



The Influence of Fear of Missing Out, Product Quality, and Social Proof on Cosmetic Product Purchase Decisions on TikTok

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Abstract

Purpose: Purchasing decisions are influenced by various factors, including Fear of Missing Out (FOMO), product quality, and social proof. Previous research generally only examines the relationship between these two variables and focuses on specific markets or brands. However, research that simultaneously integrates these three variables in the context of cosmetic product purchases via TikTok is still limited. Therefore, this study aims to analyze the influence of FOMO, product quality, and social proof on cosmetic product purchasing decisions on TikTok. **Methodology:** This study used primary data obtained by distributing questionnaires to 100 respondents, using a 10% solution technique as the sampling method. The analysis technique used was multiple linear regression, with instrument testing, classical assumption testing, and hypothesis testing as requirements. **Findings:** The results of this study, when viewed partially, found that FOMO does not have a positive and significant influence on purchasing decisions. Meanwhile, Product Quality and Social Proof have a significant positive influence on Purchasing Decisions. And when viewed simultaneously, all independent variables together influence Purchasing Decisions.

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A. Introduction

The growth of social media as a digital marketing tool has completely transformed the way customers research products, consider their options, and decide what to buy. Through visual content, recommendation algorithms, and powerful social interactions, short-form video platforms like TikTok accelerate the spread of trends, influencing quick, often impulsive purchasing decisions (Le & Nguyen, 2025). Digital media increases the

influence of social and emotional variables on consumer decision-making, particularly for items with significant symbolic value, such as cosmetics (Chaesar et al., 2025). In Indonesia, this issue is becoming increasingly significant as TikTok is increasingly used as a platform to promote beauty products among various segments of society.

In everyday TikTok usage, especially among teenagers and young adults, cosmetic content frequently appears on the For You Page, such as skincare review videos, before-and-after results, and live shopping sessions with significant viewership. According to data from TTS Vibes (2024), a popular live shopping session on TikTok Shop attracted up to 2.3 million viewers in a single session, demonstrating high levels of audience engagement with such live content (Maxime, 2025). When so many people have tried and reviewed a product, it's not uncommon for consumers to feel pressured to purchase it for fear of missing out. This is supported by persuasive visual demonstrations from content creators about the product's quality, including its texture, packaging, and claimed benefits. This suggests that social media not only serves as a communication medium but also helps shape consumer knowledge about cosmetic products, transforming "curiosity" into "purchase intent."

Young women, as a demographic segment, have psychological developmental characteristics that make them more susceptible to social pressure and the need for acceptance. (Kotler et al., 2019) state that young people are today's trendsetters. Young people are "modern" consumers who want everything instantly and are quick to adopt the latest trends. This has contributed to a growing interest in beauty products as part of their lifestyle and self-expression. This is evident by observing the movement in the value and growth of beauty product spending in Indonesia between 2021 and 2025.

Table 1. Indonesian public spending on beauty products

Year	Beauty Product Spending Value/Rp Trillion	Growth Percentage
2021	193	10.5
2022	219	13.5
2023	233	6.5
2024	256	9.9
2025	262	2.4

Source: databoks.katadata.co.id

Based on the data in the table, Indonesian public spending on beauty products continues to show a nominal upward trend, from IDR 193 trillion in 2021 to IDR 262 trillion in 2025, despite fluctuations in percentage growth, ranging from 10.5% in 2021 to 13.5% in 2022, then slowing to 2.4% in 2025. This indicates that the cosmetics market is still growing, although the growth rate is starting to stabilize as the market expands and consumer demand increases, particularly among young women who actively follow beauty trends on social media. These results are consistent with research by the Ministry of Industry, which states that the Indonesian cosmetics market is growing, as evidenced by the increasing value of the industry and the growing number of cosmetic companies, particularly small and medium enterprises (SMEs). This suggests that increased spending on beauty products is a result of shifting consumer tastes and industry advancements that are more in line with market trends. In everyday TikTok usage, especially among teenagers and young adults, cosmetic content frequently appears on the For You Page, such as skincare review videos, before-and-after results, and live shopping sessions with significant viewership. According to data from TTS Vibes, one popular live shopping session on TikTok Shop attracted up to 2.3 million viewers in a single session, demonstrating high levels of audience engagement with such live content (Maxime, 2025). When so many people have tried and reviewed a product, it's not uncommon for

consumers to feel pressured to purchase it for fear of missing out. This is supported by persuasive visual demonstrations from content creators about the product's quality, including its texture, packaging, and claimed benefits. This demonstrates that social media not only functions as a communication medium but also helps shape consumer knowledge about cosmetic products, transforming "curiosity" into "purchase intention."

