

The Effect of Social Media Marketing Activities on Kahf Skincare Purchase Decisions, with Fear of Missing Out and Social Media Engagement as Mediating Variables

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Abstract: This study aims to analyze the effect of Social Media Marketing Activities (SMMA) on purchase decisions among consumers of Kahf skincare products, with Social Media Engagement (SME) and Fear of Missing Out (FoMO) serving as mediating variables. This study employs a quantitative approach, utilizing a data collection technique involving the distribution of questionnaires to Kahf consumers in Jepara Regency. The sampling technique used purposive sampling with a sample size of 180 respondents who had previously purchased Kahf products. Data were analyzed using the Partial Least Squares (PLS) method via the SmartPLS 4.0 application. The results indicate that Social Media Marketing Activities have a positive and significant effect on Social Media Engagement and Purchase Decisions. Additionally, Fear of Missing Out also has a positive and significant effect on Purchase Decisions. However, Social Media Engagement does not have a significant effect on Purchase Decision. These findings indicate that social media marketing activities can increase consumer engagement and trigger an emotional response in the form of FoMO, which ultimately drives the decision to purchase Kahf products. This study contributes to companies in designing more effective digital marketing strategies through the use of social media.

INTRODUCTION

The passage of time has driven rapid and continuous technological progress through various innovations designed to enhance the effectiveness and efficiency of human activities. Through the internet, every individual can access information without being limited by time or space. The presence of the internet provides significant benefits to society in various aspects (Nurjanatul Intan, 2023). Technology today serves not merely as a tool but has become an integral part of various sectors of life, including the business sector. The digital transformation underway has significantly altered business operational patterns, particularly regarding information

dissemination and marketing activity management (Sabila & Omar, 2023). The success of an industry's marketing performance is determined by its marketing capabilities and marketing resources. Marketing communication capabilities, relational capabilities, market intelligence capabilities, product development capabilities, and promotional capabilities influence purchasing decisions regarding products (Ali, 2023).

The skincare industry in Indonesia has experienced rapid growth in recent years, including within the men's skincare segment. According to a report by (Euromonitor International, 2023), the men's grooming market in Indonesia has shown steady growth as men's awareness of self-care increases, lifestyles change, and social media influences appearance standards. Facial care products such as facial wash, moisturizer, and sunscreen are categories experiencing significant growth in the men's grooming market. Data from (Statista, 2024) indicates that the market value of men's grooming products in Indonesia is projected to exceed USD 2 billion by 2023, with an annual growth rate that continues to rise. This growth is driven by the increasing number of male consumers from the millennial and Generation Z demographics who are more concerned about their skin health and appearance.

This market growth is also reflected in the increasing number of men's skincare brands emerging in Indonesia. One brand experiencing rapid growth is Kahf, a men's skincare product. According to a report by Kompas (2023), Kahf ranks among the top-selling men's skincare brands on Indonesian e-commerce platforms such as Shopee and Tokopedia. In certain product categories, such as men's facial wash and sunscreen, Kahf has even secured the top brand position in online sales, indicating strong consumer interest in these products. Kahf's success is closely tied to its digital marketing strategy, which leverages various social media platforms like Instagram, TikTok, and YouTube to reach young male consumers. Through creative content, collaborations with influencers, and trend-based campaigns, Kahf has successfully increased brand visibility and built closer relationships with consumers in the digital environment. Although various studies have discussed digital marketing in the skincare industry, most research still focuses on specific promotional variables such as influencer marketing, electronic word of mouth (e-WOM), and brand image in influencing purchase intent or consumer loyalty. For example, a study by (Sagara, 2025) emphasizes the influence of influencer marketing on consumer loyalty toward Kahf products; however, this study is conceptual and has not empirically tested causal relationships regarding purchase decisions as the primary outcome. Other studies highlight the role of social media marketing in increasing purchase interest or brand perception, but have not comprehensively examined the concept of Social Media Marketing Activities (SMMA), which encompasses the dimensions of entertainment, interaction, trends, and content customization in shaping consumer behavior on social media (Kim & Ko, 2012). In fact, SMMA is one of the key factors that can influence consumer engagement with a brand on digital platforms. (Brodie et al., 2013) explain the psychological and behavioral mechanisms that bridge social media marketing activities and purchase decisions.

