Tolerance value greater than 0.10 and a VIF value below 10.00.

c. Heteroscedasticity Test

Heteroscedasticity refers to a condition in which the variance of the regression residuals is not constant across the predicted values of the dependent variable (Hayes, 2022). In this study, a heteroscedasticity test is conducted to determine whether the regression model has unequal residual variance. The test is conducted using the Glejser test. The regression model is considered free from heteroscedasticity when the significance value of each predictor is greater than 0.05.

3.5.5 Multiple Linear Regression Analysis

Multiple linear regression analysis refers to a regression technique used to estimate the relationship between one dependent variable and two or more predictor variables (Hayes, 2022). The technique is appropriate for this study because the proposed research model examines the effects of Perceived Influencer Authenticity and Fear of Missing Out on Consumer Trust and Purchase Intention.

Two regression models are applied in this study.

The first regression model examines the effects of Perceived Influencer Authenticity and Fear of Missing Out on Consumer Trust:

$$M=\alpha+\beta1X1+\beta2X2+e$$

Where:

a. M = Consumer Trust
b. X_1 = Perceived Influencer Authenticity
c. X_2 = Fear of Missing Out
d. α = constant
e. β_1 , β_2 = regression coefficients
f. e = error term

This model is used to test H1 and H3.

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

The second regression model examines the effects of Perceived Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention:

$$Y=\alpha+\beta1X1+\beta2X2+\beta3M+e$$

Where:

a. Y = Purchase Intention
b. X_1 = Perceived Influencer Authenticity
c. X_2 = Fear of Missing Out
d. M = Consumer Trust
e. α = constant
f. β_1 , β_2 , β_3 = regression coefficients
g. e = error term

This model is used to test H2, H4, and H5.

The significance of each regression coefficient is evaluated using the t-test. A hypothesis concerning a direct effect is supported when the corresponding significance value is below 0.05, with the direction of the relationship determined by the sign of the regression coefficient.

3.5.6 Mediation Analysis

Mediation analysis is conducted to examine whether the effect of an independent variable on a dependent variable occurs indirectly through a mediating variable. In this study, Consumer Trust is positioned as the mediating variable in the relationship between Perceived Influencer Authenticity and Purchase Intention, as well as in the relationship between Fear of Missing Out and Purchase Intention.

The mediation effect is tested using the Sobel Test. The Sobel Test is employed to determine whether the indirect effect of an independent variable on a dependent variable through a mediating variable is statistically significant. The test evaluates whether the indirect

effect, which results from the product of the regression coefficient between the independent variable and the mediator and the regression coefficient between the mediator and the dependent variable, differs significantly from zero.

In this study, the Sobel Test is used to examine two mediation relationships. The first relationship assesses whether Consumer Trust mediates the effect of Perceived Influencer Authenticity on Purchase Intention. The second relationship examines whether Consumer Trust mediates the effect of Fear of Missing Out on Purchase Intention. These mediation relationships are tested separately to determine whether Consumer Trust serves as an intervening mechanism between each independent variable and Purchase Intention.

The significance of the mediation effect is determined based on the Sobel Test statistic (Z) and its corresponding significance value. The mediation effect is considered statistically significant when the absolute value of the Sobel Test statistic is greater than 1.96 at a 5% significance level, or when the significance value is less than 0.05. A statistically significant result indicates that the indirect effect of the independent variable on Purchase Intention through Consumer Trust is significant.

Accordingly, the Sobel Test is used to test Hypothesis 6 and Hypothesis 7, which examine the mediating role of Consumer Trust in the relationship between Perceived Influencer Authenticity and Purchase Intention and in the relationship between Fear of Missing Out and Purchase Intention, respectively.

3.5.7 Hypothesis Testing

Hypothesis testing refers to a statistical procedure used to determine whether the relationships proposed in the research hypotheses are supported by the empirical data (Hayes, 2022). In this study, hypothesis testing is conducted based on the results of multiple linear regression and mediation analysis.

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

For the direct-effect hypotheses (H1–H5), the decision is based primarily on the regression coefficient and significance value. A hypothesis is supported when the significance value is less than 0.05 and the direction of the coefficient is consistent with the proposed hypothesis.

For the mediation hypotheses (H6–H7), the decision is based on the bootstrapped indirect effect and its 95% confidence interval. The mediation hypothesis is supported when the confidence interval for the indirect effect does not include zero (Hayes, 2022).

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

CHAPTER IV

RESULT AND DISCUSSION

This chapter presents the results of the data analysis conducted in this study. It begins with an overview of the characteristics of the respondents who participated in the survey, followed by a descriptive analysis of the responses to each research variable. Subsequent sections present the results of the instrument testing, classical assumption testing, multiple linear regression analysis, mediation analysis, and hypothesis testing, along with the corresponding discussion.

4.1 Respondent Characteristics

This study involved 100 respondents who met the predetermined sampling criteria, namely Generation Z consumers in Indonesia who actively use TikTok and have been exposed to influencer-generated content or product recommendations related to men's grooming products. Data were collected through an online questionnaire distributed via social media. The characteristics of the respondents are described based on gender, age, domicile, daily TikTok usage duration, and the men's grooming product categories they have considered purchasing.

4.1.1 Gender

Because this study specifically examines consumer behavior toward men's grooming products, the questionnaire targeted male respondents only. As shown in Table 4.1, all 100 respondents (100%) were male, which is consistent with the research focus and the predetermined population criteria described in Chapter III.

Table 4.1 Gender of Respondents

Gender	Frequency	Percentage

Male	100	100%
Total	100	100%

Source: Processed primary data, 2026

4.1.2 Age

Table 4.2 presents the distribution of respondents' ages. The majority of respondents were aged 21-24 years (38%), followed by respondents aged 16-20 years (32%) and 25-29 years (30%). This distribution indicates that respondents are fairly evenly spread across the Generation Z age range defined for this study, with a slightly higher concentration among respondents in their early-to-mid twenties.

Table 4.2 Age of Respondents

Age (years)	Frequency	Percentage
16 - 20	32	32%
21 - 24	38	38%
25 - 29	30	30%
Total	100	100%

Source: Processed primary data, 2026

4.1.3 Domicile

Table 4.3 presents the geographic distribution of respondents based on their province of domicile. Respondents were most heavily concentrated in Jawa Tengah (37%), followed by Jawa Barat (13%), while the remaining respondents were distributed relatively thinly across most other provinces of Indonesia, each accounting for approximately 1-5% of the total sample. This distribution indicates that although the sample was obtained through an online questionnaire and is nationally distributed, it remains concentrated among respondents residing on the island of Java.

Table 4.3 Domicile of Respondents

Province	Frequency	Percentage
Aceh	1	1%
Bali	2	2%
Banten	3	3%
Bengkulu	1	1%
DKI Jakarta	2	2%
Gorontalo	1	1%
Jambi	1	1%
Jawa Barat	13	13%
Jawa Tengah	37	37%
Jawa Timur	5	5%
Kalimantan Barat	2	2%
Kalimantan Selatan	2	2%
Kalimantan Timur	5	5%
Kepulauan Riau	2	2%
Lampung	1	1%
Maluku	1	1%
Maluku Utara	1	1%
Nusa Tenggara Barat	2	2%
Nusa Tenggara Timur	1	1%
Papua	1	1%
Papua Barat Daya	1	1%
Riau	1	1%
Sulawesi Selatan	2	2%
Sulawesi Tengah	1	1%
Sulawesi Tenggara	1	1%
Sulawesi Utara	2	2%
Sumatera Barat	2	2%

Province	Frequency	Percentage
Sumatera Selatan	2	2%
Sumatera Utara	2	2%
Yogyakarta	2	2%
Total	100	100%

Source: Processed primary data, 2026

4.1.4 Daily TikTok Usage Duration

Table 4.4 presents respondents' average daily TikTok usage duration. Most respondents reported using TikTok for 1-2 hours per day (38%) or 3-4 hours per day (37%), while the remaining 25% reported usage of 5-6 hours per day. This finding indicates that respondents engage with TikTok extensively on a daily basis, which is consistent with the platform's high engagement levels among Generation Z users discussed in Chapter I and supports the relevance of TikTok as the research context for examining influencer-driven purchase behavior.

Table 4.4 Daily TikTok Usage Duration

Duration	Frequency	Percentage
1-2 hour	38	38%
3-4 hour	37	37%
5-6 hour	25	25%
Total	100	100%

Source: Processed primary data, 2026

4.1.5 Men's Grooming Products Considered for Purchase

Respondents were also asked to indicate which men's grooming product categories they had considered purchasing after seeing an influencer's recommendation on TikTok, with multiple selections permitted. As shown in Table 4.5, Hair Care and Parfum were the most frequently selected categories (17% each), followed closely by Facial Wash and Sunscreen

(15% each), Serum (14%), Moisturizer (13%), and Body Care (9%). Because respondents could select more than one category, the total number of selections (265) exceeds the number of respondents (100). This pattern indicates that respondents' interest in influencer-recommended men's grooming products is spread fairly evenly across multiple categories rather than concentrated in a single product type, reflecting the broad and multifunctional nature of men's grooming consumption noted in Chapter I.

Table 4.5 Men's Grooming Products Considered for Purchase

Product Category	Frequency	Percentage
Hair Care	45	17%
Parfum	44	17%
Facial Wash	40	15%
Sunscreen	39	15%
Serum	38	14%
Moisturizer	36	13%
Body Care	23	9%
Total Selections	265	100%

Source: Processed primary data, 2026 (multiple selections permitted)

Taken together, the respondent profile indicates that participants in this study are exclusively male Generation Z TikTok users, predominantly in their early-to-mid twenties and based in Java, who use TikTok extensively on a daily basis and consider a broad range of men's grooming product categories after encountering influencer recommendations. This profile is consistent with the population and sampling criteria defined in Chapter III and supports the relevance of the collected data for testing the research hypotheses.

4.2 Descriptive Statistics of Research Variables

Respondents' answers to each indicator of Perceived Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention were measured using a five-point

Likert scale, ranging from Strongly Disagree (STS) to Strongly Agree (SS). Each indicator's responses were converted into a descriptive index by dividing the total weighted score by the maximum possible score, expressed as a percentage. The resulting index was categorized into three interpretation ranges using the Three-Box Method, where a score of 20.0 – 46.0 is categorized as Low, 46.1 – 73.0 as Moderate, and 73.1 – 100.0 as High. The results for each variable are presented in the following sub-sections.

4.2.1 Perceived Influencer Authenticity (X1)

Table 4.6 presents the descriptive statistics for the five indicators of Perceived Influencer Authenticity.

Table 4.6 Descriptive Statistics of Perceived Influencer Authenticity (X1)

Code	Indicator	STS	TS	N	S	SS	Index	Category
X1.1	Expertise	0	2	24	62	12	0.768	High
X1.2	Sincerity	1	4	24	54	17	0.764	High
X1.3	Truthful endorsement	0	0	25	61	14	0.778	High
X1.4	Uniqueness	0	2	27	56	15	0.768	High
X1.5	Visibility	0	2	20	64	14	0.780	High

Source: Processed primary data, 2026

All five indicators of Perceived Influencer Authenticity fall into the High category, with index values ranging from 0.764 to 0.780. The highest index was recorded for Visibility (0.780) and Truthful endorsement (0.778), while Sincerity recorded the comparatively lowest index (0.764), although it remains within the High category. The overall mean index for Perceived Influencer Authenticity is 0.772, categorized as High. This indicates that respondents generally perceive the influencers who recommend men's grooming products on TikTok as authentic, particularly with regard to possessing adequate knowledge and expertise and maintaining a consistent, recognizable presence on the platform.

