THE EFFECT OF FEAR OF MISSING OUT (FOMO) AND ELECTRONIC WORD OF MOUTH (EWOM) ON PURCHASE INTENTION WITH BRAND IMAGE AS AN INTERVERNING VARIABLE AT GACOAN RESTAURANTS IN EAST KALIMANTAN

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Abstract: This study aims to analyze the influence of Fear of Missing Out (FoMO) and Electronic Word of Mouth (EWoM) on consumer purchase intention with brand image as an intervening variable. The research was conducted on consumers of Gacoan Restaurant in East Kalimantan, involving 385 respondents selected through the Accidental Sampling technique. Data were collected using a Likert-scale questionnaire and analyzed using the SEM-PLS method. The results indicate that EWoM has a positive and significant effect on brand image and purchase intention, both directly and through the mediation of brand image. In contrast, FoMO shows a positive but not significant influence on brand image and purchase intention. These findings highlight the crucial role of EWoM in building a strong brand image to enhance consumer purchase intention. This study contributes to the digital marketing literature and can serve as a guide for restaurant managers in designing effective promotional strategies.

Keywords: Brand Image, Electronic Word of Mouth, Fear of Missing Out, Purchase Intention

INTRODUCTION

Restaurants are one industry sector that continues to grow rapidly along with changes in people's lifestyles. In the digital era, the presence of social media and information technology affects the way consumers obtain information and determine their preferences for a brand or product. One of the restaurants that is experiencing significant growth is Gacoan Restaurant, which is now widely discussed on various platforms, including in the Kalimantan region. The high popularity of this restaurant is inseparable from the phenomenon of Fear of Missing Out (FoMO) and Electronic Word of Mouth (EWoM), which have an important role in driving consumer purchasing decisions.

FoMO, which can be defined as the fear of missing out on a trend or social experience, often influences consumer behavior in the culinary context. Previous studies have shown that FoMO has a positive relationship with impulse buying behavior and consumption decisions influenced by social media (Abel *et al.,* 2016). In the context of restaurant marketing, FoMO often encourages consumers to try popular products immediately so as not to feel left behind (Hodkinson, 2019). EWoM, which includes online reviews, recommendations, and discussions, is an effective form of marketing in building trust in a brand. Research conducted by Daswan *et al.* (2019) said that E-WoM has a positive influence on brand image and purchase intention. He explained that brand image can act as an intervening variable that strengthens the relationship between EWoM and purchase intention. In addition, a study from

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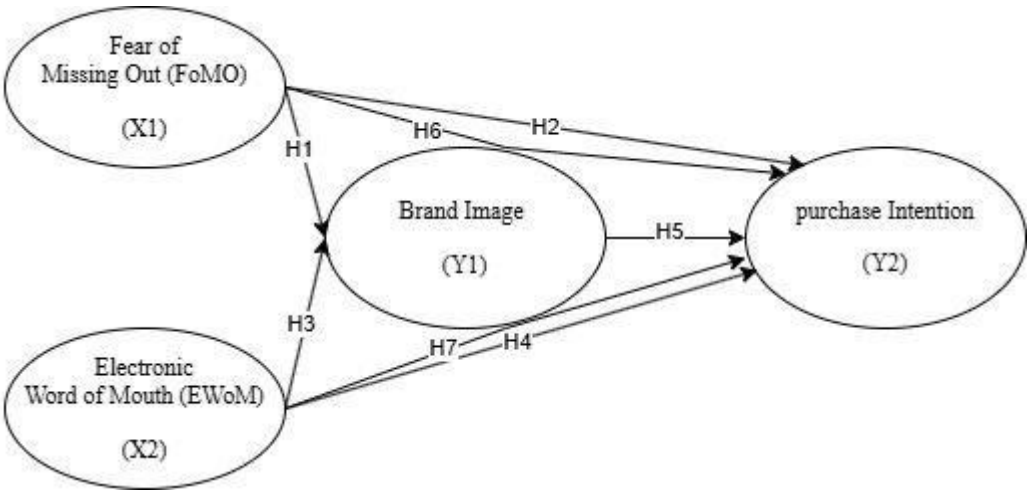
Erkan and Evans (2016) shows that positive EWoM can strengthen purchase intentions by increasing consumer perceptions of brands or products. In the context of Gacoan Restaurant, brand image plays a strategic role as an intervening variable that bridges the influence of FOMO and EWoM on consumer purchase intention. Previous research states that brand image is an important factor in purchasing decisions because it represents the overall perception of the brand and is formed from information and past experiences with the brand (Firdaus & Sharif, 2020).