In this context, consumer behavior is an important aspect to understand because it reflects the individual process in searching, selecting, purchasing, and evaluating products to meet their needs. In contemporary marketing, consumer behavior is not only influenced by product attributes, but also by psychological and social factors that develop in the digital environment, especially in the beauty industry which is growing rapidly through digital media. Kotler and Keller in their book also mention that consumer purchasing decisions are influenced by four main factors, namely: cultural factors (culture, subculture, and social class), social factors (reference groups, family, roles, and status), personal factors (age, occupation, economic conditions, lifestyle, and personality), and psychological factors (motivation, perception, learning, and attitude) (Kotler & Keller, 2012). These four factors play an important role in shaping consumer preferences and purchasing decisions. This study uses their theory. This idea highlights that before customers make a decision about a product, they evaluate it using psychological and rational factors.

From an Islamic perspective, consumption activities must consider the principles of balance, moderation, and accountability, in addition to meeting needs. Teenagers and young people are increasingly inclined towards consumerism as a result of the growth of social media sites like TikTok, which offer a wide range of cosmetic content, from product reviews to live shopping experiences with large audiences. People exposed to such information may be encouraged to make excessive purchases without considering their true needs. This practice is classified as excessive and unnecessary waste of wealth, or *israf* and *mubazir*, according to Islamic belief (Salsabilah & Lubis, 2024). Therefore, Islam strongly emphasizes the moral obligation of Muslims to manage their wealth wisely, not to be excessive, and to align their spending with their needs and means (Hamdi, 2022).

Fear of Missing Out (FOMO) is a psychological concept that explains consumption behavior on social media, where individuals are driven to stay on top of certain trends or experiences. (Santoso, 2024) describes FOMO as an emotional state that influences how individuals think and act, while in digital marketing, this phenomenon is associated with increased purchase intentions and impulsive behavior. Constant exposure to curated content on social media also reinforces feelings of FOMO (Sankapal, 2023). Furthermore, cosmetic purchasing decisions are influenced not only by emotional factors but also by product quality, such as ingredients, pigmentation, and durability. Product quality has been shown to increase consumer purchasing interest (Kurniawan & Lubis, 2024), and according to (Kotler & Keller, 2012), quality reflects a product's ability to meet or exceed customer expectations. Furthermore, social proof plays a crucial role in shaping consumer trust, with products with numerous reviews tending to be perceived as more popular and valuable (Lase, 2025), and is used as a heuristic in decision-making, especially when consumers have limited information.

Based on previous research, there are inconsistent findings regarding the influence of fear of missing out (FOMO), product quality, and social proof on purchasing decisions. According to research by (Zharifah et al., 2025), the FOMO variable has a significant impact on purchasing decisions. However, (Purbaningrum et al., 2025) reported conflicting findings, stating that FOMO does not have a significant positive impact on purchase intentions. This difference in results indicates that the impact of FOMO on consumer behavior is still dynamic and can be influenced by user characteristics and the social media platform used. There are also differences in the product quality variable. While (Yani & Ngora, 2020) concluded that product quality has no effect on purchasing

decisions, research by (Lase, 2025) showed that it does. This suggests that consumers do not always prioritize product quality when making purchases, especially in a social media environment influenced by digital trends and promotions. Furthermore, the social proof variable also showed mixed results; (Sulistiyani, 2025) found that social proof significantly influenced purchasing decisions, while (Christiana et al., 2024) showed that social proof had no significant effect. The differences in these research findings are likely influenced by variations in analytical methods, respondent characteristics, and different research contexts. Consequently, further research is needed to fully understand how FOMO, product quality, and social commerce on TikTok interact. Furthermore, there are conflicting findings regarding the social proof factor. While (Christiana et al., 2024) showed that social proof had no significant impact, (Sulistiyani, 2025) found that it had a significant impact on purchasing decisions. These differences in research findings may be due to variations in research environments, respondent characteristics, and analytical techniques. Therefore, additional research is needed to fully understand how FOMO, product quality, and social proof influence purchasing decisions, especially in the context of TikTok-based social commerce.