4.2.2 Fear of Missing Out (X2)

Table 4.7 presents the descriptive statistics for the six indicators of Fear of Missing Out.

Table 4.7 Descriptive Statistics of Fear of Missing Out (X2)

Code	Indicator	STS	TS	N	S	SS	Index	Category
X2.1	Concern about missing rewarding experiences	0	0	39	49	12	0.746	High
X2.2	Concern that others have rewarding experiences	0	2	36	45	17	0.754	High
X2.3	Desire to remain informed	0	3	26	60	11	0.758	High
X2.4	Desire to participate	0	1	36	54	9	0.742	High
X2.5	Concern about being left behind	0	1	30	57	12	0.760	High
X2.6	Anxiety when missing experiences/opportunities	0	3	34	51	12	0.744	High

Source: Processed primary data, 2026

All six indicators of Fear of Missing Out fall into the High category, with index values ranging from 0.742 to 0.760. The highest index was recorded for concern about being left behind by trends (0.760), followed closely by the desire to remain informed (0.758), while the desire to participate recorded the comparatively lowest index (0.742). The overall mean index for Fear of Missing Out is 0.751, categorized as High. This indicates that respondents experience a considerable degree of FOMO in relation to men's grooming trends and content circulating on TikTok, particularly concern about being left behind by ongoing trends.

4.2.3 Consumer Trust (M)

Table 4.8 presents the descriptive statistics for the five indicators of Consumer Trust.

Table 4.8 Descriptive Statistics of Consumer Trust (M)

Code	Indicator	STS	TS	N	S	SS	Index	Category
M1	Confidence in influencer	0	13	58	28	1	0.634	Moderate

Code	Indicator	STS	TS	N	S	SS	Index	Category
	reliability							
M2	Confidence in information accuracy	0	11	65	24	0	0.626	Moderate
M3	Perceived honesty	0	11	66	22	1	0.626	Moderate
M4	Perceived integrity	0	11	61	28	0	0.634	Moderate
M5	Overall trust	0	16	67	16	1	0.604	Moderate

Source: Processed primary data, 2026

Unlike Perceived Influencer Authenticity and Fear of Missing Out, all five indicators of Consumer Trust fall into the Moderate category, with index values ranging from 0.604 to 0.634. Confidence in influencer reliability and perceived integrity recorded the comparatively highest indices (0.634 each), while overall trust recorded the lowest index (0.604) among all Consumer Trust indicators. The overall index for Consumer Trust categorized as Moderate. This indicates that although respondents lean toward agreement on the individual dimensions of trust, such as reliability, accuracy, honesty, and integrity, their overall trust toward influencers who recommend men's grooming products remains only moderate rather than strong. This finding is consistent with the growing consumer skepticism toward influencer-generated content discussed in Chapter I, and suggests that trust may represent a comparatively more difficult psychological state for influencers to cultivate among Generation Z consumers than authenticity perception or FOMO driven urgency.

4.2.4 Purchase Intention (Y)

Table 4.9 presents the descriptive statistics for the four indicators of Purchase Intention.

Table 4.9 Descriptive Statistics of Purchase Intention (Y)

Code	Indicator	STS	TS	N	S	SS	Index	Category
Y1	Intention to purchase	0	3	30	60	7	0.742	High

Code	Indicator	STS	TS	N	S	SS	Index	Category
Y2	Interest in purchasing	0	3	30	57	10	0.748	High
Y3	Likelihood of purchasing	0	2	32	55	11	0.750	High
Y4	Willingness to purchase in the future	0	3	44	45	8	0.716	Moderate

Source: Processed primary data, 2026

Three of the four Purchase Intention indicators, namely intention to purchase, interest in purchasing, and likelihood of purchasing, fall into the High category, with index values ranging from 0.742 to 0.750. Willingness to purchase in the future recorded a comparatively lower index (0.716), placing it in the Moderate category. The overall mean index for Purchase Intention is 0.739, categorized as High. This indicates that respondents generally show a fairly strong intention, interest, and likelihood of purchasing men's grooming products recommended by influencers on TikTok, although their willingness to commit to a future purchase is comparatively more moderate than their immediate intention and interest.

Overall, the descriptive results indicate that respondents perceive influencers who recommend men's grooming products on TikTok as reasonably authentic and experience a considerable degree of FOMO related to grooming trends on the platform, both of which are associated with a fairly high level of purchase intention. Notably, Consumer Trust is the only variable categorized at a Moderate rather than High level, suggesting that building trust may be comparatively more difficult for influencers to achieve among Generation Z consumers than shaping perceptions of authenticity or FOMO-driven urgency. This descriptive pattern provides an initial empirical indication that is examined further through the regression and mediation analyses presented in the following sections.

4.3 Data Analysis

This section presents the results of the data analysis conducted to examine the quality of the research instrument and to ensure that the data satisfy the assumptions required for

regression analysis. The analysis consists of data quality tests, comprising the validity and reliability tests, followed by classical assumption tests, comprising the normality, multicollinearity, and heteroscedasticity tests.

4.3.1 Data Quality Tests

Data quality tests are conducted to ensure that the research instrument accurately and consistently measures the constructs under investigation. This sub-section presents the results of the validity test and the reliability test for each research variable.

4.3.1.1 Validity Test

The validity test was employed to measure the level of validity of the research instrument in measuring the construct under investigation. The validity testing was carried out by comparing the calculated r-value with the r-table value. This study used 100 respondents at a 5% significance level, so the degree of freedom (df) obtained was 98. Based on the Product Moment r-table at the 5% significance level, the r-table value was 0.1966. An item was declared valid if the calculated r-value was greater than the r-table value.

Table 4.10 Validity Test

Variable	Item	r-Table	r-Calculated	Description
Influencer Authenticity (X1)	1	0.1966	0.824	Valid
	2	0.1966	0.835	Valid
	3	0.1966	0.814	Valid
	4	0.1966	0.822	Valid
	5	0.1966	0.847	Valid
Fear of Missing Out (X2)	1	0.1966	0.759	Valid
	2	0.1966	0.818	Valid
	3	0.1966	0.774	Valid
	4	0.1966	0.778	Valid
	5	0.1966	0.771	Valid
	6	0.1966	0.829	Valid
Consumer Trust (M)	1	0.1966	0.830	Valid

	2	0.1966	0.735	Valid
	3	0.1966	0.805	Valid
	4	0.1966	0.786	Valid
	5	0.1966	0.817	Valid
Purchase Intention (Y)	1	0.1966	0.826	Valid
	2	0.1966	0.827	Valid
	3	0.1966	0.860	Valid
	4	0.1966	0.846	Valid

Source: Processed primary data, 2026.

Table 4.10 shows that all calculated r-values are greater than the r-table value of 0.1966. Accordingly, all items of the Influencer Authenticity, Fear of Missing Out, Consumer Trust, and Purchase Intention variables were declared valid and could be used in this study.

4.3.1.2 Reliability Test

The reliability test was used to determine the internal consistency of the research instrument. In this study, reliability was tested using Cronbach's Alpha method. An instrument was declared reliable if its Cronbach's Alpha value was greater than 0.60.

Table 4.11 Reliability Test

Variable	Alpha Coefficient	Description
Influencer Authenticity (X1)	0.883	Reliable
Fear of Missing Out (X2)	0.878	Reliable
Consumer Trust (M)	0.854	Reliable
Purchase Intention (Y)	0.861	Reliable

Source: Processed primary data, 2026.

Based on Table 4.11, all variables had Cronbach's Alpha values greater than 0.60. The Cronbach's Alpha values were 0.883 for Influencer Authenticity, 0.878 for Fear of Missing Out, 0.854 for Consumer Trust, and 0.861 for Purchase Intention. Accordingly, all research instruments were declared reliable and had adequate internal consistency.

4.3.2 Classical Assumption Tests

Classical assumption tests are conducted to ensure that the regression model used in this study satisfies the basic assumptions required to produce unbiased and reliable estimates. This sub-section presents the results of the normality test, the multicollinearity test, and the heteroscedasticity test.

4.3.2.1 Normality Test

The normality test was conducted to determine whether the residuals in the regression model were normally distributed. A good regression model has residuals that are normally distributed or close to a normal distribution. In this study, the normality test was performed using the One-Sample Kolmogorov-Smirnov test. The data were declared to satisfy the normality assumption of the Asymp. Sig. (2-tailed) value was greater than 0.05.

Table 4.12 Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.41107829
Most Extreme Differences	Absolute	0.051
	Positive	0.046
	Negative	-0.051
Test Statistic		0.051
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed primary data, 2026.

Based on Table 4.12, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than 0.05, so the residuals in the regression model were declared to be normally distributed. Accordingly, the research model satisfied the normality assumption.

4.3.2.2 Multicollinearity Test

The multicollinearity test was conducted to determine whether there were high correlations among the independent variables in the regression model. A good regression model does not experience multicollinearity. The multicollinearity test was carried out by examining the tolerance and Variance Inflation Factor (VIF) values. The model was declared

free of multicollinearity if the tolerance value was greater than 0.10 and the VIF was less than 10.

Table 4.13 Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Influencer Authenticity (X1)	0.847	1.180
	Fear of Missing Out (X2)	0.782	1.278
	Consumer Trust (M)	0.683	1.464

Source: Processed primary data, 2026.

Based on Table 4.13, the tolerance values of all variables were greater than 0.10 and the VIF values of all variables were less than 10. The tolerance value of Influencer Authenticity was 0.847 with a VIF of 1.180, Fear of Missing Out was 0.782 with a VIF of 1.278, and Consumer Trust was 0.683 with a VIF of 1.464. Accordingly, the regression model did not experience multicollinearity and was suitable for subsequent testing.

4.3.2.3 Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether there was inequality of residual variance across observations in the regression model. A good regression model does not experience heteroscedasticity. In this study, the test was carried out using the Glejser test. If the significance value of each variable was greater than 0.05, the model was declared free of heteroscedasticity.

Table 4.14 Heteroscedasticity Test

Model		t	Sig.
1	(Constant)	2.626	0.010
	Influencer Authenticity (X1)	-1.166	0.247
	Fear of Missing Out (X2)	0.692	0.491
	Consumer Trust (M)	-0.970	0.334

Source: Processed primary data, 2026.

Based on Table 4.11, all variables had significance values greater than 0.05. The significance values were 0.247 for Influencer Authenticity, 0.491 for Fear of Missing Out,

and 0.334 for Consumer Trust. Accordingly, the regression model did not experience heteroscedasticity and satisfied the homoscedasticity assumption.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction of the relationship and the magnitude of the effect of the independent variables on the dependent variable. Because this study used Consumer Trust as a mediating variable, the regression analysis was conducted through two sub-structures.

1. Equation of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

   Based on the results of data processing using SPSS, the multiple linear regression equation for Sub-Structure 1 was obtained as follows.