This study aims to analyze the effect of FOMO and EWoM on consumer purchase intention by considering the role of brand image as an intervening variable. The focus of the research is on consumers in the East Kalimantan region, which is one of the potential markets for the development of Gacoan Restaurants. By using the theoretical framework from previous research, this study is expected to contribute to the development of digital marketing literature as well as provide a basis for restaurant managers to design more effective promotional strategies.

HYPOTHESIS

H1: Fear of Missing Out (FoMO) has a positive influence on Brand Image.
H2: Fear of Missing Out (FoMO) has a positive influence on Purchase Intention.
H3: Electronic Word of Mouth (EWoM) has a positive influence on Brand Image.
H4: Electronic Word of Mouth (EWoM) has a positive influence on Purchase Intention.
H5: Brand Image has a positive influence on Purchase Intention.
H6: Fear of Missing Out (FoMO) has a positive influence on Purchase Intention through Brand Image as a mediating variable.
H7: Electronic Word of Mouth (EWoM) has a positive influence on Purchase Intention through Brand Image as a mediating variable.

FRAMEWORK OF THOUGHT



Source : processed by the author

LITERATURE REVIEW

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a form of anxiety for a person because he feels that other people are experiencing pleasant things that he is not experiencing. FoMO feelings are generally characterised by behaviour where the person always tries to follow all the activities

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carried out by others (Przybylski in Kaddouhah, 2024). Zhang (2020) states that FoMO arises because of the use of social media which makes it easy for people to see the experiences enjoyed by others.

Electronic Word of Mouth (eWoM)

Electronic Word of Mouth (eWoM) refers to content, information, opinions, recommendations, and testimonials shared through social media sites about a product, service, or experience (Ngo et al., 2024). Several studies conducted show that information disseminated through social media about a product can affect a product's brand image and consumer purchase requests for the product (Kumar *et al.*, 2024; Ngo *et al.*, 2024; Rahaman *et al.*, 2022).

Purchase intention

Purchase intention is a form of consumer behaviour that shows the higher the purchase intention of a consumer, the higher the likelihood that the consumer will buy the product (Wang, 2014). Results from previous studies show that consumer purchase intention is influenced by various things such as FoMO behaviour (Morsi *et al.*, 2024), brand image (Kumar *et al.*, 2024), and eWoM (Ngo *et al.*, 2024; Rahaman *et al.*, 2022).

Brand Image

Brand Image is a form of consumer perception that they believe reflects the brand (Kumaresan R & Chandramohan, 2024). Brand Image is one of the important factors considered by consumers before making a purchase (Wang, 2014). Based on research conducted by Kumar (2024), consumer perceptions of the brand image of a product or service can be influenced by positive or negative reviews of a product or service influenced by positive or negative reviews of a product that consumers read through social media.

RESEARCH METHODOLOGY

This study analyses the influence between the variables Fear of Missing Out (FoMO) and Electronic Word of mouth (EWoM) on Purchase Intention mediated by Brand Image. Researchers collect information using tools in the form of questionnaires, where there are questions that must be answered by respondents. calculations using a Likert scale used in assessing respondents' answers.The sample of this research is Gacoan consumers in East Kalimantan Province. The sampling technique in this study was Accidental Sampling. The sample used in this study amounted to 385 respondents from Gacoan consumers in East Kalimantan.

This study uses a causal model or influence relationship. Therefore, researchers tested the hypothesis using the Partial Least Square (PLS) SEM analysis technique.