Factors influencing consumer purchasing decisions on social media and e-commerce platforms have been extensively studied in the past. Some studies have examined the relationship between only two variables, such as FOMO and purchase decisions, or product quality and social proof, in influencing consumer behavior. However, research that simultaneously integrates FOMO, product quality, and social proof into purchase decisions is relatively limited, particularly in the case of cosmetic product purchases on TikTok. Furthermore, most previous studies have focused on a single cosmetic brand, making it difficult to fully describe the behavior of social media users exposed to multiple brands and products simultaneously. Some studies have examined how only two factors, such as FOMO and purchase decisions, or product quality and social proof, influence customer behavior. However, there is a lack of research that simultaneously integrates social proof, product quality, and FOMO into purchase decisions, particularly in the case of cosmetic purchases on TikTok. Furthermore, most previous studies have focused on a single cosmetic brand, overlooking important details about how social media users exposed to multiple brands and products behave simultaneously. However, TikTok's features as a social commerce platform provide a broad promotional reach and allow customers to quickly obtain various types of product information. Therefore, this study is unique because it combines social proof, product quality, and FOMO factors into one research model on cosmetic product purchasing decisions on TikTok without focusing on a specific brand.

Based on the aforementioned debate, the study shows that psychological and social factors, specifically FOMO (Fear of Missing Out), product quality, and social proof, have a significant impact on consumers' decisions to purchase cosmetics on TikTok. These results imply that young women's opinions and purchasing decisions can be influenced by their exposure to digital materials and social interactions on social media platforms, especially in remote areas like Karang Endah Village. Consequently, this study offers empirical insights into the dynamics of purchasing decisions influenced by societal influence, changes in the digital environment, and product attributes. Therefore, this study is relevant as a basis for creating social media-based cosmetics marketing strategies.

B. Method

This study used a quantitative approach with a population of 10,402 people in Karang Endah Village. The sample was determined using the Slovin formula with a 10% error rate, resulting in 100 respondents. This sample size was considered adequate because, according to (Hair et al., 2019), the sample size in multivariate research should be

at least 5–10 times the number of research indicators. This study had 16 indicators, so the recommended sample size is in the range of 80–160 respondents. The respondent criteria in this study were young women aged 17–24 years, TikTok users, cosmetic product users, and domiciled in Karang Endah Village. The data used were primary data obtained through the distribution of Likert-scale questionnaires that had been tested for validity and reliability, and supported by secondary data from official sources. Data collection was carried out both in person and online. Data analysis included descriptive and inferential statistics (linear regression, correlation, t-test, and F-test) using IBM SPSS Statistics 26. Prior to hypothesis testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity) were conducted to ensure model adequacy. The results were then interpreted objectively and systematically.

Table 2. Operational Definition Table of Variables

Variables	Operational Definition	Indicator	Source
Purchasing Discussions	Decision-making roles that are based on the individual who ultimately makes the purchasing decision, such as whether to buy, what to buy, how to buy it, or where to buy it.	Product stability; purchasing patterns; recommendations from others; repeat purchases.	(Nurmawati, 2018) (Kotler et al., 2022)
FOMO	a type of social pressure caused by the fear of missing out on a positive and memorable event, trend, or collective experience, which drives individuals to continue participating in social activities to stay connected and recognized in their environment.	Missed experience; compulsion; comparison with friends; being left out.	(McGinnis, 2020) (Kaloeti et al., 2021)
Quality Product	Product quality refers to all aspects and characteristics of a product or service that are related to its ability to meet consumer demands, whether stated explicitly or implicitly.	Quality conformity; product variety; quality competitiveness; product durability.	(Kotler & Keller, 2012) (Sukmawati et al., 2022)
Social Proof	a phenomenon that occurs when people start buying a product, with each subsequent transaction serving as a social signal that others are interested in the product.	Reviews; Ratings; Number of buyers; Influencers.	(Cialdini, 2009) (Nurdin et al., 2025)