Table 4.15 Multiple Linear Regression Analysis of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3.384	1.843	1.836	0.069
	Influencer Authenticity (X1)	0.275	0.073	3.761	0.000
	Fear of Missing Out (X2)	0.308	0.064	4.830	0.000

Source: Processed primary data, 2026.

$$M = 3.384 + 0.275X_1 + 0.308X_2$$

Based on the multiple linear regression equation, the interpretation of the regression coefficients is as follows.

a. The constant value a is positive at 3.384. This means that when the variables influencer authenticity and fear of missing out are at a constant value or zero, the value of consumer trust is 3.384.

b. The regression coefficient b_1 is positive at 0.275. This means that every one-unit increase in Influencer Authenticity, with other variables held constant, will increase consumer trust by 0.275 units.

c. The regression coefficient b_2 is positive at 0.308. This means that every one-unit increase in X_2, with other variables held constant, will increase consumer trust by 0.308 units.

2. Equation of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

Based on the results of data processing using SPSS, the multiple linear regression equation for Sub-Structure 2 was obtained as follows.

Table 4.16 Multiple Linear Regression Analysis of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	-1.093	1.332	-0.821	0.414
	Influencer Authenticity (X1)	0.257	0.056	4.625	0.000
	Fear of Missing Out (X2)	0.329	0.050	6.519	0.000
	Consumer Trust (M)	0.225	0.072	3.113	0.002

Source: Processed primary data, 2026.

$$Y = -1.093 + 0.257X_1 + 0.329X_2 + 0.225M$$

Based on the multiple linear regression equation, the interpretation of the regression coefficients is as follows.

a. The constant value a is negative at 1.093. This means that when the variables influencer authenticity, fear of missing out and consumer trust, are at a constant value or zero, the value of purchase intention is −1.093.

b. The regression coefficient b_1 is positive at 0.257. This means that every one-unit increase in influencer authenticity, with other variables held constant, will increase purchase intention by 0.257 units.

c. The regression coefficient b_2 is positive at 0.329. This means that every one-unit increase in fear of missing out, with other variables held constant, will increase purchase intention by 0.329 units.

d. The regression coefficient b_3 is positive at 0.225. This means that every one-unit increase in consumer trust, with other variables held constant, will increase purchase intention by 0.225 units.

4.5 Model Goodness-of-Fit Tests

This section presents the results of the model goodness-of-fit tests used to evaluate the overall adequacy of the regression model. The tests conducted include the simultaneous significance test (F-test), the coefficient of determination (R^2), and the mediation test (Sobel test) used to examine the significance of the indirect effects proposed in this study.

4.5.1 Simultaneous Significance Test (F-Test)

The F-test was used to determine whether the independent variables jointly exerted a significant effect on the dependent variable. The test was conducted by comparing the calculated F_{calc} value with the F_{table} value or by examining the significance value. In Sub-Structure 1, the F_{table} value was 3.09, whereas in Sub-Structure 2 it was 2.70.

1. F-Test of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

   Based on the results of data processing using SPSS in the ANOVA table of Sub-Structure 1 with Consumer Trust as the dependent variable, the following test results were obtained.

Table 4.17 F-Test of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	183.064	2	91.532	22.506	.000[b]
	Residual	394.496	97	4.067		
	Total	577.560	99			

Source: Processed primary data, 2026.

Based on Table 4.18, the calculated F_{calc} value was 22.506, which is greater than the F_{table} value of 3.09. The significance value of 0.000 was also smaller than 0.05 (0.000 < 0.05). Accordingly, influencer authenticity and fear of missing out jointly exert a significant effect on consumer trust.

2. F-Test of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

Based on the results of data processing using SPSS in the ANOVA table of Sub-Structure 2 with Purchase Intention as the dependent variable, the following test results were obtained.

Table 4.18 F-Test of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	302.037	3	100.679	49.031	.000[b]
	Residual	197.123	96	2.053		
	Total	499.160	99			

Source: Processed primary data, 2026.

Based on Table 4.15, the calculated F_{calc} value was 49.031, which is greater than the F_{table} value of 2.70. The significance value of 0.000 was also smaller than 0.05 (0.000 < 0.05). Accordingly, influencer authenticity, fear of missing out and consumer trust jointly exert a significant effect on *Y*.

4.5.2 Coefficient of Determination (R^2)

The coefficient of determination was used to determine the ability of the independent variables to explain the variation in the dependent variable. The R^2 value lies between 0 and 1. The closer it is to 1, the greater the proportion of the variation in the dependent variable that can be explained by the independent variables in the model.

1. Coefficient of Determination of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

The results of the coefficient of determination test for Sub-Structure 1 with Consumer Trust as the dependent variable are presented in the following table.

Table 4.19 Results of the Coefficient of Determination Test of the Effect of Influencer Authenticity and Fear of Missing Out on Consumer Trust

Model	R	R Square	Adjusted R Square
1	.563[a]	0.317	0.303

Source: Processed primary data, 2026.

Based on Table 4.19, the Adjusted R-Square value was 0.303. This indicates that Consumer Trust can be explained by the independent variables in the research model by 30.3%, while the remaining 69.7% is influenced by other factors outside this testing model.

2. Coefficient of Determination of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

The results of the coefficient of determination test for Sub-Structure 2 with Purchase Intention as the dependent variable are presented in the following table.

Table 4.20 Results of the Coefficient of Determination Test of the Effect of Influencer Authenticity, Fear of Missing Out, and Consumer Trust on Purchase Intention

Model	R	R Square	Adjusted R Square
1	.778[a]	0.605	0.593

Source: Processed primary data, 2026.

Based on Table 4.17, the Adjusted R-Square value was 0.593. This indicates that Purchase Intention can be explained by the independent variables in the research model by 59.3%, while the remaining 40.7% is influenced by other factors outside this testing model.

4.5.3 Mediation Test (Sobel Test)

The Sobel test was used to examine the role of the mediating variable *M* in mediating the effect of the independent variables X_1 and X_2 on the dependent variable *Y*. The test was conducted by calculating the calculated Z_{calc} value of the indirect effect and comparing it with

the Z_{table} value at the 0.05 significance level, namely 1.96. If the calculated Z_{calc} value is greater than 1.96 or the p-value is smaller than 0.05, the indirect effect is declared significant.

1. The Effect of Influencer Authenticity on Purchase Intention through Consumer Trust

   The results of the Sobel test for the effect of Influencer Authenticity on Purchase Intention through Consumer Trust are presented in the following figure.

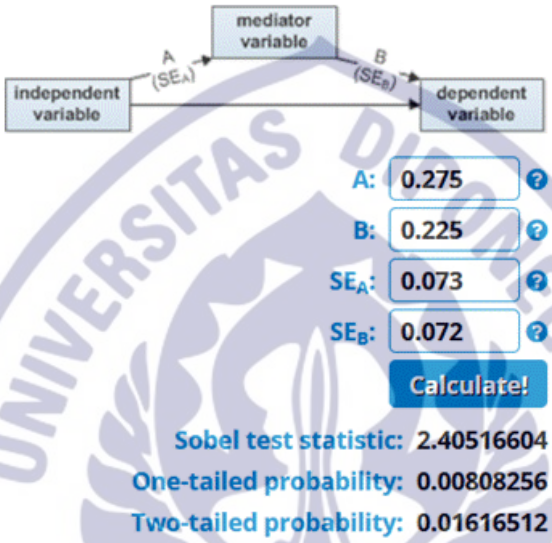


Figure 4.1 Sobel Test of the Effect of Influencer Authenticity on Purchase Intention through Consumer Trust

Based on the Sobel test results in Figure 4.1, the calculated Z_{calc} value was 2.405 with a significance value (p-value) of 0.016. Because the calculated Z_{calc} value of 2.405 is greater than 1.96 and the significance value of 0.016 is smaller than 0.05, H6 is accepted. This indicates that consumer trust significantly mediates the effect of influencer authenticity on purchase intention.

2. The Effect of Fear of Missing Out on Purchase Intention through Consumer Trust

   The results of the Sobel test for the effect of Fear of Missing Out on Purchase Intention through Consumer Trust are presented in the following figure.

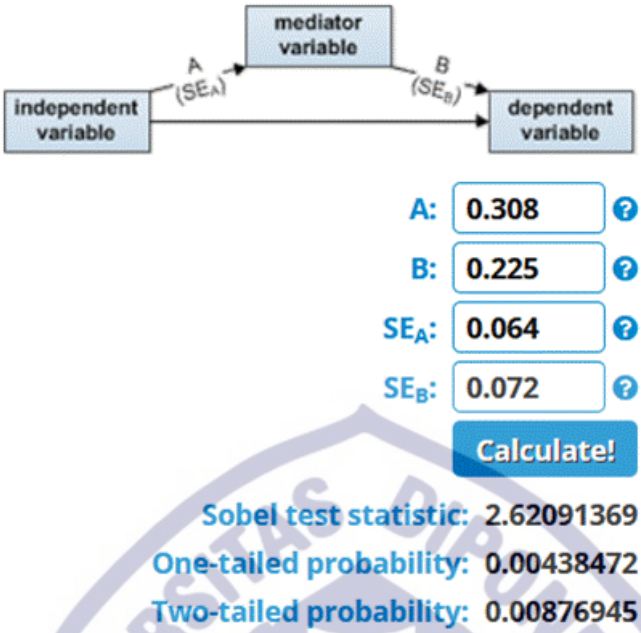


Figure 4.2 Sobel Test of the Effect of Fear of Missing Out on Purchase Intention through Consumer Trust

Based on the Sobel test results in Figure 4.2, the calculated Z_{calc} value was 2.621 with a significance value (p-value) of 0.008. Because the calculated Z_{calc} value of 2.621 is greater than 1.96 and the significance value of 0.008 is smaller than 0.05, H7 is accepted. This indicates consumer trust significantly mediates the effect of fear of missing out on purchase intention.

4.6 Hypothesis Testing

This section presents the results of the hypothesis testing conducted to answer the seven hypotheses proposed in this study. Each hypothesis is discussed based on the regression coefficients, t-values, and significance values obtained from the data analysis, covering the direct effects of Influencer Authenticity and FOMO on Consumer Trust and Purchase Intention, as well as the mediating role of Consumer Trust in both relationships.

4.6.1 The Effect of Influencer Authenticity on Consumer Trust (H1)

Based on the t-test results in the Sub-Structure 1 regression equation, Influencer Authenticity had a regression coefficient of 0.275 with a calculated t-value of 3.761 and a

significance value of 0.000. This significance value is smaller than 0.05, so Influencer Authenticity was proven to exert a positive and significant effect on Consumer Trust. Accordingly, H1 is accepted. These results indicate that an increase in consumer perceptions of influencer authenticity is followed by an increase in consumer trust in the influencer and the recommendations provided.

Theoretically, the relationship between Influencer Authenticity and Consumer Trust can be explained through the Stimulus-Organism-Response (S-O-R) framework. In this framework, the stimulus is an external factor received by consumers that can influence their internal condition before producing a response. In this study, Influencer Authenticity acts as a stimulus received through consumer perceptions of the influencer's honesty, sincerity, consistency, expertise, and personal characteristics. These perceptions can influence the internal consumer condition of Consumer Trust because consumers have a stronger basis for assessing that the influencer can be trusted as a source of information and product recommendations. The application of the S-O-R framework in the context of influencer marketing also shows that influencer characteristics can influence consumers' psychological conditions, including trust, before producing consumer responses to the promoted products (Liu & Zheng, 2024). Thus, Influencer Authenticity as a stimulus can shape Consumer Trust as consumers' internal condition.