Previous studies have tended to examine the direct relationship between digital marketing activities and consumer behavior without considering the role of social media engagement as a form of active consumer interaction with brand content on social media. In fact, consumer engagement is a critical factor that can strengthen the relationship between consumers and brands in the digital environment. (Przybylski et al., 2013) explain that the increasing use of social media has also given rise to a new psychological phenomenon known as Fear of Missing Out (FoMO). FoMO describes a state where individuals feel anxious about missing out on information, experiences, or trends that others are currently experiencing. In the context of digital

marketing, exposure to promotional content, product reviews, or other consumers' experiences on social media has the potential to trigger FoMO, which ultimately drives consumption behavior. However, research integrating FoMO as a mediating variable in the relationship between social media marketing activities and purchase decisions remains relatively limited, particularly in the context of men's skincare products. This study investigates the relationship between SMMA conducted by the Kahf skincare brand and purchase decisions. Furthermore, this study demonstrates that features such as FoMO and social media engagement can serve as mediators between SMMA and purchase decisions, particularly for Kahf skincare products. Differences in perspectives regarding certain variables used in this study support its findings. (Rakhmawati, 2023) states that SMMA has a negative and significant impact on purchase decisions, in contrast to (Pradisti et al., 2025), who argue that SMMA has a positive and significant impact on purchase decisions. Another discrepancy was found regarding the FoMO variable's effect on purchase decisions. (Hanaysha et al., 2021) argued that FoMO has a positive but non-significant effect on purchase decisions. Similarly, (Abdika et al., 2024) found that based on the results of linear regression and t-tests, there is a significant positive effect of FOMO on purchase decisions. In contrast, (Wahida et al., 2024) state that fear of missing out has a negative but insignificant effect on purchase decisions.

LITERATURE REVIEW

The grand theory used in this study is the Stimulus–Organism–Response (S–O–R) theory, which explains how external stimuli can influence an individual's internal state, thereby producing specific behavioral responses. This theory was developed by Mehrabian and Russell (1974) in 1974 within the field of environmental psychology. According to this theory, a stimulus is a prompt originating from the environment; the organism describes an individual's psychological state; and the response is the behavior that emerges as a result of that stimulus. In the context of digital marketing, Social Media Marketing Activities can be viewed as stimuli provided by companies through various marketing activities on social media, such as content creation, promotions, and interactions with consumers. These stimuli then influence the consumer's psychological state (organism), which is reflected in Social Media Engagement and emotional responses such as Fear of Missing Out (FoMO). These internal conditions drive the emergence of consumer behavioral responses, namely the purchase decision. Thus, the S–O–R theory is relevant for explaining the relationship between Social Media Marketing Activities, Social Media Engagement, FoMO, and purchase decisions in this study.

Purchase Decision

The purchase decision is one of the key stages in the consumer behavior process, reflecting consumers' actions in selecting and purchasing a specific product or brand after undergoing various stages of consideration. The purchase decision is the final stage in the complex consumer decision-making process, as it involves the interaction between consumers' internal factors and the marketing strategies implemented by companies. This process does not occur instantly but is preceded by a series of stages such as need recognition, information search, and evaluation of alternatives, which cumulatively shape consumer preferences toward a product or brand (A Amrullah, Saadah, 2021). Purchase decisions are also influenced by various external factors such as marketing communications, recommendations from others, and information obtained through digital media. In the era of digital marketing, social media has become a key source of information that plays a significant role in shaping consumers' perceptions and preferences

toward a brand. Consumer interaction with marketing content on social media can enhance product knowledge, strengthen trust in the brand, and encourage consumers to make purchasing decisions (Lemon & Verhoef, 2016). Consumer decisions to purchase a product are based on the degree of alignment between consumer needs and desires and the attributes possessed by that product. Product attributes refer to various characteristics perceived as valuable and relevant by consumers during the pre-purchase evaluation process. These characteristics include tangible elements, such as quality, design, and packaging, as well as intangible elements, such as brand image, reputation, and the perceived benefits experienced by consumers. The assessment of these attributes serves as the basis for consumers in determining the product choice they consider most capable of meeting their needs (Hanaysha, 2022).