Framework of Thinking

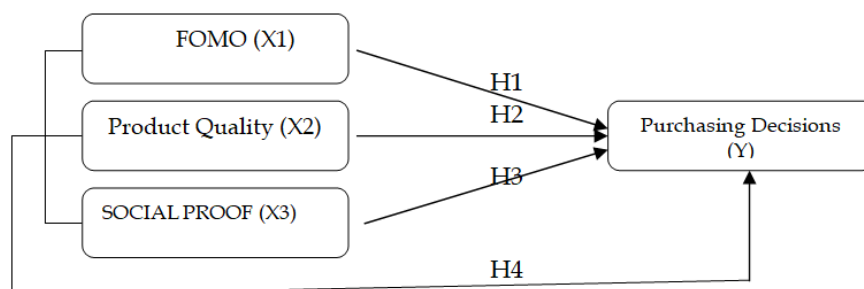


Figure 1. Framework of thinking

The hypotheses in this study include:

Partial t-test

H0: There is no partial effect between the dependent variables (X1, X2, and X3) on the independent variable (Y).

H1: There is a partial effect between the FOMO variable (X1) on the purchase decision variable (Y).

H2: There is a partial effect between the product quality variable (X2) on the purchase decision variable (Y).

H3: There is a partial effect between the social proof variable (X3) on the purchase decision variable (Y).

Simultaneous F-test

H0: There is no effect simultaneously between all independent variables (FOMO, product quality, and social proof) on the dependent variable (purchase decision).

H4: There is a simultaneous effect between the independent variables (FOMO, product quality, and social proof) on the dependent variable (purchase decision).

The multiple regression equation formula for this study is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

C. Results and Discussion

1. Results

Research Instrument Testing

This research instrument was tested on 30 respondents who met the requirements. Validity testing was conducted by determining the N value and observing the Pearson Correlation value or the Significance value. Reliability testing was conducted by observing the Cronbach's Alpha value.

a) Validity Test

Given a known N value of 30 and an error of 5%, the R-table value is 0.361. Therefore, the decision-making process for validity testing requires that the Pearson Correlation value be greater than 0.361 or a significance value of no more than 0.05. A calculated r value greater than the table r indicates that each statement item has a strong correlation with the total variable score, thus the research instrument is deemed capable of accurately measuring the concept being studied.

Table 3. Test the validity of independent and dependent variables

Variables	Item	Calculated r-value (Min-Max)	r-table	Sig.	Result
FOMO (X1)	8	0,603 - 0,909	0,361	<0,05	Valid
Product Quality (X2)	8	0,556 - 0,780	0,361	<0,05	Valid
Social Proof (X3)	8	0,370 - 0,809	0,361	<0,05	Valid
Purchasing Decisions (Y)	8	0,551 - 0,765	0,361	<0,05	Valid

All statements in this study showed valid results, meaning each question item accurately measured the variables studied. Therefore, the instrument used was appropriate and suitable for collecting research data. (Sugiono, 2019) explains that validity testing is used to measure the instrument's accuracy in measuring research variables.

b) Reliability Test

The reliability test is accepted when the Cronbach's Alpha value is greater than 0.07. A Cronbach's Alpha value above 0.70 indicates that the instrument has a good level of consistency, thus producing stable and reliable data (Ghozali, 2021).

Tabel 4. Reliability Test

Variables	<i>cronbach's Alpha</i>
FOMO (X1)	0,899
Product Quality (X2)	0,860
Social Proof (X3)	0,790
Purchasing Decisions (Y)	0,775

According to (Ghozali, 2021), a variable is considered reliable if its Cronbach's Alpha value is greater than 0.70. The research instrument was deemed reliable based on reliability test findings, which showed that all variables had Cronbach's Alpha values greater than 0.70. This indicates that the instrument can produce stable data during measurement and has a high level of consistency.