RESEARCH RESULTS AND DISCUSSION

Outer Model

Convergent Validity

Test convergent validity, one of the indicators used is the loading factor or outer loading value. An indicator is categorised as having good convergent validity if the outer loading value is greater than 0.7. After the data is processed using SmartPLS 3.2.9 software, the outer loading results are shown in Table 1:

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Tabel 1.
Nilai Outer Loading

Variabel	X1 (FoMO)	X2 (EWoM)	Y1 (*Brand Image*)	Y2 (Purchase Intention)
X1.1	0.813			
X1.2	0.815			
X1.3	0.817			
X1.4	0.849			
X1.5	0.822			
X1.6	0.816			
X1.7	0.846			
X1.8	0.804			
X1.9	0.828			
X1.10	0.854			
X2.1		0.716		
X2.2		0.837		
X2.3		0.845		
X2.4		0.720		
X2.5		0.742		
X2.6		0.750		
X2.7		0.742		
X2.8		0.818		
X2.9		0.726		
X2.10		0.728		
X2.11		0.709		
X2.12		0.714		
Y1.1			0.756	
Y1.2			0.762	
Y1.3			0.737	
Y1.4			0.847	
Y1.5			0.774	
Y1.6			0.771	
Y1.7			0.824	
Y1.8			0.706	
Y1.9			0.768	
Y1.10			0.790	
Y1.11			0.756	
Y1.12			0.777	
Y2.1				0.702
Y2.2				0.720
Y2.3				0.710
Y2.4				0.710
Y2.5				0.721
Y2.6				0.724
Y2.7				0.725

Source : Output SmartPLS 3.2.9, 2024

Based on the results of data processing using SmartPLS displayed in Table 1, all indicators on each variable in this study have a loading factor value that exceeds 0.7, so they can be declared valid. Indicators with a loading factor value above 0.7 indicate a high level of validity and are suitable for further analysis.

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Discriminant Validity

Discriminant validity is done to show that the indicators in a configuration have the highest factor loadings in that configuration when compared to other configurations. The following is the cross loading value for each indicator:

Table 2.
Nilai *Cross Loading*

	X1 (FoMO)_	X2 (EWoM)	Y1 (*Brand Image*)	Y2 (Purchase Intention)
X1.1	**0.813**	0.265	0.187	0.119
X1.2	**0.815**	0.167	0.112	0.064
X1.3	**0.817**	0.176	0.125	0.151
X1.4	**0.849**	0.283	0.192	0.078
X1.5	**0.822**	0.194	0.111	0.119
X1.6	**0.816**	0.214	0.122	0.038
X1.7	**0.846**	0.242	0.169	0.141
X1.8	**0.804**	0.162	0.107	0.063
X1.9	**0.828**	0.172	0.144	0.106
X1.10	**0.854**	0.263	0.175	0.104
X2.1	0.176	**0.716**	0.335	0.242
X2.2	0.207	**0.837**	0.393	0.162
X2.3	0.225	**0.845**	0.455	0.259
X2.4	0.162	**0.720**	0.283	0.243
X2.5	0.202	**0.742**	0.371	0.218
X2.6	0.185	**0.750**	0.358	0.214
X2.7	0.211	**0.742**	0.344	0.207
X2.8	0.175	**0.818**	0.397	0.224
X2.9	0.283	**0.726**	0.363	0.199
X2.10	0.227	**0.728**	0.417	0.169
X2.11	0.193	**0.709**	0.315	0.188
X2.12	0.157	**0.714**	0.323	0.228
Y1.1	0.141	0.349	**0.756**	0.236
Y1.2	0.120	0.349	**0.762**	0.249
Y1.3	0.200	0.370	**0.737**	0.235
Y1.4	0.174	0.408	**0.847**	0.203
Y1.5	0.189	0.360	**0.774**	0.178
Y1.6	0.074	0.378	**0.771**	0.205
Y1.7	0.126	0.370	**0.824**	0.225
Y1.8	0.171	0.350	**0.706**	0.203
Y1.9	0.117	0.399	**0.768**	0.214
Y1.10	0.127	0.411	**0.790**	0.240
Y1.11	0.085	0.378	**0.756**	0.235
Y1.12	0.161	0.362	**0.777**	0.186
Y2.1	0.035	0.184	0.137	**0.702**
Y2.2	0.130	0.207	0.171	**0.720**
Y2.3	0.101	0.200	0.206	**0.710**
Y2.4	0.072	0.220	0.186	**0.710**
Y2.5	0.107	0.202	0.210	**0.721**
Y2.6	0.115	0.202	0.232	0.724
Y2.7	0.056	0.195	0.249	0.725

Source : Output SmartPLS 3.2.9, 2024

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Based on the data listed in Table 2 above, it can be seen that each indicator of the research variable shows the highest cross-loading value for the variable concerned, when compared to the cross-loading values of other variables. From the results obtained, it can be concluded that the indicators used in this study show excellent discriminant validity in forming each variable.