Fear Of Missing Out (FoMo)

Fear of Missing Out (FoMO) is a psychological condition characterized by feelings of anxiety or worry when individuals feel left out of information, trends, or experiences enjoyed by others, particularly in a highly connected digital environment. This concept was introduced by Andrew K. Przybylski, who explained that FoMO arises from an individual's desire to stay connected to others' social activities and the need to be aware of various experiences unfolding within their social environment (Przybylski et al., 2013). This phenomenon has intensified alongside the increasing use of social media, which allows individuals to constantly compare themselves with others' activities, preferences, and consumption in real time. In the context of consumer behavior, FoMO is understood as a form of social and emotional pressure that influences how individuals respond to marketing information and commercial stimuli (Vieri & Sarah, 2024). From a marketing perspective, FoMO also has significant implications for consumer behavior. Marketing content featuring popular trends, influencer recommendations, or limited-time promotions can trigger the perception that a product is currently in high demand among others. This situation can create psychological pressure for consumers to immediately follow the trend to avoid feeling left behind by their social circle. Therefore, FoMO is often leveraged as a marketing strategy to boost consumer response to digital promotions and drive purchasing decisions (Hodkinson, 2019). Fear of Missing Out (FoMO) has the potential to influence impulsive decision-making, where individuals are driven to purchase trending products or participate in specific activities due to the fear of being left behind by social developments in their environment (Wardhana et al., 2026).

Social Media Engagement

Social media engagement describes the extent to which consumers actively engage with a brand through social media platforms, whether in the form of cognitive responses, emotional attachment, or behavioral actions such as liking, commenting, sharing content, and participating in two-way interactions with the brand. This level of engagement is viewed as one of the key indicators of digital marketing success because it reflects a company's ability to build meaningful relationships with its audience. (Pei, 2024). High engagement has been shown to strengthen long-term relationships between consumers and companies, which ultimately increases the likelihood of purchase intent and product purchase decisions. (Yadav & Kumar, 2025). Consumer engagement on social media is not limited to simple interactive activities but also reflects a psychological process involving cognitive, emotional, and behavioral aspects of consumers toward a brand. Through this engagement, consumers obtain product information, build trust in the brand, and develop a tendency to make purchases in the future (Roosdhani, 2025). Consumers who actively interact with brand content typically have a better understanding of the product, thereby increasing their interest in making a purchase. Therefore, Social Media Engagement is

often considered a factor linking digital marketing activities to consumer purchasing decisions (Dessart, 2017)

Social Media Marketing Activities

Social Media Marketing Activities (SMMA) is a marketing strategy that leverages social media platforms to convey promotional information to consumers and foster interaction between companies and customers. Through social media, companies can carry out various marketing activities—such as product promotions, customer communication, and customer relationship management—more effectively and on a broader scale. The use of social media as a marketing strategy also enables companies to expand their market reach and build consumer trust in the brand (Zahra Nur Aninda & Rifky Roosdhani, 2024). These activities include managing informative and entertaining content, creating two-way interactions between the brand and consumers, delivering personalized messages, and utilizing influencers and user-generated content as promotional tools. In contemporary marketing practice, SMMA is viewed as having a strategic role because it enables companies to reach consumers broadly, quickly, and interactively (Yadav & Kumar, 2025).

The Influence of Social Media Marketing Activities on Purchase Decisions

Social media is an internet-based communication platform that enables individuals with shared interests to interact, exchange information, and openly share ideas and experiences. Social media serves not only as a medium for information exchange but also as a social space that facilitates the formation of virtual communities (Lusianingrum, 2023). Social media marketing allows companies to interact with consumers on an ongoing basis to promote products and services. Therefore, marketers need to design marketing strategies that take into account various factors that can influence consumer behavior and preferences. In the purchase decision-making process, consumers generally go through stages of gathering information about brands, comparing various available alternatives, and making a final choice based on the brand they consider most suitable for their needs (Sachiyati et al., 2023). Social Media Marketing Activities (SMMA) is a marketing strategy that utilizes social media platforms to convey product information, build brand image, and influence consumer attitudes and behavior (Ahmed et al., 2023). Activities such as creating engaging content, interacting with consumers, consistently sharing information, and leveraging influencers can enhance brand awareness and reinforce consumers' positive perceptions of the product. These conditions encourage consumers to conduct a more thorough evaluation and increase the likelihood of a purchase decision (Ahmed et al., 2023). Several empirical studies indicate that SMMA has a positive and significant influence on consumer purchase decisions. Social media marketing allows consumers to obtain relevant information, compare product alternatives, and gain social validation from other users, thereby accelerating and strengthening the purchasing decision-making process (Singh, 2025). Based on the above discussion, the hypothesis used is :