The results of this study are consistent with Wijerathna and Wijesundara (2022), who found that perceived authenticity in micro-influencers was related to purchase intention through trust. This finding is reinforced by Ünalmış et al. (2024), who found that influencer authenticity plays an important role in shaping trust in branded posts in the beauty and personal care industry context. That study also showed that trust in branded posts is subsequently related to purchase intention. Furthermore, Sriwardiningsih et al. (2025) found that micro-influencer authenticity affects consumer trust and is subsequently related to

purchase intention. These findings support the results of this study that the perception of influencer authenticity is one of the factors that can shape consumer trust.

4.6.2 The Effect of Fear of Missing Out on Consumer Trust (H2)

Based on the t-test results in the Sub-Structure 1 regression equation, Fear of Missing Out had a regression coefficient of 0.308 with a calculated t-value of 4.830 and a significance value of 0.000. This significance value is smaller than 0.05, so Fear of Missing Out was proven to exert a positive and significant effect on Consumer Trust. Accordingly, H2 is accepted. These results indicate that an increase in Fear of Missing Out in the context of this study is followed by an increase in Consumer Trust.

Theoretically, the relationship between Fear of Missing Out and Consumer Trust can be explained through the Stimulus-Organism-Response (S-O-R) framework. Fear of Missing Out in the digital social environment relates to individuals' concern about being left behind from the experiences, information, trends, or activities currently being followed by others. This condition can increase consumers' attention to the information and recommendations that are developing. This increased attention can subsequently encourage consumers to evaluate the information and the source of the information they receive. In this process, Consumer Trust is an internal condition related to consumers' assessment of the reliability and trustworthiness of the information source. Recent research in the social commerce context employing the S-O-R framework found that Fear of Missing Out can increase brand trust and subsequently contribute to purchase behavior through the formation of trust. Thus, Fear of Missing Out as a psychological stimulus can increase consumers' internal attention and evaluation related to the formation of Consumer Trust.

The results of this study are consistent with Rahmatullah and Hermeindito (2025), who found that Fear of Missing Out exerts a positive and significant effect on trust in the context of purchase decisions through Shopee. That study specifically positioned trust as a

mediating variable in the relationship between Fear of Missing Out and purchase decisions. This finding is further reinforced by the study of Yun et al. (2026), which showed that Fear of Missing Out increases brand trust in the social commerce context and subsequently contributes to repurchase intention. These findings provide empirical support for the results of this study that Fear of Missing Out can be related to the formation of consumer trust in the social commerce environment.

4.6.3 The Effect of Influencer Authenticity on Purchase Intention (H3)

Based on the t-test results in the Sub-Structure 2 regression equation, Influencer Authenticity had a regression coefficient of 0.257 with a calculated t-value of 4.625 and a significance value of 0.000. This significance value is smaller than 0.05, so Influencer Authenticity was proven to exert a positive and significant effect on Purchase Intention. Accordingly, H3 is accepted. These results indicate that the higher consumers' perception of influencer authenticity, the higher consumers' tendency to have the intention to purchase the recommended products.

This relationship can be explained through the Stimulus-Organism-Response (S-O-R) framework. Influencer Authenticity is a stimulus received by consumers through influencer communication perceived as honest, sincere, consistent, and in accordance with the influencer's characteristics. This stimulus provides information that consumers use to evaluate the influencer and the product recommendations conveyed. A positive evaluation of this stimulus can produce a response in the form of Purchase Intention. Thus, influencer authenticity is not only a characteristic of the information source, but also part of the marketing stimulus that can influence consumer responses to products. Liu and Zheng (2024) found that influencer authenticity is positively related to consumers' psychological processes and subsequently related to purchase intention.

The results of this study are consistent with Andonopoulos et al. (2023), who showed that influencer authenticity characteristics are related to purchase intention through consumers' psychological processes. Furthermore, Liu and Zheng (2024) found that influencer authenticity is related to purchase intention through parasocial relationship processes and evaluations of brand credibility. This finding is reinforced by Ünalmış et al. (2024) in the beauty and personal care context, which showed that influencer authenticity plays a role in shaping trust and attitudes toward branded posts, which are subsequently related to purchase intention. These prior findings support the results of this study that influencer authenticity can be a stimulus that drives the formation of purchase intention.

4.6.4 The Effect of Fear of Missing Out on Purchase Intention (H4)

Based on the t-test results in the Sub-Structure 2 regression equation, Fear of Missing Out had a regression coefficient of 0.329 with a calculated t-value of 6.519 and a significance value of 0.000. This significance value is smaller than 0.05, so Fear of Missing Out was proven to exert a positive and significant effect on Purchase Intention. Accordingly, H4 is accepted. These results indicate that the higher the Fear of Missing Out perceived by consumers, the higher their tendency to have the intention to purchase products that receive attention in the digital social environment.

From the Stimulus-Organism-Response (S-O-R) perspective, Fear of Missing Out can be understood as a psychological stimulus that emerges in the digital social environment. Consumers receive various information about products, trends, other users' experiences, and activities that are currently receiving attention. The concern about being left behind from these experiences or developments can increase consumers' attention to the products being discussed or recommended. This attention can then encourage consumers to consider the product as part of their consumption decisions and produce a response in the form of Purchase Intention. Research on social commerce among Generation Z also shows that Fear

of Missing Out can exert a direct effect on repurchase intention in the social commerce environment. Thus, Fear of Missing Out as a psychological stimulus can produce Purchase Intention as a consumer response.

The results of this study are consistent with Alfarisi and Sukaris (2024), who found that Fear of Missing Out exerts a significant effect on purchase decisions on TikTok Shop. Septia and Surianto (2024) also found a significant relationship between Fear of Missing Out and purchase intention. In addition, the study of Yun et al. (2026) showed that Fear of Missing Out has an effect on repurchase behavior in the social commerce context. These findings support the results of this study that the psychological condition of Fear of Missing Out can increase consumers' tendency to respond with purchases to products that receive attention in the digital social environment.

4.6.5 The Effect of Consumer Trust on Purchase Intention (H5)

Based on the t-test results in the Sub-Structure 2 regression equation, Consumer Trust had a regression coefficient of 0.225 with a calculated t-value of 3.113 and a significance value of 0.002. This significance value is smaller than 0.05, so Consumer Trust was proven to exert a positive and significant effect on Purchase Intention. Accordingly, H5 is accepted. These results indicate that the higher consumers' trust in the influencer and the recommendations provided, the higher their tendency to have the intention to purchase the recommended products.

Within the Stimulus-Organism-Response (S-O-R) framework, Consumer Trust is an internal consumer condition formed through the process of receiving and evaluating various marketing stimuli. Trust in the influencer and the recommendations provided can give confidence that the information received can be used as one of the bases of consideration in evaluating products. This internal condition of trust can subsequently produce a response in the form of Purchase Intention. Research on influencer marketing on TikTok integrating the

S-O-R framework and the Commitment-Trust Theory shows that trust and influencer credibility are related to consumers' purchase intention. Thus, Consumer Trust as an internal consumer condition can produce Purchase Intention as a response to the recommended products.

The results of this study are consistent with Garg and Bakshi (2024), who found that trust in the beauty vlogger context affects purchase intention and acts as a mediator in the relationship between source credibility and purchase intention. This finding is relevant to this study because both position trust as an important mechanism in influencer marketing. Furthermore, Ünalmış et al. (2024) found that trust in branded posts is related to purchase intention in the beauty and personal care context. The study of Sriwardiningsih et al. (2025) also showed a relationship between consumer trust and purchase intention in the micro-influencer context. These findings strengthen the results of this study that Consumer Trust is an internal condition that plays a role in the formation of purchase intention.

4.6.6 The Role of Consumer Trust in Mediating the Effect of Influencer Authenticity on Purchase Intention (H6)

Based on the Sobel test results, the indirect effect of Influencer Authenticity on Purchase Intention through Consumer Trust produced a calculated Z_{calc} value of 2.405 with a significance value of 0.016. This calculated Z_{calc} value is greater than 1.96 and the significance value is smaller than 0.05, so the indirect effect of Influencer Authenticity on Purchase Intention through Consumer Trust was declared significant. Accordingly, H6 is accepted. These results indicate that Consumer Trust acts as a mediating variable in the relationship between Influencer Authenticity and Purchase Intention.

The role of Consumer Trust as a mediator can be explained through the Stimulus-Organism-Response (S-O-R) framework. Influencer Authenticity acts as a stimulus received by consumers through perceptions of the influencer's honesty, sincerity, consistency,

expertise, and characteristics. This stimulus can shape the internal consumer condition of Consumer Trust. The trust formed can then influence consumer responses to products in the form of Purchase Intention. Thus, Consumer Trust explains the internal process that connects perceptions of influencer authenticity with the response of purchase intention. This mechanism is consistent with research in influencer marketing showing a relationship among influencer authenticity, trust, and purchase intention. Ünalmış et al. (2024) found that authenticity plays a role in shaping trust in branded posts, and this trust is subsequently related to purchase intention.

The results of this study are consistent with Wijerathna and Wijesundara (2022), who found that trust mediates the relationship between micro-influencer perceived authenticity and purchase intention. This finding is reinforced by Garg and Bakshi (2024), who showed that trust acts as a mediator in the relationship between source credibility and purchase intention in the beauty vlogger context. In addition, Sriwardiningsih et al. (2025) found that micro-influencer authenticity affects consumer trust and is subsequently related to purchase intention. These findings support the results of this study that Consumer Trust can be an internal mechanism explaining the relationship between Influencer Authenticity and Purchase Intention.

4.6.7 The Role of Consumer Trust in Mediating the Effect of Fear of Missing Out on Purchase Intention (H7)

Based on the Sobel test results, the indirect effect of Fear of Missing Out on Purchase Intention through Consumer Trust produced a calculated Z_{calc} value of 2.621 with a significance value of 0.008. This calculated Z_{calc} value is greater than 1.96 and the significance value is smaller than 0.05, so the indirect effect of Fear of Missing Out on Purchase Intention through Consumer Trust was declared significant. Accordingly, H7 is

accepted. These results indicate that Consumer Trust acts as a mediating variable in the relationship between Fear of Missing Out and Purchase Intention.

Within the Stimulus-Organism-Response (S-O-R) framework, Fear of Missing Out can act as a psychological stimulus that increases consumers' attention to the information, trends, experiences, and recommendations developing in the digital social environment. This attention can encourage consumers to evaluate the information and the source of the recommendations they receive. The results of this evaluation can shape Consumer Trust as an internal consumer condition. The trust formed can subsequently drive the response of Purchase Intention toward the recommended products. Thus, Consumer Trust becomes the internal condition that explains how Fear of Missing Out can be translated into Purchase Intention. A 2026 study on emotional mechanisms in social commerce employing the S-O-R framework found that Fear of Missing Out increases brand trust and subsequently drives repurchase intention through the formation of trust.

The results of this study are consistent with Rahmatullah and Hermeindito (2025), who found that Fear of Missing Out exerts a positive and significant effect on trust and positioned trust as a mediating variable in the relationship with purchase decisions on Shopee. This finding is reinforced by the study of Yun et al. (2026), which showed that Fear of Missing Out increases brand trust and indirectly drives repurchase intention through the formation of trust in the social commerce context. Furthermore, research on Gen Z in social commerce also found that Fear of Missing Out is related to repurchase behavior, indicating that this psychological condition has relevance to consumer responses in the social commerce environment. Thus, the results of prior studies provide support for the findings of this study that Consumer Trust can act as a mechanism connecting Fear of Missing Out with Purchase Intention.