Classical Assumption Test

a) Normality Test

The normality test used in this study was the Kolmogorov-Smirnov Sample Test. The requirement to pass this normality test is that the significance value (Asymp.Sig) in the output must be greater than 0.05 (Zahriyah et al., 2025). A significance value above 0.05 indicates that the data is normally distributed, thus the regression model meets the basic assumptions of statistical analysis.

Table 5. Nomality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,61743151
	Most Extreme Differences	
	Absolute	,055
	Positive	,055
	Negative	-,051
Test Statistic		,055
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

According to (Ghozali, 2021), the normality test aims to determine whether the data in the regression model is normally distributed. As can be seen in Table 4, the Asymp.Sig value is 0.200. The results of the normality test indicate that the research data is normally distributed, thus the regression model meets the basic assumptions for further statistical testing.

b) Multicollinearity Test

The requirements for this test are: first, the tolerance value must be greater than 0.100. (Ghozali, 2021) explains that a good regression model does not experience multicollinearity between independent variables. Second, the VIF value must be less than 10. A low VIF indicates that the independent variables do not overlap excessively, thus making the regression results more stable and reliable.

Table 6. Multicollinearity Test Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	FOMO	,525	1,905
	Product Quality	,528	1,893
	Social Proof	,715	1,398

The tolerance value for all independent variables is >0.100 and the VIF value is <10, indicating no multicollinearity, meaning there is no high correlation between the independent variables, allowing each variable to clearly explain the dependent variable. This makes the regression model stable and the coefficient estimates reliable.

c) Heteroscedasticity Test

The heteroscedasticity test used in this study is the Park test. The requirement to pass this test is a significance value exceeding 0.05. Stable residual variance indicates that the regression model produces a consistent level of prediction error across all research data (Ghozali, 2021).

Table 7. Heteroscedasticity Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,431	1,911		-,226	,822
	FOMO	-,010	,055	-,024	-,175	,862
	Product Quality	-,053	,071	-,104	-,746	,458
	Social Proof	,086	,065	,158	1,322	,189

- Dependent Variable: LN_RES

Significance values for all variables >0.05 indicate no heteroscedasticity. This means the error variance is constant (homoscedasticity), so the regression model meets the basic assumptions and the test results are free from bias.

Hypothesis Testing

a) T-test (partial)

The t-test is a test used to determine whether each independent variable individually influences the dependent variable. For a t-test to be considered influential, the significance value must exceed 0.05 to be considered influential on the dependent variable (Y). A significance value below 0.05 in the t-test indicates that the independent variable has a partial influence on purchasing decisions. This means that changes in this variable can influence consumer behavior when purchasing cosmetic products on TikTok.

Table 8. t-test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,202	2,325		4,819	,000

FOMO	-,086	,067	-,133	-1,290	,200
Product Quality	,262	,086	,312	3,041	,003
Social Proof	,501	,079	,558	6,329	,000

- Dependent Variable: Keputusan Pembelian

Based on Table 8 above, the following conclusions can be drawn:

- 1) The FOMO variable (X1) shows a significance value of 0.200. This indicates that FOMO does not influence the Purchase Decision variable (Y). Therefore, H1 is rejected and H0 is accepted.
 - 2) The Product Quality variable (X2) shows a significance value of 0.003. This indicates that Product Quality influences the Purchase Decision variable (Y). Therefore, H2 is accepted and H0 is rejected.
 - 3) The Social Proof variable (X3) shows a significance value of 0.000. This indicates that Social Proof influences the Purchase Decision variable (Y). Therefore, H3 is accepted and H0 is rejected.
- b) F-test

The purpose of the F-test is to determine whether all independent variables collectively influence the dependent variable. The decision-making process for this F-test requires a significance value of less than 0.05. A significance value below 0.05 indicates that the combination of FOMO, product quality, and social proof simultaneously explains consumer purchasing decisions.