H1: Social Media Marketing Activity Has a Positive Effect on Purchasing Decisions

The Impact of Social Media Marketing Activities on Social Media Engagement

Social Media Marketing Activities (SMMA) play a crucial role in building consumer engagement on social media platforms through the delivery of informative, interactive, and entertaining content. Creatively designed and consistently executed marketing activities can increase consumer attention, emotional response, and active participation in brand content (Ahmed et al.,

2023). Several studies indicate that SMMA has a positive and significant impact on Social Media Engagement, as it facilitates two-way communication and fosters closer relationships between brands and consumers (Pei, 2024). Based on this discussion, the hypothesis is: H2: Social Media Marketing Activities have a positive effect on Social Media Engagement.

The Impact of Social Media Marketing Activities on Fear of Missing Out

Social Media Marketing Activities (SMMA) refer to a series of marketing strategies implemented by companies through social media platforms, including the delivery of promotional content, the dissemination of product information, trend-following campaigns, and the use of influencers and social proof. (Azhari, 2025) These activities increase the frequency and intensity of consumer exposure to information and consumption experiences shared by other users on an ongoing basis. This continuous exposure has the potential to trigger a psychological response in the form of anxiety about missing out on trends, offers, or experiences that are currently popular, a phenomenon known in the literature as Fear of Missing Out (FoMO) (Dhir et al., 2018). Based on this description, the hypothesis used is: H3: Social Media Marketing Activities have a positive effect on Fear of Missing Out.

The Influence of Social Media Engagement on Purchase Decisions

The development of social media has transformed the nature of interactions between consumers and brands, shifting from a one-way communication model to a more interactive and participatory one. This shift has prompted companies to adapt their marketing strategies by integrating social media as a primary tool for building and enhancing customer engagement. Through social media, consumers not only receive information but also actively engage in communication with brands and other users (Dolan et al., 2019). Consumer engagement on social media can occur at various levels of behavioral intensity. At a low level, engagement is passive, such as accessing or consuming content. At a moderate level, consumers begin to contribute through comments, likes, or sharing content. Meanwhile, high-intensity engagement is characterized by activities involving the creation of brand-related content, such as reviews or posts sharing personal experiences (Zailaskaite & Minelgaite, 2021). Previous research indicates that high consumer engagement on social media can strengthen trust and positive perceptions of the brand, thereby encouraging consumer confidence in making purchasing decisions. In the context of Kahf skincare, active consumer interaction with the brand's social media content has the potential to enhance product understanding and reduce pre-purchase uncertainty, which ultimately directly drives purchasing decisions (Ahmed et al., 2023). Based on this discussion, the hypothesis used is: H4: Social Media Engagement has a positive effect on product purchasing decisions.

The Impact of Fear of Missing Out on Purchase Decisions

Fear of Missing Out (FoMO) is a psychological condition that arises when individuals feel anxious and worried about missing out on others' information, activities, or social experiences due to intensive engagement on social media. This feeling is generally triggered by an individual's tendency to compare themselves with the content and activities of others displayed on social media platforms, thereby causing concern about missing out on experiences deemed important. (Akbari et al., 2021). An individual's inability to keep up with current information and trends can lead to feelings of anxiety and discomfort, a phenomenon known in psychological studies as Fear of Missing Out (FoMO). (Alshakhsi et al., 2023). Fear of Missing Out (FoMO) drives individuals to maintain social connectedness through social media, as these platforms

provide continuous access to information about others' activities and experiences. This real-time availability of information allows individuals to monitor social developments around them, making social media the primary means of fulfilling communication and social connection needs (Talitha, 2024). Fear of Missing Out (FoMO) drives consumers to make immediate purchasing decisions in response to concerns about missing out on opportunities, information, or experiences currently being experienced by others (Good & Hyman, 2020). In the context of digital marketing, exposure to limited-time promotions, popular trends, and others' consumption activities on social media can heighten a sense of urgency and social pressure, leading consumers to make quick and emotional purchasing decisions. Several studies indicate that FoMO plays a significant role in increasing purchase intent and purchase decisions, particularly for products that are intensively promoted on social media and trend-based (Bata et al., 2022). Based on the above discussion, the hypothesis used is: H5: Fear of Missing Out (FoMO) has a positive influence on purchase decisions.