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of the data analysis and hypothesis testing presented in Chapter IV, this study finds that Influencer Authenticity (*X*1) has a positive and significant effect on Consumer Trust (*M*). This result indicates that respondents who perceive influencers as more authentic tend to have greater trust in the information and product recommendations conveyed by the influencers.

Fear of Missing Out (*X*2) is also found to have a positive and significant effect on Consumer Trust (*M*). The finding suggests that the psychological tendency to avoid missing trends, experiences, or opportunities is associated with higher levels of consumer trust in the context examined in this study. Although the relationship between FOMO and trust is less direct conceptually than the relationship between authenticity and trust, the empirical result indicates that FOMO is relevant to the formation of consumer responses within the research context.

With regard to Purchase Intention (*Y*), both Influencer Authenticity (*X*1) and Fear of Missing Out (*X*2) have positive and significant effects. The result concerning Influencer Authenticity indicates that consumers' perceptions of an influencer as genuine, sincere, and consistent contribute to their willingness to consider purchasing the recommended products. Meanwhile, the positive effect of FOMO indicates that concerns about missing trends, experiences, or purchasing opportunities may encourage consumers to develop a stronger intention to purchase men's grooming products promoted through the social commerce environment.

Consumer Trust (*M*) is likewise found to have a positive and significant effect on Purchase Intention (*Y*). This finding indicates that greater confidence in the reliability,

honesty, and credibility of the information provided by influencers is associated with stronger purchase intentions. Trust therefore represents an important internal factor in the process through which consumers evaluate influencer-based product recommendations.

The mediation analysis further shows that Consumer Trust significantly mediates the relationship between Influencer Authenticity and Purchase Intention. Thus, the influence of influencer authenticity on purchase intention is not limited to its direct relationship with purchase intention but also occurs through the formation of consumer trust. A similar mediation effect is found in the relationship between FOMO and Purchase Intention. This result indicates that, in addition to its direct relationship with purchase intention, FOMO is also associated with purchase intention through Consumer Trust.

Overall, the findings confirm the relevance of Influencer Authenticity and FOMO in explaining Purchase Intention among the respondents of this study. Consumer Trust serves as an intermediary mechanism in both relationships, indicating that consumers' responses to influencer-based product recommendations involve not only direct psychological and communication effects but also an evaluative process related to trust.

5.2 Research Implications

Based on the findings presented in the previous chapter, this section discusses the implications of the study from both theoretical and practical perspectives.

5.2.1 Theoretical Implications

1. Empirical Support for the Stimulus-Organism-Response (S-O-R) Framework

   The findings provide empirical support for the application of the Stimulus-Organism-Response (S-O-R) framework in explaining consumer responses within a social commerce environment. In this study, Influencer Authenticity and Fear of Missing Out represent external and psychological stimuli that are associated with Consumer Trust as the internal evaluative state of consumers, while Consumer Trust

subsequently contributes to Purchase Intention as the behavioral response. The significant relationships identified among these variables indicate that the S-O-R framework can be applied to explain how characteristics of influencer communication and consumers' psychological conditions are related to their subsequent evaluations and purchase intentions. The mediation findings further support the position of Consumer Trust as an internal mechanism connecting the independent variables with Purchase Intention.

2. Integration of Influencer-Related and Psychological Factors

This study also contributes to the literature by examining Influencer Authenticity and Fear of Missing Out within the same analytical framework. Influencer Authenticity represents consumers' evaluation of the characteristics of the information source, whereas FOMO reflects a psychological condition arising from consumers' exposure to trends, social information, and purchasing opportunities in the social commerce environment. The inclusion of both variables provides a broader perspective for understanding purchase intention in digital marketing contexts, as consumer responses to influencer-generated product recommendations may be associated with both perceptions of the influencer and psychological conditions experienced by consumers.

5.2.2 Practical and Managerial Implications

1. Influencer Selection Based on Authenticity and Credibility

The significant relationship between Influencer Authenticity and Consumer Trust suggests that companies in the men's grooming industry should consider the perceived authenticity of influencers when determining influencer partnerships. Influencer selection should not rely solely on follower numbers or audience reach, but should also consider the consistency of the influencer's content, relevance to the

product category, experience with the product, and credibility in communicating product-related information. This approach is particularly relevant for men's grooming products because consumers may require reliable information before evaluating whether a product is suitable for their personal needs. Influencer partnerships that are perceived as natural and consistent with the influencer's usual content may therefore support the development of consumer trust.

2. Appropriate Use of FOMO in Promotional Activities

   The positive relationship between FOMO and Purchase Intention indicates that marketers can consider consumers' sensitivity to trends and limited opportunities when designing promotional activities. Limited-time promotions, product launches, trending products, and other time-sensitive campaigns may be used to increase consumers' attention and purchasing motivation. However, the use of FOMO-based marketing should remain proportionate and transparent, with promotional claims concerning product availability, discounts, or limited opportunities corresponding to actual conditions. Excessive or misleading urgency may undermine consumer confidence and consequently reduce the trust that is important in influencer-based marketing.

3. Strengthening Consumer Trust in the Purchase Process

   The significant effect of Consumer Trust on Purchase Intention and its mediating role indicate the importance of trust-building elements in influencer marketing. Companies should therefore provide adequate product information, support transparent communication regarding product benefits, and encourage influencers to present product experiences in a credible manner. For men's grooming products, this may include clearer information regarding product ingredients, functions, suitability, usage, and expected results. Providing information that enables consumers to evaluate

the product more objectively can reduce uncertainty and support the transition from initial interest to purchase intention.

5.3 Research Limitations and Suggestions

This section acknowledges the limitations encountered in conducting this study and offers suggestions for future research as well as practical recommendations.

5.3.1 Research Limitations

1. Limited Explanatory Power of the Sub-Structure 1 Model

   The results of the coefficient of determination analysis show that the Adjusted R^2 of the Sub-Structure 1 model is 0.303. This means that Influencer Authenticity and FOMO jointly explain 30.3% of the variation in Consumer Trust, while the remaining 69.7% may be related to other factors that are not included in the research model. This limitation indicates that the formation of consumer trust cannot be fully explained by the two independent variables examined in this study, as other factors may contribute to differences in consumer trust, particularly factors related to the influencer, brand, product, or characteristics of the consumer.

2. Differences Between the Direct and Indirect Effects

   The regression results show that the direct effect of FOMO on Purchase Intention has a regression coefficient of 0.329, while the mediation analysis confirms a significant indirect relationship through Consumer Trust. The results indicate that FOMO has both a direct relationship with Purchase Intention and an indirect relationship through Consumer Trust. The relatively stronger direct coefficient suggests that the relationship between FOMO and Purchase Intention in this sample is more pronounced at the direct level than through the trust mechanism. Nevertheless, the significant mediation result indicates that Consumer Trust remains relevant in explaining part of the relationship between FOMO and Purchase Intention.

3. Differences in the Relative Strength of the Independent Variables

The regression coefficients indicate that the effect of Influencer Authenticity on Consumer Trust and Purchase Intention is lower than the corresponding coefficients of FOMO. Influencer Authenticity has coefficients of 0.275 for Consumer Trust and 0.257 for Purchase Intention, whereas FOMO has coefficients of 0.308 and 0.329, respectively. These differences suggest that, within the sample and research context, FOMO exhibits a relatively stronger statistical association with the dependent variables than Influencer Authenticity. This result should be interpreted within the specific context of men's grooming products and the characteristics of the respondents examined in this study rather than generalized to all consumer groups or product categories.

5.3.2 Suggestions

1. Inclusion of Additional Variables Affecting Consumer Trust

Future studies may consider incorporating additional variables that are theoretically relevant to the formation of Consumer Trust, such as Source Credibility, Brand Reputation, Perceived Product Quality, and Customer Testimonials. The inclusion of these variables may provide additional explanatory perspectives and improve the explanatory power of the research model, particularly for the Sub-Structure 1 model, in which a substantial proportion of the variation in Consumer Trust remains unexplained.

2. Examination of Moderating Variables

Considering the relatively strong direct relationship between FOMO and Purchase Intention, future research may examine variables that influence the strength of this relationship. Impulsive Buying Tendency, Self-Control, and Product Involvement are potential moderating variables that may provide a more detailed

UNIVERSITAS DIPONEGORO SEMARANG FEB UNDIP

explanation of when FOMO is more likely to influence purchase intention. Such an approach may help distinguish consumers who respond primarily to immediate social and trend-related pressures from those who undertake a more deliberate evaluation before forming a purchase intention.

3. Comparison Across Men's Grooming Product Categories

Future research may also distinguish men's grooming products according to their respective product characteristics. For example, facial care and skincare products may require greater consideration of product suitability, ingredients, and perceived efficacy, whereas hairstyling products may be more closely associated with trends and immediate consumption decisions. Comparing these product categories may provide further insight into whether the effects of Influencer Authenticity, FOMO, and Consumer Trust differ according to the level of product involvement and perceived purchase risk.

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

REFERENCES

Alfarisi, A. R., & Sukaris. (2024). The influence of live streaming, Fear of Missing Out (FoMO), and e-WOM on purchase decisions in TikTok Shop. *Jurnal Ilmiah Manajemen Kesatuan*, https://doi.org/10.37641/jimkes.v12i6.2958

Aldweeri, et al. (2026). *The role of advertising trust in influencer marketing*.

Andonopoulos, V., Lee, J., & Mathies, C. (2023). Authentic isn't always best: When inauthentic social media influencers induce positive consumer purchase intention through inspiration. *Journal of Retailing and Consumer Services, 75*, 103521. https://doi.org/10.1016/j.jretconser.2023.103521

An, J., & Ahn, J. (2025). Research letter: The role of customer fear of missing out on purchase intention. *Current Issues in Tourism, 28*(6), 863–870. https://doi.org/10.1080/13683500.2024.2349692

Az Zahra, F., & Roostika, R. (2026). Social media marketing and iPhone repurchase intention: The roles of FOMO and materialism. *Studi Akuntansi Keuangan dan Manajemen, 5*(3), 429–439. https://doi.org/10.35912/sakman.v5i3.5485

Azzahra, P. F., Khalik, I., & Utami, F. N. (2026). Pengaruh tren dan Fear of Missing Out (FoMO) terhadap keputusan pembelian iPhone melalui brand trust pada Gen Z di Kota Jambi. *Jurnal Media Akademik, 4*(2). https://doi.org/10.62281/q9npz488

Bairathi, & Lambrecht. (2023). *Influencer sponsored vs organic content & content marketing: Sponsorship disclosure and authenticity*.

Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.