Table 9. F-test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	594,196	3	198,065	28,035	,000 ^b
	Residual	678,244	96	7,065		
	Total	1272,440	99			

- Dependent Variable: Keputusan Pembelian
- Predictors: (Constant), Social Proof, Product Quality, FOMO

Table 8 above shows a significance value of 0.000. Therefore, it can be concluded that all independent variables in this study influence the dependent variable (Purchase Decision). Therefore, the research hypothesis can be concluded that H4 is accepted and H0 is rejected. Collectively, FOMO, product quality, and social proof influence purchasing decisions because consumer behavior on social media is not driven by a single factor, but rather a combination of emotional, rational, and social factors simultaneously. FOMO encourages consumers to follow trends to avoid feeling left behind, product quality becomes a rational consideration regarding product benefits and safety, while social proof provides social validation through reviews, ratings, and recommendations from other users. On platforms like TikTok, these three factors interact to shape consumer perceptions and beliefs before making a purchase, making purchasing decisions more complex and influenced by various digital stimuli simultaneously.

Coefficient of Determination

The coefficient of determination (R^2) is a statistical measure used to determine the extent to which an independent variable can explain the dependent variable in a research model.

Table 10. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,683 ^a	,467	,450	2,658

- Predictors: (Constant), Social Proof, Product Quality, FOMO

The independent variables (FOMO, Product Quality, and Social Proof) contributed 0.450, or 45%, to the dependent variable (Purchase Decision). The remaining 55% was influenced by variables outside of this study. This indicates that consumer behavior on TikTok is influenced not only by psychological and social factors but also by other factors such as price, trends, and personal preferences (Ebenhaezer & Fadjar, 2024).

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the extent of influence of several independent variables on a single dependent variable, either partially or simultaneously. Table 6 yields the following equation:

$$\text{Purchase Decision} = 11.202 - 0.086X_1 + 0.262X_2 + 0.501X_3 + e$$

Explanation of the above equation

- 1) The constant value obtained is 11.202, which means that if the independent variable is 0 (constant), then the dependent variable is 11.202.
- 2) The regression coefficient for the FOMO variable (X_1) is negative (-) at -0.086. This means that if FOMO increases by 1%, the Purchase Decision variable (Y) will decrease by 0.086, and vice versa.
- 3) The regression coefficient for the Product Quality variable (X_2) is positive (+) at 0.262. This means that if Product Quality increases by 1%, the Purchase Decision variable (Y) will increase by 11.202, and vice versa.
- 4) The regression coefficient value on the Social Proof variable (X_3) is positive (+) at 0.262, this can be interpreted that if Social Proof increases by 1% then the consumer's Purchasing Decision (Y) will increase by 0.501, and vice versa.

Multiple linear regression analysis shows that psychological considerations, perceived product quality, and social influences from the digital environment interact to influence customer purchasing decisions on TikTok. This implies that customer behavior on social commerce platforms is often complex and influenced by multiple inputs received simultaneously (Prestyasih & Hati, 2025).

2. Discussion

Analysis Of the Influence ff Fear of Missing Out (FOMO) On Purchasing Decisions for Cosmetic Products

As can be seen from the t-test above, the FOMO variable does not have a significant positive effect on the purchasing decision variable. This result is inconsistent with previous research conducted by (Zharifah et al., 2025), which demonstrated the influence of FOMO on purchasing decisions. This suggests that although some people fear missing out on certain products, it does not significantly impact their purchasing decisions. This may be due to the fact that rational factors such as quality, safety, cost, and customer reviews have a greater influence on purchasing decisions than emotional factors such as fear of missing out on trends, especially in cosmetics (Sari et al., 2025). The regression test results show a negative FOMO coefficient of -0.086, indicating that, assuming other

factors remain constant, every 1% increase in FOMO actually reduces purchase intention by 0.086. This negative coefficient indicates that respondents' propensity to purchase decreases as social pressure or anxiety caused by FOMO increases.