METHOD (Times New Roman, size 12)

Contains the types, methods, analytical techniques etc used in this study. The method used flowchart images or diagrams. (Times New Roman, size 12, Spacing: before 0 pt; after 0 pt, Line spacing: 1)

This study employs a quantitative approach with the aim of analyzing the causal relationship between Social Media Marketing Activities (SMMA) and Purchase Decision, both directly and through the mediating variables of Social Media Engagement (SME) and Fear of Missing Out (FoMO). The quantitative approach was chosen because this study focuses on testing relationships between variables measured numerically through statistical analysis. Data collection was conducted using primary data obtained directly from respondents through the distribution of a questionnaire to consumers of Kahf skincare products. The research questionnaire consisted of 20 questions divided into four variable segments: Social Media Marketing Activities (SMMA), Social Media Engagement (SME), Fear of Missing Out (FoMO), and Purchase Decision. Each question was measured using a 1–10 rating scale to determine the respondents' level of agreement with each statement in the questionnaire (Harpe, 2015). The sampling technique used in this study was non-probability sampling, a method where not every member of the population has an equal chance of being selected as a respondent. The specific technique used is purposive sampling, a method of determining the sample based on specific criteria established by the researcher in accordance with the study's objectives. The selected sample consists of Kahf customers who have purchased Kahf products and are from Jepara. Based on these criteria, the sample size is 180 respondents. The criteria for purposive sampling in this study include:

1. Respondents are consumers who have purchased and used Kahf skincare products.
2. Respondents actively use social media, such as Instagram, TikTok, or other platforms used by Kahf for marketing.
3. Respondents reside in Jepara Regency.
4. Respondents are at least 17 years old, so they are considered capable of understanding the questionnaire and providing objective answers.

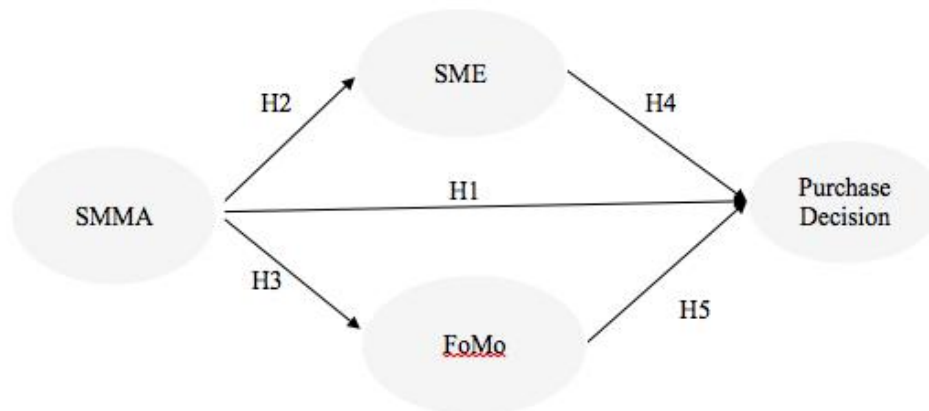


Figure 1. Variable

RESULT AND DISCUSSION

The discussion of the results of research and testing obtained is presented in the form of theoretical descriptions, both qualitatively and quantitatively. Experimental results should be displayed in the form of graphs or tables. For graphs follow the format for charts and drawings. (Times New Roman, size 12, Spacing: before 0 pt; after 0 pt, Line spacing: 1)

Convergent Validity

This test was conducted to determine the extent to which the indicators used in the study are capable of representing the constructs or variables being measured, namely Social Media Marketing Activities (SMMA), Social Media Engagement (SME), Fear of Missing Out (FoMo), and Purchase Decision. In the analysis using Partial Least Squares (PLS), the validity of the indicators can be assessed through the outer loading values and Average Variance Extracted (AVE). An indicator is considered to have good convergent validity if the outer loading value is greater than 0.70, indicating that the indicator strongly explains the latent variable. Additionally, an AVE value of at least 0.50 indicates that the construct explains more than half of the variance of the indicators used in the research model. Thus, if the outer loading value is > 0.70 and the AVE is ≥ 0.50 , the indicators in this study can be considered adequate and valid for measuring the SMMA, SME, FoMo, and Purchase Decision variables among consumers of Kahf skincare products (Ghozali & Chariri, 2018).