Dharma, I. B. S., Hengky, H., Ching, L. L., Ni, L. S., Zhen, L. S., Yee, L. Z., Brayn, N. U., Ilyas, S. S., Teoh, K. B., Tunde, O. A., Liem, G. S., Edeh, F. O., & Sinha, R. K. (2024). The effect of influencer marketing on Gen Z purchasing intentions in

emerging economies. *Asia Pacific Journal of Management and Education, 7*(3), 221–240. https://doi.org/10.32535/apjme.v7i3.3540

Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How does the Fear of Missing Out moderate the effect of social media influencers on their followers' purchase intention? *SAGE Open, 13*(3), 1–13. https://doi.org/10.1177/21582440231197259

Flecha Ortiz, J. A., Santos Corrada, M., Perez, S., Dones, V., & Rodriguez, L. H. (2024). Exploring the influence of uncontrolled social media use, fear of missing out, fear of better options, and fear of doing anything on consumer purchase intent. *International Journal of Consumer Studies, 48*(1), e12990. https://doi.org/10.1111/ijcs.12990

Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications, 11*, 235. https://doi.org/10.1057/s41599-024-02760-9

Google, Temasek, & Bain & Company. (2024). *e-Conomy SEA 2024: Profits powering Southeast Asia's digital decade*.

Grand View Research. (2025). *Men's grooming products market size, share & trends analysis report*.

Gunawan, M. V., & Fakoniko, C. C. (2024). Fear of Missing Out? A study of Indonesia's Generation Z in online beauty community. *Cendekia Niaga, 9*(1), 30–41. https://doi.org/10.52391/jcn.v9i1.977

Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2022). *Multivariate data analysis* (8th ed.). Cengage Learning.

Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (3rd ed.). Guilford Press.

IDN Research Institute. (2024). *Indonesia Gen Z report 2024*.

Jayawickrama, et al. (2026). *The impact of influencer fatigue on consumer purchase intention: The mediating role of consumer scepticism*.

Julaeha, S., & Rojuaniah, R. (2026). Pengaruh perceived value dan brand credibility terhadap purchase intention dengan moderasi Fear of Missing Out (FOMO). *AKSIOMA: Jurnal Sains Ekonomi dan Edukasi, 3*(4), 478–505. https://doi.org/10.62335/aksioma.v3i4.2490

Khoa, B. T., Tuan, N. M., & Phuong, N. D. (2025). Exploring the impact of Fear of Missing Out (FoMO) on youth shopping intentions in social commerce landscape. *Qubahan Academic Journal, 5*(1), 598–610. https://doi.org/10.48161/qaj.v5n1a1403

Kavitha Nachimuthu, P. S., Madhavan, P. S., & Mohammad, J. (2026). Impact of social media influencers on purchase intention among Gen Z consumers. *European Journal of Business and Management Research, 11*(2), 53–59. https://doi.org/10.24018/ejbmr.2026.11.2.70212

Lemeshow, S., Hosmer, D. W., Jr., Klar, J., & Lwanga, S. K. (1990). *Adequacy of sample size in health studies*. John Wiley & Sons.

Li, R. (2025). The impact of social media influencers on Gen Z's online purchase decisions. *Advances in Economics, Management and Political Sciences, 150*, 178–185. https://doi.org/10.54254/2754-1169/2024.19299

Li, Y., Arham, A. F., & Majid, M. Z. A. (2026). Consumer perceived value and impulsive buying in social commerce: The moderating role of fear of missing out. *Frontiers in Communication, 11*, 1843640. https://doi.org/10.3389/fcomm.2026.1843640

Liu, S. (2025). Exploring purchase intention in online influencer marketing campaigns through an integrated model. *SAGE Open, 15*(3), 1–13. https://doi.org/10.1177/21582440251355184

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications, 11*, 15. https://doi.org/10.1057/s41599-023-02512-1

Lukiyana, & Putra, B. K. A. (2024). The influence of influencers, brand image, and FoMO (Fear of Missing Out) on TikTok Shop on Gen-Z's buying interest in Jakarta. In *Proceedings of the 5th International Conference and Call for Paper (ISCP) UTA'45 Jakarta – Volume 1* (pp. 634–640). SciTePress. https://doi.org/10.5220/0013549600004702

Mardani, A. D., Evrina, & Hartati, B. (2024). Influencer authenticity: Unraveling the impact on modern marketing. *Journal of Economic, Business and Accounting (COSTING), 7*(3), 6430–6435. https://doi.org/10.31539/costing.v7i3.9824

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Momentum Works. (2025). *Ecommerce in Southeast Asia 2025*.

Mukti, & Santosa. (2023). Aplikasi model S-O-R pada analisis pengaruh E-WOM melalui social media influencer, celebrity endorsement, dan customer review terhadap minat beli dengan brand image sebagai variabel intervening (studi kasus pada konsumen produk Erigo melalui S-commerce TikTok Shop). *Diponegoro Journal of Management, 12*(6).

Muthulingam, & Amirtharaj. (2026). *Influencer marketing and Gen Z purchase intentions*.

Nguyen, C., Nguyen, T., & Luu, V. (2022). Relationship between influencer marketing and purchase intention: Focusing on Vietnamese Gen Z consumers. *Independent*

Journal of Management & Production, 13(2), 810–828. https://doi.org/10.14807/ijmp.v13i2.1603

Pangastuti, N. R. D., & Kusumaningtyas, D. (2025). Pengaruh FOMO (Fear of Missing Out), flash sale, live stream shopping terhadap impulsive buying pada konsumen lip produk di TikTok Shop. *Jurnal Ekonomi dan Pendidikan, 22*(2), 33–44. https://doi.org/10.21831/jep.v22i2.91677

Putra, et al. (2025). The impact of influencer interactivity on local skincare purchase intention in Batam City with trust as mediation. *Jurnal Ekonomi Bisnis dan Kewirausahaan*. https://doi.org/10.26418/jebik.v13i3.82136

Rahadian, et al. (2025). Influencer authenticity: The key to triggering impulsive online purchases. *Jurnal Ilmiah Ekonomi Global Masa Kini, 16*(2), 157–167. https://doi.org/10.36982/jiegmk.v16i2.6106

Rahmatullah, R. R., & Hermeindito, H. (2025). The influence of e-WoM, marketplace advertising, and FoMO on purchase decision for Sendy Leather on Shopee, mediated by trust. *Journal of Social Commerce, 5*(2), 273–294. https://doi.org/10.56209/jommerce.v5i2.167

Septia, M. T., & Surianto, M. A. (2024). The impact of social media marketing, reviews and Fear of Missing Out on purchase intention. *Jurnal Ilmiah Manajemen Kesatuan, 12*(6), 2667–2676. https://doi.org/10.37641/jimkes.v12i6.2985

Sohaib, M. S., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology, 13*, 941058. https://doi.org/10.3389/fpsyg.2022.941058

Sriwardiningsih, E., Wijaya, E., & Putra, F. (2025). Decoding consumer trust through the lens of micro-influencer authenticity in emerging markets. *Jurnal Ilmiah Manajemen Kesatuan,*, 3995–4006. https://doi.org/10.37641/jimkes.v13i6.4277

Su, et al. (2023). *How do influencers moderate purchase motives? An application of S-O-R model to assess the effects of reviewers' rating on online purchase*. *Journal of Promotion Management*. https://doi.org/10.1080/10496491.2023.2216292

Taşkın, & Erdoğmuş. (2024). *Consequences of influencer-created content on influencers' authenticity in the beauty and personal care industry*. *Journal of Marketing Communications*.

Wijerathna, D. N. M. N., & Wijesundara, T. R. (2022). Impact of perceived authenticity in micro-influencer marketing on purchasing intention in fitness sector: The mediation role of trust. *Journal of Management Matters, 9*(1), 1–25. https://doi.org/10.4038/jmm.v9i1.30

Zhang, C., Magrizos, S., Christofi, M., & Hang, T. T. B. (2026). Factors affecting perceived sustainability of green-influencers. *Journal of Asia Business Studies, 20*(3), 814–828. https://doi.org/10.1108/JABS-06-2025-0364

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

APPENDICES

Appendix 1: Research Questionnaire

KUESIONER PENELITIAN

NAVIGATING PRODUCT RECOMMENDATIONS IN THE SOCIAL MEDIA ERA: THE IMPACT OF PERCEIVED INFLUENCER AUTHENTICITY AND FOMO ON GEN Z PURCHASE INTENTION THROUGH CONSUMER TRUST

Yth. Bapak/Ibu/Saudara/i Responden,

Perkenalkan saya Muhammad Girindra, mahasiswa IUP Management Universitas Diponegoro. Saat ini saya sedang melakukan penelitian tugas akhir (skripsi) mengenai perilaku konsumen Gen Z terhadap produk *men's grooming* yang direkomendasikan oleh *influencer* melalui platform TikTok.

Produk *men's grooming* dalam penelitian ini mencakup produk seperti *skincare, facial wash, sunscreen, moisturizer, hair care, parfum/fragrance, deodorant, shaving products, body care*, dan produk perawatan pria lainnya.

Saya memohon kesediaan Anda untuk meluangkan waktu mengisi kuesioner ini sesuai dengan pengalaman dan kondisi yang sebenarnya. Seluruh data dan informasi yang Anda berikan bersifat rahasia dan hanya digunakan untuk kepentingan akademis semata.

Atas perhatian, waktu, dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Giri

IUP Management – Universitas Diponegoro

BAGIAN I: SCREENING & DEMOGRAFI RESPONDEN
Petunjuk: Isilah atau pilihlah satu jawaban yang paling sesuai dengan kondisi Anda.

1. Nama Lengkap / Inisial: ……
2. Usia Saat Ini: …… Tahun
3. Jenis Kelamin:
    - [ ] Laki-Laki
    - [ ] Perempuan
4. Apakah Anda aktif menggunakan aplikasi TikTok? *(Pertanyaan Penyaring)*
    - [ ] Ya
    - [ ] Tidak *(Apabila memilih tidak, pengisian kuesioner selesai)*
5. Rata-rata durasi penggunaan TikTok setiap hari: …… Jam/hari
6. Apakah Anda pernah melihat konten atau rekomendasi produk *men's grooming* dari *influencer* di TikTok? *(Pertanyaan Penyaring)*
    - [ ] Ya
    - [ ] Tidak
7. Apakah Anda pernah mempertimbangkan untuk membeli produk *men's grooming* yang Anda lihat atau dengar rekomendasinya melalui TikTok?

- [ ] Ya
- [ ] Tidak

8. Kategori produk *men's grooming* apa yang pernah Anda lihat direkomendasikan oleh *influencer* di TikTok? *(Boleh memilih lebih dari satu)*
   - [ ] *Facial Wash*
   - [ ] *Sunscreen*
   - [ ] *Moisturizer*
   - [ ] *Serum*
   - [ ] *Hair Care*
   - [ ] *Body Care*
   - [ ] *Parfum / Fragrance*
   - [ ] Lainnya: ……

BAGIAN II: PETUNJUK PENGISIAN PADA PERNYATAAN KUESIONER

Mohon berikan penilaian Anda terhadap pernyataan-pernyataan di bawah ini dengan memberikan tanda silang (X) atau tanda centang (✓) pada salah satu alternatif jawaban yang paling menggambarkan persepsi Anda.

Keterangan Skala Likert (1 - 5):

- STS = Sangat Tidak Setuju (Skor 1)
- TS = Tidak Setuju (Skor 2)
- N = Netral (Skor 3)
- S = Setuju (Skor 4)
- SS = Sangat Setuju (Skor 5)

BAGIAN III: DAFTAR PERNYATAAN PENELITIAN

1. Perceived Influencer Authenticity (X1)

Persepsi konsumen terhadap keautentikan, keahlian, dan kejujuran influencer.