Discriminant validity can also be analysed through another method, namely the average variance extracted (AVE) value. If the root AVE value is greater than the correlation value between variables in the model, then the manifest variable fulfils the criteria for discriminant validity. The AVE value that is considered good is greater than 0.50. The AVE value can be seen in Table 3:

Table 3.
Average Variant Extracted (AVE)

Variabel	AVE
X1 (FoMO)_	0.683
X2 (EWoM)	0.571
Y1 (*Brand Image*)	0.598
Y2 (Purchase Intention)	0.513

Source : Output SmartPLS 3.2.9, 2024

Based on table 3, it can be concluded that all constructs meet the reliable criteria. Judging from the number of AVE values that have a value above 0.50.

Composite Reliability dan Cronbach's Alpha

Composite Reliability and Cronbach's Alpha are methods used to evaluate the level of reliability or reliability of the indicators that make up a variable. A variable is considered to meet the reliability requirements if the Composite Reliability value is more than 0.70 and Cronbach's Alpha is greater than 0.60.

Table 4.
Composite Reliability dan Cronbach's Alpha

	Cronbach's Alpha	***Composite Reliability***
X1 *(FoMO)*	0.949	0.956
X2 *(EWoM)*	0.931	0.941
Y1 *(Brand Image)*	0.939	0.947
Y2 *(Purchase Intention)*	0.842	0.880

Source : Output SmartPLS 3.2.9, 2024

Based on the SmartPLS output above, it is known that all research variables have a Composite Reliability value above 0.70 and Cronbach's Alpha exceeds 0.60. These results indicate that all variables in the study have a high level of reliability or reliability.

Inner Model

The inner model in PLS is evaluated through analysis of the R^2 value on the dependent construct and T-Statistics obtained from testing the path coefficient. The structure of this research model can be reviewed in the figure presented below.

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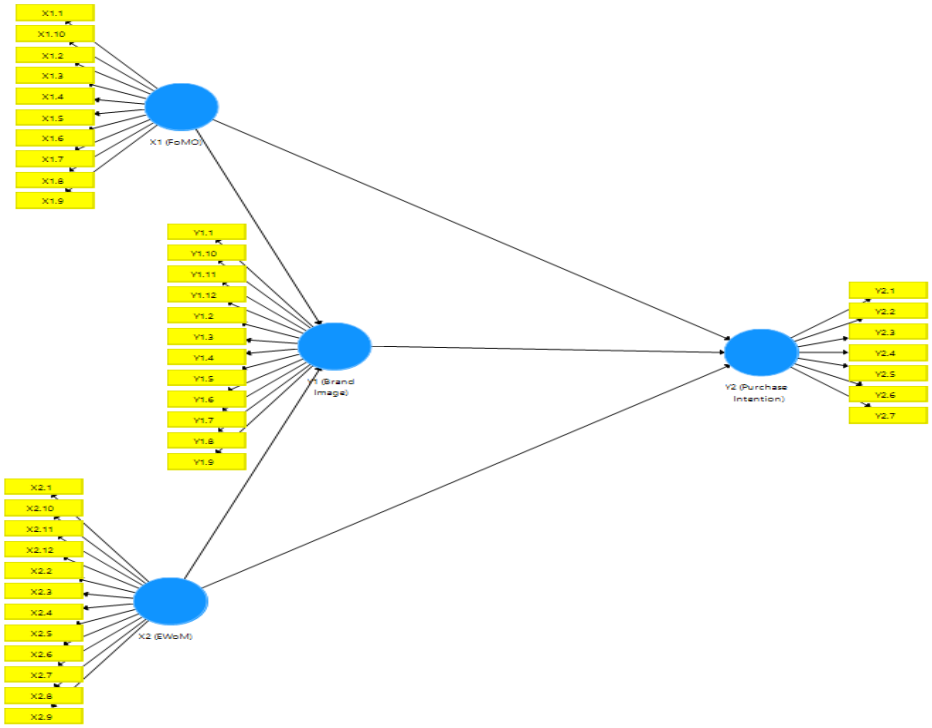
Figure 2 : Research model



Source : Output SmartPLS 3.2.9, 2024

Analysis of Variance (R2) or Determination Test

Analysis of Variance (R^2) is used to measure the extent to which the independent variable affects the dependent variable. Based on the results of data processing using SmartPLS 3.2.9, the R-Square value is obtained as shown below.