Table 1. Convergent Validity Test

Variabel	Indikator	Outer Loading	AVE	Hasil
SMMA	SMMA1	0.965	0.935	VALID
	SMMA2	0.978		
	SMMA3	0.957		
	SMMA4	0.959		
	SMMA5	0.978		
SME	SME1	0.954	0.919	VALID
	SME2	0.962		
	SME3	0.962		
	SME4	0.956		

	SME5	0.959		
FoMO	FoMO1	0.937	0.925	VALID
	FoMO2	0.97		
	FoMO3	0.962		
	FoMO4	0.978		
	FoMO5	0.96		
Purchase Decision	PD1	0.965	0.922	VALID
	PD2	0.943		
	PD3	0.963		
	PD4	0.955		
	PD5	0.974		

Source: Output data processed from SmartPLS version 4.0

Based on the results of the Convergent Validity test, all variables in this study were found to be valid. This is indicated by outer loading values for each indicator that are greater than 0.70, suggesting that these indicators are capable of adequately representing the constructs being measured. Additionally, the Average Variance Extracted (AVE) for each variable is also above 0.50, indicating that each construct explains more than half of the variance in the respective indicators. Thus, it can be concluded that the indicators for the variables Social Media Marketing Activities (SMMA), Social Media Engagement (SME), Fear of Missing Out (FoMO), and Purchase Decision have met the criteria for convergent validity and are suitable for use in the research model analysis.

Reliability Test

Reliability testing in this study was conducted by examining the Composite Reliability and Cronbach's Alpha values for each variable under study, namely Social Media Marketing Activities (SMMA), Social Media Engagement (SME), Fear of Missing Out (FoMO), and Purchase Decision. These two indicators were used to measure the level of internal consistency of the indicators that make up a construct. The Composite Reliability and Cronbach's Alpha values range from 0 to 1, where a construct is considered to have good reliability if both values are greater than 0.70. If these values meet the criteria, it can be concluded that the indicators used in this study have a good level of consistency and are reliable in measuring the variables under investigation. Thus, the construct in this study is deemed reliable and suitable for use in further analysis.

Table 2. Nilai Composite Reliability dan Cronbach's Alpha

Variabel	Composite reliability	Cronbach's alpha	Hasil
FoMO	0.98	0.984	Reliabel
PD	0.979	0.983	Reliabel
SME	0.978	0.983	Reliabel
SMMA	0.983	0.986	Reliabel

Source: Output data processed from SmartPLS version 4.0

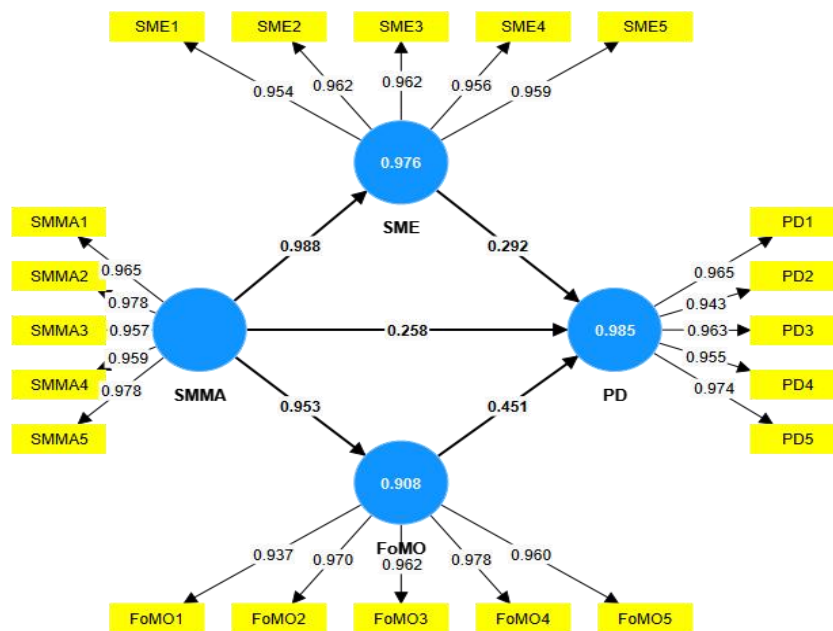
Based on the reliability test results, it can be seen that all indicators for the variables Social

Media Marketing Activities (SMMA), Social Media Engagement (SME), Fear of Missing Out (FoMO), and Purchase Decision have Composite Reliability and Cronbach’s Alpha values above 0.70. These results indicate that each indicator in this study exhibits a good level of internal consistency. Thus, all variables in this study are deemed reliable, meaning the research instrument used is trustworthy and suitable for further analysis.