The aforementioned findings indicate that the FOMO variable has a negative coefficient and has little impact on consumer choice. According to this study, the fear of missing out on trends does not always have a significant impact on TikTok users' decisions to purchase cosmetics. Social media users are becoming more thorough and logical in their product evaluations before making purchases, indicating a shift in digital consumer behavior. The high intensity of promotions, viral content, affiliate marketing, and influencer recommendations on TikTok content can lead to digital fatigue. Due to constant exposure to content, customers begin to consider quality, safety, and personal needs rather than simply being motivated to purchase an item because it's trending.

Research on TikTok user behavior supports this effect by showing that TikTok's algorithm continuously presents content stimuli based on user interactions, resulting in highly intense and repetitive information exposure. According to (Boeker & Urman, 2022), this condition can influence users' emotional reactions to new trends and lead to digital content overload. Furthermore, due to concerns about skin compatibility and product safety, customers are often more cautious about cosmetic products. This leads to rational factors such as product quality, user reviews, and other consumer experiences driving purchasing decisions, alongside emotional factors such as FOMO (Fear of Missing Out). This phenomenon has also been observed among TikTok users, who have begun to show skepticism toward consumer trends and viral product promotions because they believe they encourage overconsumption and impulse purchases that don't necessarily meet needs (Fadillah & Kusumawati, 2021). According to (Fadillah & Kusumawati, 2021), a similar phenomenon has also been observed among TikTok users, who have begun to show skepticism toward consumer trends and viral product marketing because they believe they encourage overconsumption and impulse purchases that don't necessarily meet needs.

According to research on consumer behavior in TikTok Live Selling, many users have begun to identify digital persuasion tactics used by sellers to encourage impulse purchases, such as limited-time offers, influencer recommendations, and recurring viral content. Customers have become more selective as a result of this understanding and are less likely to be persuaded to purchase items for fear of missing out on trends. However, the study also found that people are more likely to make impulse purchases if they have higher income and strong emotional triggers (Cruz et al., 2025). This suggests that some customers' purchasing decisions may still be influenced by economic factors and emotional states, especially when users have more money to follow trends or purchase viral items. Therefore, although FOMO (Fear of Missing Out) did not show a significant effect overall in this study, it may still impact some consumer groups.

These results indicate that psychological drive, such as anxiety about missing out on trends or information, has not been a primary factor influencing consumer purchasing decisions in this study. From a consumer behavior theory perspective, although FOMO can be categorized as a psychological factor influencing consumer motivation, its influence is not always dominant because purchasing decisions are also determined by rational considerations such as product benefits and perceived quality. This indicates that consumers tend to consider substantial aspects more than momentary psychological pressures.

Analysis of the Influence of Product Quality on Cosmetic Product Purchase Decisions

The results of the study indicate that the Product Quality variable (X2) has a significance value of 0.003 (<0.05), thus concluding that product quality significantly influences purchasing decisions, and H2 is accepted. Furthermore, the regression

coefficient is positive at 0.262, meaning that every 1% increase in product quality will increase purchasing decisions by 0.262 (assuming other variables remain constant). This positive coefficient indicates that consumers are more likely to make a purchase if they believe the product is of higher quality.

In cosmetics, ingredient safety, skin compatibility, durability, and after-use results are all considered aspects of product quality. Customers tend to be more careful and logical when evaluating products before making a purchase due to this. Customers can easily compare product quality before making a purchase thanks to TikTok short videos, live shopping, user ratings, and live product demonstrations. To reduce the likelihood of post-purchase disappointment, buyers who are repeatedly exposed to information become attracted not only to viral trends but also to product advantages and functionality. According to research, customers in direct commerce are more likely to focus on the accuracy and transparency of product information because it can increase their confidence when making judgments about what to buy (Zhang et al., 2024).

These results align with research (Lase, 2025), which shows that purchasing decisions are positively and significantly influenced by product quality because it can increase customer satisfaction and trust in the product. From a theoretical perspective, these results align with consumer behavior theory, which states that product attributes, including quality, are part of consumers' rational evaluation before making a purchase. Consumers tend to choose products that provide tangible benefits, meet expectations, and perform according to their needs.