Kode	Pernyataan	STS	TS	N	S	SS
X1.1	Saya menganggap *influencer* tersebut memiliki pengetahuan dan kemampuan yang memadai dalam memberikan informasi mengenai produk *men's grooming*.					
X1.2	Saya merasa *influencer* tersebut tulus dan apa adanya ketika berkomunikasi dengan pengikutnya.					
X1.3	Saya merasa *influencer* tersebut memberikan rekomendasi produk *men's grooming* secara jujur dan sesuai dengan keadaan sebenarnya.					
X1.4	Saya melihat *influencer* tersebut memiliki					

	karakter dan gaya yang khas dibandingkan *influencer* lainnya.					
X1.5	Saya mengenali *influencer* tersebut melalui kehadirannya yang konsisten di media sosial.					

2. Fear of Missing Out / FOMO (X2)

Perasaan khawatir atau cemas tertinggal dari tren produk men's grooming di TikTok.

Kode	Pernyataan	STS	TS	N	S	SS
X2.1	Saya khawatir melewatkan pengalaman menarik terkait produk *men's grooming* yang sedang dialami orang lain.					
X2.2	Saya merasa khawatir ketika orang lain mendapatkan pengalaman menarik terkait produk *men's grooming* sementara saya tidak mengalaminya.					
X2.3	Saya ingin tetap mengetahui produk atau aktivitas *men's grooming* yang sedang dilakukan atau dibicarakan oleh orang lain di TikTok.					
X2.4	Saya ingin ikut mencoba produk atau mengikuti aktivitas *men's grooming* yang sedang dilakukan oleh orang lain.					
X2.5	Saya khawatir tertinggal dari tren *men's grooming* yang sedang berkembang di TikTok.					
X2.6	Saya merasa cemas ketika melewatkan kesempatan atau pengalaman terkait produk *men's grooming* yang sedang dinikmati orang lain.					

3. Consumer Trust (M)

Keyakinan atau rasa percaya konsumen terhadap rekomendasi produk dari influencer.

Kode	Pernyataan	STS	TS	N	S	SS
M1	Saya percaya bahwa *influencer* tersebut dapat diandalkan dalam memberikan rekomendasi produk *men's grooming*.					

M2	Saya percaya bahwa informasi mengenai produk *men's grooming* yang disampaikan oleh *influencer* tersebut akurat.					
M3	Saya percaya bahwa *influencer* tersebut jujur dalam menyampaikan informasi mengenai produk *men's grooming*.					
M4	Saya percaya bahwa *influencer* tersebut memiliki integritas dalam memberikan rekomendasi produk *men's grooming*.					
M5	Secara keseluruhan, saya mempercayai rekomendasi produk *men's grooming* yang diberikan oleh *influencer* tersebut.					

4. Purchase Intention (Y)

Niat atau minat konsumen untuk membeli produk men's grooming yang direkomendasikan.

Kode	Pernyataan	STS	TS	N	S	SS
Y1	Saya berniat membeli produk *men's grooming* yang direkomendasikan oleh *influencer* tersebut.					
Y2	Saya tertarik untuk membeli produk *men's grooming* yang direkomendasikan oleh *influencer* tersebut.					
Y3	Saya memiliki kemungkinan untuk membeli produk *men's grooming* yang direkomendasikan oleh *influencer* tersebut.					
Y4	Saya bersedia membeli produk *men's grooming* yang direkomendasikan oleh *influencer* tersebut di masa mendatang.					

FEB UNDIP

Appendix 2: Tabulation of Research Data

No	X1						X2							M						Y				
	X1.1	X1.2	X1.3	X1.4	X1.5	Sum(X1)	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Sum(X2)	M.1	M.2	M.3	M.4	M.5	Sum (M)	Y.1	Y.2	Y.3	Y.4	Sum(Y)
1	4	3	3	3	4	17	4	4	4	3	4	4	23	4	3	3	3	3	16	3	4	4	3	14
2	4	4	3	3	3	17	4	3	4	4	4	3	22	3	3	3	3	3	15	4	3	4	3	14
3	4	4	3	4	4	19	4	4	3	4	3	4	22	4	4	4	4	4	20	4	4	4	4	16
4	4	4	4	4	4	20	3	3	3	3	3	3	18	3	2	3	2	2	12	3	3	3	3	12
5	4	5	5	4	4	22	4	4	4	4	4	5	25	4	3	3	4	3	17	4	4	4	4	16
6	4	5	4	4	4	21	4	4	4	4	5	4	25	3	3	3	3	3	15	3	4	4	4	15
7	3	4	3	3	4	17	3	3	4	4	3	4	21	3	3	3	3	3	15	3	3	4	4	14
8	3	3	3	3	3	15	5	5	5	5	5	5	30	3	3	3	3	3	15	4	4	4	4	16
9	3	5	4	4	4	20	3	3	3	3	3	3	18	2	3	3	3	2	13	4	4	3	3	14
10	4	4	4	4	4	20	5	4	4	4	5	4	26	2	2	2	3	2	11	3	3	3	4	13
11	4	3	4	4	4	19	3	4	3	3	4	4	21	4	3	3	3	3	16	3	3	3	3	12
12	4	3	3	3	3	16	4	3	3	3	4	3	20	3	3	3	3	4	16	3	3	3	3	12
13	3	2	3	3	3	14	3	3	3	3	3	3	18	3	3	3	3	3	15	2	2	2	3	9
14	5	4	4	5	4	22	4	4	5	4	4	5	26	3	3	3	3	3	15	4	4	5	4	17
15	4	4	4	4	4	20	4	3	2	3	4	4	20	3	3	3	3	3	15	4	3	4	4	15
16	4	4	5	4	4	21	4	3	4	3	3	3	20	3	3	3	3	2	14	4	4	4	3	15
17	4	4	4	4	4	20	3	4	4	3	4	3	21	3	2	3	3	3	14	3	3	4	3	13
18	3	3	3	4	3	16	3	3	4	4	4	4	22	3	3	3	2	3	14	4	3	3	4	14
19	5	5	5	5	5	25	4	4	4	5	5	4	26	3	3	3	4	3	16	4	4	4	4	16
20	4	4	4	4	4	20	3	5	3	4	4	4	23	4	4	4	4	4	20	3	4	3	4	14
21	4	4	5	4	4	21	4	4	4	4	4	4	24	3	3	3	2	3	14	4	4	4	4	16
22	4	5	4	4	4	21	5	5	4	4	4	4	26	3	4	3	3	3	16	4	3	4	4	15
23	2	1	3	2	2	10	4	3	3	4	4	3	21	2	2	3	3	2	12	3	3	3	3	12
24	4	5	5	5	5	24	3	4	4	4	4	5	24	4	3	3	4	4	18	4	5	5	4	18
25	4	4	4	4	4	20	4	4	4	4	4	4	24	3	3	4	3	3	16	4	5	5	4	18

No	X1						X2							M						Y				
	X1.1	X1.2	X1.3	X1.4	X1.5	Sum(X1)	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Sum(X2)	M.1	M.2	M.3	M.4	M.5	Sum (M)	Y.1	Y.2	Y.3	Y.4	Sum(Y)
26	3	3	4	3	3	16	4	5	4	4	4	4	25	2	3	3	3	2	13	4	4	4	3	15
27	4	4	4	4	4	20	3	4	4	4	4	4	23	3	3	3	3	3	15	3	4	4	4	15
28	5	5	5	5	5	25	4	5	4	5	5	5	28	4	4	4	4	4	20	4	4	5	4	17
29	4	4	4	3	4	19	3	3	4	5	4	4	23	3	3	3	4	3	16	4	3	3	3	13
30	3	2	3	4	3	15	3	4	4	4	4	3	22	3	3	3	2	2	13	3	3	3	2	11
31	4	3	3	5	4	19	4	3	4	4	4	3	22	4	3	3	4	3	17	4	4	4	3	15
32	4	4	5	4	3	20	3	4	3	3	4	4	21	2	3	3	2	2	12	3	3	3	3	12
33	4	3	4	3	4	18	3	3	3	3	3	3	18	3	3	3	3	3	15	3	4	3	3	13
34	3	3	4	4	3	17	5	5	4	5	4	5	28	3	4	3	4	3	17	4	4	4	3	15
35	5	4	4	5	5	23	4	3	4	4	4	4	23	4	3	3	4	3	17	4	5	4	4	17
36	4	4	5	4	5	22	4	4	4	4	5	4	25	4	4	4	4	3	19	4	5	5	5	19
37	3	4	4	4	4	19	4	5	4	5	5	4	27	4	4	4	4	4	20	5	4	4	4	17
38	4	3	4	3	4	18	3	3	3	3	3	3	18	3	3	3	3	3	15	3	4	4	4	15
39	4	4	4	4	4	20	4	4	4	4	4	3	23	3	2	3	3	3	14	4	4	4	4	16
40	4	3	4	4	4	19	3	3	4	4	3	3	20	3	3	3	4	3	16	3	3	3	3	12
41	4	4	4	4	4	20	5	4	4	4	4	4	25	3	3	4	3	3	16	4	4	4	3	15
42	4	4	4	4	4	20	4	5	4	5	4	4	26	3	3	3	4	3	16	5	5	5	5	20
43	4	4	4	5	4	21	3	3	3	3	3	3	18	4	4	3	3	3	17	4	4	4	4	16
44	3	3	3	3	4	16	3	3	3	3	3	3	18	2	3	2	2	2	11	4	3	3	3	13
45	4	4	4	4	4	20	4	4	4	3	3	4	22	3	3	3	3	3	15	4	4	4	4	16
46	5	5	5	5	5	25	4	4	4	4	4	4	24	4	4	4	4	4	20	4	5	4	5	18
47	3	3	3	3	4	16	3	4	4	3	3	3	20	3	3	3	3	4	16	4	4	4	3	15
48	3	4	4	4	4	19	3	3	4	4	4	4	22	3	3	2	3	2	13	4	4	4	4	16
49	4	4	4	4	4	20	4	4	4	3	3	3	21	3	4	3	3	3	16	4	3	3	3	13
50	3	4	4	4	4	19	4	4	4	4	4	5	25	3	4	3	3	3	16	4	4	4	4	16