Inner Model

An inner model can be described as a structural model typically used to predict causal relationships between variables that cannot be measured directly and latent variables.

Picture 2. Model Structural



R- Square

Table 3. R-Square

	R-square	R-square adjusted
FoMO	0.908	0.907
PD	0.985	0.984
SME	0.976	0.975

Source: Output data processed from SmartPLS version 4.0

The R-Square test is used to determine the extent to which independent variables can explain the dependent variable in a research model. The R-Square value indicates the degree to which independent variables contribute to explaining the variation in the dependent variable. Generally, an R-Square value of 0.67 is classified as a strong influence, 0.33 as moderate, and 0.19 as weak. Based on the analysis results of this study, an R-Square value of 0.985 was obtained for the Purchase Decision variable, with an Adjusted R-Square value of 0.984. These results indicate that 98.5% of the variation in Kahf skincare product consumers’ Purchase Decisions can be explained by the variables Social Media Marketing Activities (SMMA), Social Media Engagement (SME),

and Fear of Missing Out (FoMO). Meanwhile, the remaining approximately 1.5% is influenced by other factors outside the variables examined in this study.

Hypothesis test

Hypothesis testing is conducted by examining the T-statistic and P-value obtained from the path coefficient analysis. The hypothesis is accepted if the P-value is less than 0.05, indicating that the relationships between variables in the research model have a statistically significant effect. Conversely, if the P-value is greater than 0.05, the hypothesis is rejected because the relationship between the variables is not significant. These T-statistics and P-values were obtained through a bootstrapping process using SmartPLS software version 4.0. The bootstrapping technique was used to test the significance of the relationships between variables in the research model, thereby determining whether the variables Social Media Marketing Activities (SMMA), Social Media Engagement (SME), and Fear of Missing Out (FoMO) have a significant influence on the Purchase Decision among consumers of Kahf skincare products.

Table 4. Hypothesis test

Variable	Analys
FoMO -> Purchase Decision	Coeffisien = 0.451
	P Value = 0.000
	T-Statistics = 4.114
	T-Tabel = 1.654
	T-Statistics > T-Tabel
SME -> Purchase Decision	Coeffisien = 0.292
	P Value = 0.055
	T-Statistics = 1.847
	T-Tabel = 1.654
	T-Statistics > T-Tabel
SMMA -> FoMO	Coeffisien = 0.953
	P Value = 0.000
	T-Statistics = 25.141
	T-Tabel = 1.654
	T-Statistics > T-Tabel
SMMA -> Purchase Decision	Coeffisien = 0.258
	P Value = 0.037
	T-Statistics = 1.594
	T-Tabel = 1.654
	T-Statistics < T-Tabel
SMMA -> SME	Coeffisien = 0.988
	P Value = 0.000
	T-Statistics = 191.684
	T-Tabel = 1.654
	T-Statistics > T-Tabel

Source: Output data processed from SmartPLS version 4.

Hypothesis 1: The effect of SMMA on Purchase Decision

Based on the results of the hypothesis testing, a path coefficient of 0.258 was obtained, with a t-statistic of 1.594 and a p-value of 0.037, which is less than the significance level of 0.05. These results indicate that Hypothesis 2 (H2) is accepted, leading to the conclusion that Social Media Marketing Activities (SMMA) have a positive and significant effect on the purchase decision among consumers of Kahf skincare products. This finding suggests that the marketing activities conducted by Kahf via social media—such as the presentation of promotional content, product information, and interactions with consumers—are capable of increasing consumers' propensity to make a purchase. The more engaging and informative the marketing activities displayed on social media, the greater the likelihood that consumers will decide to purchase Kahf skincare products. This indicates that social media plays a crucial role in influencing consumer purchasing behavior within the context of digital marketing.