Analysis of the Influence of Social Proof on Cosmetic Product Purchase Decisions

The results of the study indicate that the Social Proof variable (X3) has a significance value of 0.000 (<0.05), indicating that social proof has a significant effect on purchasing decisions, thus the hypothesis stating that there is an effect is accepted. Furthermore, the positive regression coefficient of 0.262 indicates that every 1% increase in social proof will increase consumer purchasing decisions (assuming other variables remain constant). This positive coefficient indicates that the higher consumers' perception of social proof such as customer reviews, product ratings, user testimonials, purchase volume, and influencer recommendations, the higher their likelihood of making a purchase. These results align with research conducted by (Sulistiyani, 2025) which states that product quality influences purchasing decisions. Theoretically, social proof is a form of social influence in which individuals tend to follow the actions or decisions of others because they are perceived as a valid source of information, especially in situations of uncertainty.

Consumers rely on the experiences of other TikTok users when purchasing cosmetic products because they cannot be tried directly before purchase. TikTok's short video features, live shopping, comments, and product reviews allow consumers to quickly gain knowledge and social validation from other users and influencers. Positive reviews, viewership, engagement, and user testimonials are important sources of trust that influence purchasing decisions. Research shows that in social commerce, digital social interactions such as user reviews and influencer recommendations can increase customer trust and reduce perceived risk in online purchases (Zhang et al., 2024).

This finding aligns with various studies that suggest that electronic word of mouth (e-WOM), ratings, and testimonials have a positive and significant influence on purchasing decisions because they can increase trust and reduce consumers' perceived risk in online transactions. Therefore, this study concludes that social proof is a key determinant in driving cosmetic purchasing decisions on TikTok, as it serves as social validation that strengthens consumers' confidence in the product's quality and credibility. In consumer behavior theory, this finding can be explained by social factors, particularly the influence of reference groups, which influence consumers' perceptions and beliefs

about a product. In the digital era, social proof becomes increasingly relevant because consumers tend to use information from other users as a reference in evaluating the credibility and quality of a product before making a purchase.

D. Conclusion

Based on the research results and discussion regarding the influence of Fear of Missing Out (FOMO), Product Quality, and Social Proof on cosmetic product purchasing decisions, the following conclusions can be drawn: The Fear of Missing Out (FOMO) variable does not significantly influence cosmetic product purchase decisions. This finding indicates that TikTok consumers tend not to be entirely influenced by emotional impulses or the fear of missing out on trends when making purchases. Consumers are more selective and consider the product's needs, safety, and benefits before purchasing. Product quality has been shown to be an important factor in improving purchasing decisions. Consumers tend to choose cosmetic products that are of good quality, safe to use, meet their needs, and provide tangible benefits. This indicates that rational product evaluation remains a primary consideration for consumers before making purchases on social media.

Social proof has a positive influence on purchasing decisions because user reviews, product ratings, testimonials, and influencer recommendations can increase consumer trust in cosmetic products. On TikTok, consumers more easily obtain social validation through review content, live shopping, and other users' experiences displayed digitally. Simultaneously, FOMO, product quality, and social proof influence cosmetic product purchase decisions. However, this study indicates that consumer purchasing decisions on TikTok are more predominantly influenced by rational and social factors than purely emotional impulses. These findings indicate that consumer behavior on social commerce platforms is influenced by a combination of product evaluation, social validation, and consumer psychological conditions simultaneously. Overall, cosmetic product purchasing decisions in this study are more influenced by rational and social factors, namely product quality and social proof, than by emotional factors such as FOMO.

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F. Author Contributions Statement

Yulia Lestari was responsible for problem formulation, data collection, data analysis, and drafting the research manuscript. Dian Oktarina, as the supervisor, provided direction, guidance, and input during the research and manuscript writing process. Thoyibatun Nisa, as the examiner, provided evaluation, corrections, and suggestions for improving the research and article writing.

G. Conflict of Interest

The authors declare that they have no known competing financial, professional, or personal interests that could have appeared to influence the work reported in this paper.

H. AI Usage Statement

The authors used Artificial Intelligence (AI) technology solely for language editing and grammar improvement during the preparation of this manuscript. AI was not used for data analysis, interpretation of results, or the development of the study's scientific content. The authors take full responsibility for the accuracy, originality, and integrity of the manuscript.

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