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP

No	X1						X2							M						Y				
	X1.1	X1.2	X1.3	X1.4	X1.5	Sum(X1)	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Sum(X2)	M.1	M.2	M.3	M.4	M.5	Sum (M)	Y.1	Y.2	Y.3	Y.4	Sum(Y)
51	3	3	3	4	3	16	4	5	4	4	4	4	25	3	3	3	3	3	15	4	4	5	4	17
52	4	3	3	3	3	16	3	4	4	4	3	3	21	4	3	4	4	3	18	4	4	3	3	14
53	3	2	3	3	3	14	4	3	3	3	4	3	20	2	3	2	3	2	12	4	4	4	3	15
54	5	4	4	4	4	21	4	4	4	4	4	3	23	3	4	4	4	4	19	4	5	4	4	17
55	2	2	3	2	2	11	4	4	4	4	3	4	23	2	2	2	2	3	11	2	2	3	2	9
56	4	5	4	4	3	20	4	3	4	3	4	3	21	4	4	4	4	4	20	4	4	4	4	16
57	5	4	4	5	4	22	4	5	5	4	4	5	27	4	4	4	4	4	20	4	4	4	4	16
58	4	3	3	3	4	17	5	5	5	4	4	5	28	4	4	3	3	4	18	3	4	3	3	13
59	4	4	4	4	4	20	3	3	2	3	4	3	18	3	3	3	3	3	15	3	4	3	3	13
60	4	4	4	4	4	20	4	4	4	3	4	4	23	3	3	4	4	3	17	4	4	4	3	15
61	4	4	4	4	4	20	4	4	4	3	4	4	23	4	4	4	4	4	20	4	3	4	4	15
62	3	3	4	4	4	18	3	3	3	4	3	3	19	3	3	3	3	3	15	3	3	3	3	12
63	4	4	4	4	5	21	3	3	3	3	3	3	18	2	3	2	3	3	13	3	3	3	3	12
64	4	4	4	4	4	20	3	3	3	2	2	2	15	3	3	2	2	3	13	3	3	3	3	12
65	3	4	3	3	4	17	4	4	4	3	3	4	22	3	3	3	3	3	15	3	3	4	3	13
66	3	3	4	3	3	16	3	4	4	3	3	4	21	3	2	3	3	3	14	4	3	4	3	14
67	4	5	4	4	4	21	3	5	4	4	4	4	24	3	3	3	3	2	14	4	4	4	4	16
68	3	4	4	3	4	18	3	4	3	4	4	4	22	4	3	3	3	3	16	4	3	3	4	14
69	4	5	4	4	4	21	5	4	3	4	4	4	24	3	3	3	3	3	15	3	4	4	4	15
70	4	3	4	4	4	19	4	4	4	4	4	4	24	3	3	4	3	3	16	4	4	4	3	15
71	4	4	4	3	4	19	3	2	3	3	3	4	18	3	3	3	3	3	15	3	4	3	3	13
72	4	4	4	3	4	19	4	3	4	4	3	3	21	3	4	2	3	3	15	4	3	4	4	15
73	4	4	4	5	3	20	4	5	5	4	5	4	27	3	2	3	3	3	14	3	4	4	4	15
74	3	4	4	4	4	19	3	3	4	3	3	4	20	2	3	3	3	3	14	4	4	4	4	16
75	4	4	4	4	4	20	5	4	5	4	5	5	28	5	4	4	4	4	21	5	4	5	5	19

No	X1						X2							M						Y				
	X1.1	X1.2	X1.3	X1.4	X1.5	Sum(X1)	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Sum(X2)	M.1	M.2	M.3	M.4	M.5	Sum (M)	Y.1	Y.2	Y.3	Y.4	Sum(Y)
76	4	4	4	4	4	20	5	5	5	5	5	5	30	4	4	5	4	5	22	5	5	5	5	20
77	4	4	4	4	4	20	3	3	4	3	3	3	19	3	3	4	4	4	18	4	4	4	3	15
78	4	4	4	4	4	20	4	4	4	4	4	4	24	3	3	3	3	3	15	4	4	4	4	16
79	4	4	3	4	4	19	4	4	4	4	4	4	24	4	4	3	4	3	18	4	4	4	3	15
80	4	5	4	4	4	21	3	3	3	3	4	3	19	3	3	3	3	3	15	3	3	3	3	12
81	4	5	4	4	4	21	5	4	5	4	4	4	26	4	4	3	3	3	17	4	4	5	5	18
82	4	4	4	4	4	20	3	2	3	3	3	2	16	2	2	2	3	2	11	2	3	2	2	9
83	4	4	5	4	5	22	4	4	4	4	4	4	24	3	3	4	4	3	17	4	4	4	4	16
84	3	3	3	3	3	15	3	3	3	3	4	3	19	3	3	2	2	2	12	3	4	3	3	13
85	5	5	5	4	5	24	5	5	5	5	4	5	29	3	3	3	3	3	15	5	5	4	5	19
86	5	4	4	5	5	23	4	4	4	4	4	3	23	3	4	3	3	3	16	4	4	4	4	16
87	4	3	4	3	4	18	3	3	3	3	3	3	18	2	3	3	2	2	12	3	2	3	3	11
88	5	4	5	5	5	24	4	4	4	4	4	4	24	3	3	4	4	3	17	4	4	4	4	16
89	4	4	4	4	4	20	4	3	4	4	5	4	24	4	3	3	3	3	16	4	4	5	4	17
90	4	4	4	5	5	22	5	4	4	4	4	4	25	4	4	4	3	3	18	5	4	4	4	17
91	5	5	5	5	5	25	3	3	2	3	3	2	16	3	3	3	3	3	15	4	3	4	3	14
92	3	4	3	3	3	16	4	5	5	4	5	4	27	4	3	4	4	3	18	4	4	4	4	16
93	4	3	3	3	3	16	4	4	4	4	4	4	24	3	3	3	3	2	14	4	4	4	3	15
94	3	4	4	3	3	17	3	4	3	4	3	3	20	2	2	2	2	3	11	4	3	3	3	13
95	4	5	4	4	4	21	3	3	3	4	3	3	19	4	3	3	3	3	16	3	4	3	3	13
96	4	4	4	5	4	21	4	3	4	3	3	3	20	3	3	3	3	3	15	4	4	3	3	14
97	4	4	4	4	4	20	4	4	5	3	4	4	24	3	2	3	3	3	14	4	4	3	4	15
98	5	5	5	4	5	24	4	4	4	4	4	4	24	4	4	3	3	4	18	5	5	4	5	19
99	3	3	3	3	4	16	3	3	4	3	4	4	21	3	3	3	3	3	15	3	3	3	3	12
100	4	3	3	3	3	16	4	5	4	4	4	4	25	4	3	4	3	3	17	4	4	4	4	16

Appendix 3: Validity Test Results

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1
X1_1	Pearson Correlation	1	.571**	.562**	.641**	.665**	.824**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100
X1_2	Pearson Correlation	.571**	1	.637**	.570**	.615**	.835**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100
X1_3	Pearson Correlation	.562**	.637**	1	.572**	.633**	.814**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	100	100	100	100	100	100
X1_4	Pearson Correlation	.641**	.570**	.572**	1	.621**	.822**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	100	100	100	100	100	100
X1_5	Pearson Correlation	.665**	.615**	.633**	.621**	1	.847**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.824**	.835**	.814**	.822**	.847**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2
X2_1	Pearson Correlation	1	.523**	.551**	.479**	.527**	.522**	.759**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.523**	1	.565**	.575**	.525**	.635**	.818**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.551**	.565**	1	.492**	.458**	.595**	.774**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.479**	.575**	.492**	1	.586**	.574**	.778**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
	N	100	100	100	100	100	100	100
X2_5	Pearson Correlation	.527**	.525**	.458**	.586**	1	.575**	.771**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
	N	100	100	100	100	100	100	100
X2_6	Pearson Correlation	.522**	.635**	.595**	.574**	.575**	1	.829**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
	N	100	100	100	100	100	100	100
X2	Pearson Correlation	.759**	.818**	.774**	.778**	.771**	.829**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		M_1	M_2	M_3	M_4	M_5	M
M_1	Pearson Correlation	1	.555**	.565**	.541**	.608**	.830**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100
M_2	Pearson Correlation	.555**	1	.446**	.426**	.513**	.735**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100
M_3	Pearson Correlation	.565**	.446**	1	.610**	.582**	.805**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	100	100	100	100	100	100
M_4	Pearson Correlation	.541**	.426**	.610**	1	.546**	.786**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	100	100	100	100	100	100
M_5	Pearson Correlation	.608**	.513**	.582**	.546**	1	.817**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	100	100	100	100	100	100
M	Pearson Correlation	.830**	.735**	.805**	.786**	.817**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y_1	Y_2	Y_3	Y_4	Y
Y_1	Pearson Correlation	1	.571**	.628**	.595**	.826**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	100	100	100	100	100
Y_2	Pearson Correlation	.571**	1	.611**	.591**	.827**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	100	100	100	100	100
Y_3	Pearson Correlation	.628**	.611**	1	.648**	.860**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	100	100	100	100	100
Y_4	Pearson Correlation	.595**	.591**	.648**	1	.846**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	100	100	100	100	100
Y	Pearson Correlation	.826**	.827**	.860**	.846**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 4: Reliability Test Results

Reliability Statistics

Alpha	N of Items
0.883	5

Reliability Statistics

Alpha	N of Items
0.854	5

Reliability Statistics

Alpha	N of Items
0.878	6

Reliability Statistics

Alpha	N of Items
0.861	4

Appendix 5: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.41107829
Most Extreme Differences	Absolute	0.051
	Positive	0.046
	Negative	-0.051
Test Statistic		0.051
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

Appendix 6: Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Influencer Authenticity (X1)	0.847	1.180
	Fear of Missing Out (X2)	0.782	1.278
	Consumer Trust (M)	0.683	1.464

a. Dependent Variable: Y

Appendix 7: Heteroscedasticity Test Results

Coefficients[a]

Model		t	Sig.
1	(Constant)	2.626	0.010
	Influencer Authenticity (X1)	-1.166	0.247
	Fear of Missing Out (X2)	0.692	0.491
	Consumer Trust (M)	-0.970	0.334

a. Dependent Variable: ABS_RES

Appendix 8: Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3.384	1.843	1.836	0.069
	Influencer Authenticity (X1)	0.275	0.073	3.761	0.000
	Fear of Missing Out (X2)	0.308	0.064	4.830	0.000

a. Dependent Variable: M

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	-1.093	1.332	-0.821	0.414
	Influencer Authenticity (X1)	0.257	0.056	4.625	0.000
	Fear of Missing Out (X2)	0.329	0.050	6.519	0.000
	Consumer Trust (M)	0.225	0.072	3.113	0.002

a. Dependent Variable: Y

Appendix 9: F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	183.064	2	91.532	22.506	.000[b]
	Residual	394.496	97	4.067		
	Total	577.560	99			

a. Dependent Variable: M

b. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	302.037	3	100.679	49.031	.000[b]
	Residual	197.123	96	2.053		
	Total	499.160	99			

a. Dependent Variable: Y

b. Predictors: (Constant), M, X1, X2

Appendix 10: Coefficient of Determination (R^2) Results

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.563[a]	0.317	0.303

a. Predictors: (Constant), X2, X1

b. Dependent Variable: M

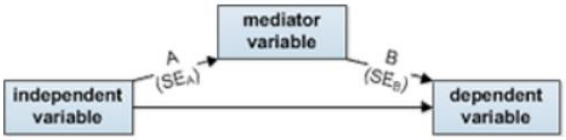
Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.778[a]	0.605	0.593

a. Predictors: (Constant), M, X1, X2

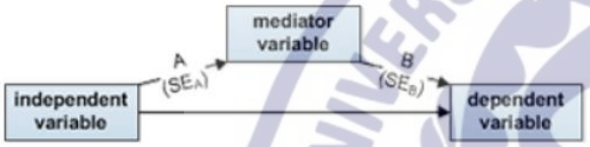
b. Dependent Variable: Y

Appendix 11: Sobel Test Results for Mediation Analysis



A: 0.275
B: 0.225
SE_A: 0.073
SE_B: 0.072
Calculate!

Sobel test statistic: 2.40516604
One-tailed probability: 0.00808256
Two-tailed probability: 0.01616512



A: 0.308
B: 0.225
SE_A: 0.064
SE_B: 0.072
Calculate!

Sobel test statistic: 2.62091369
One-tailed probability: 0.00438472
Two-tailed probability: 0.00876945

UNIVERSITAS DIPONEGORO SEMARANG
FEB UNDIP