Hypothesis 2: The effect of social media marketing activities on social media engagement

Based on the results of the hypothesis testing, a path coefficient of 0.988 was obtained, with a t-statistic of 191.684, which is greater than the critical t-value of 1.654, and a p-value of 0.000, which is less than the significance level of 0.05. These results indicate that Hypothesis 1 (H1) is accepted. Thus, it can be concluded that Social Media Marketing Activities (SMMA) have a positive and significant effect on Social Media Engagement (SME) among consumers of Kahf skincare products. This finding indicates that the more effective Kahf's marketing activities are on social media—such as delivering promotional content, product information, and interacting with consumers—the higher the level of consumer engagement with the brand's content on social media. This engagement is reflected through various forms of user interaction, such as liking, commenting, or sharing content related to Kahf products.

Hypothesis 3: The effect of SMMA on FoMo

Based on the hypothesis testing results, a path coefficient of 0.953 was obtained, with a t-statistic of 25.141 and a p-value of 0.000. The t-statistic is greater than the critical t-value of 1.654, and the p-value is less than 0.05; therefore, Hypothesis 3 (H3) is accepted. Thus, it can be concluded that Social Media Marketing Activities (SMMA) have a positive and significant effect on Fear of Missing Out (FoMO) among consumers of Kahf skincare products. These results indicate that marketing activities conducted by Kahf through social media—such as the presentation of promotional content, product trends, user reviews, and digital campaigns—can increase consumers' anxiety about missing out on information or emerging trends. Intensive content exposure on social media encourages consumers to continuously follow product developments and the experiences of other users, thereby triggering a sense of Fear of Missing Out (FoMO), which ultimately influences consumer behavior in following trends regarding the use of Kahf skincare products.

Hipotesis 4 : The effect SME terhadap Purchase Decision

Based on the results of the hypothesis testing, a path coefficient of 0.292 was obtained, with a t-statistic of 1.847, which is greater than the critical t-value of 1.654. However, the p-value of 0.055 is greater than the significance level of 0.05. Therefore, Hypothesis 4 (H4) is rejected, leading to the conclusion that Social Media Engagement (SME) does not have a significant effect on Purchase Decisions among consumers of Kahf skincare products. The results of this study indicate that the level of consumer engagement with Kahf content on social media—such as

liking, commenting, or sharing content—does not necessarily directly drive consumers to make a purchase decision. Although consumers interact with brand content on social media, such engagement is not always followed by product purchases. This indicates that there are other factors that can influence consumers' purchase decisions regarding Kahf skincare products besides the level of engagement on social media.

Hypothesis 5: The Effect of FoMO on Purchase Decision

Based on the results of the hypothesis testing, the path coefficient was found to be 0.451, with a t-statistic of 4.114—which is greater than the critical t-value of 1.654—and a p-value of 0.000, which is less than the significance level of 0.05. These results indicate that Hypothesis 5 (H5) is accepted. Thus, it can be concluded that Fear of Missing Out (FoMO) has a positive and significant effect on Purchase Decisions among consumers of Kahf skincare products. This finding suggests that the higher the level of Fear of Missing Out (FoMO) experienced by consumers, the greater their tendency to make a purchase decision regarding Kahf skincare products. Exposure to content on social media, such as product usage trends, user reviews, and recommendations from influencers, can cause consumers to worry that they are falling behind emerging trends. This situation encourages consumers to make purchase decisions immediately so they can keep up with trends and the experiences shared by other users on social media.

CONCLUSION

Based on the results of the research analysis, it can be concluded that Social Media Marketing Activities (SMMA) have a positive and significant influence on Social Media Engagement (SME) and Purchase Decisions among consumers of Kahf products. This indicates that marketing activities conducted via social media are capable of increasing consumer engagement while simultaneously driving purchase decisions. Additionally, Fear of Missing Out (FoMO) was also found to have a positive and significant influence on Purchase Decisions, indicating that the psychological factor of worrying about missing out on trends or information can encourage consumers to purchase Kahf skincare products. The results of this study indicate that Social Media Engagement does not have a significant influence on Purchase Decisions. This research confirms that social media marketing strategies and consumer psychological factors play a crucial role in shaping purchase decisions. These findings have implications for companies, particularly the Kahf brand, in designing more effective digital marketing strategies. Companies are advised to improve the quality of their social media content by making it relevant, interactive, and trend-based, thereby stimulating consumer engagement and creating psychological effects such as FoMO that can drive purchasing decisions.

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