Table 5. R-Square

	R Square
Y1 (*Brand Image*)	0.238
Y2 (Purchase Intention)	0.109

Source : Output SmartPLS 3.2.9, 2024

Based on the analysis results, the R-Square value for the Brand Image variable is 0.238, which indicates that the independent variable is able to explain 23.8% of the variation that occurs in the Brand Image variable. Meanwhile, the R-Square value for the Purchase Intention variable is 0.109, which means that the independent variable explains 10.9% of the variation that occurs in the Purchase Intention variable.

Hypothesis Testing

Based on the results of data processing, the analysis is used to evaluate and answer the hypothesis in this study. Determining whether a hypothesis is accepted or rejected is based on the T-Statistics and P-Values values obtained. The hypothesis is considered valid or accepted if the P-Values value is below 0.05. The following are the results of the hypothesis testing that has been carried out:

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Table 6. Path Coefficient

Hipotesis	Pengaruh	*T-Statistics*	*P-Values*
H1	X1 *(FoMO)* -> Y1 *(Brand Image)*	1.105	0.135
H2	X1 *(FoMO)*-> Y2 *(Purchase Intention)*	0.840	0.201
H3	X2 *(EWoM)* -> Y1 *(Brand Image)*	8.533	0.000
H4	X2 *(EWoM)* -> Y2 *(Purchase Intention)*	2.647	0.004
H5	Y1 *(Brand Image)* -> Y2 *(Purchase Intention)*	2.783	0.003
H6	X1 *(FoMO)* -> *Y1 (Brand Image)* -> Y2 *(Purchase Intention)*	1.007	0.157
H7	X2 *(EWoM)* -> Y1 *(Brand Image)* -> Y2 *(Purchase Intention)*	2.502	0.006

Source : Output SmartPLS 3.2.9, 2024

The results of hypothesis testing show that the relationship between Fear of Missing Out (FoMO) and Brand Image has a T-Statistics value of 1.105 with P-Values of 0.135, which indicates a positive but insignificant relationship. Similarly, the relationship between Fear of Missing Out (FoMO) and Purchase Intention shows a T-Statistics value of 0.840 and P-Values of 0.201, which means the relationship is positive but not significant. In contrast, the Electronic Word of Mouth (EWoM) variable shows a stronger influence, where the relationship between Electronic Word of Mouth (EWoM) and Brand Image has a T-Statistics value of 8.533 with P-Values of 0.000, indicating a highly significant positive relationship. In addition, the relationship between Electronic Word of Mouth (EWoM) and Purchase Intention is also significant with T-Statistics of 2.647 and P-Values of 0.004.

Furthermore, the relationship between Brand Image and Purchase Intention shows a T-Statistics value of 2.783 with P-Values of 0.003, which means this relationship is positive and significant. For indirect effects, the relationship between FoMO through Brand Image to Purchase Intention has a T-Statistics value of 1.007 with P-Values of 0.157, which indicates a positive but insignificant relationship. In contrast, the indirect relationship between EWoM through Brand Image to Purchase Intention has a T-Statistics value of 2.502 with P-Values of 0.006, which indicates a positive and significant relationship.

CONCLUSION

This study shows that Electronic Word of Mouth (EWoM) has a positive and significant influence on brand image and consumer purchase intention, both directly and through brand image mediation. In contrast, Fear of Missing Out (FoMO) shows a positive but insignificant influence on brand image and purchase intention. This finding recognises the importance of EWoM as an effective marketing tool in building a strong brand image and driving consumer purchase intention, particularly in the restaurant sector. Brand image proved to be an intervening variable that strengthens the relationship between EWoM and purchase intention. This study contributes to the digital marketing literature and can serve as a basis for restaurant managers to develop more effective promotional strategies.

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