Analysis of Influencing Generation Z Purchasing Decisions in East Java Through Electronic Word of Mouth (E-WOM) Mediation

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ABSTRACT

Generation Z spends more time on social media than on television, making their purchasing decisions influenced by digital content. The research attempted to analyze the factors of consumer behavior with a focus on their impact on Generation Z's purchasing decisions. In addition, researchers examined the mediation relationship between the factors of purchasing decisions with electronic Word of Mouth (e-WOM). The research aimed to analyze the factors that influence Generation Z's purchasing decisions at TikTok Shop, focusing on the role of influencer marketing, Fear of Missing Out (FOMO), and hedonic motivation through the mediation of e-WOM on purchasing decisions. The research uses a quantitative approach by collecting data from 260 respondents through a purposive sampling method. Data were obtained through an online questionnaire with a Likert scale, analyzed using SEM-PLS version 4.0. The results show that influencer marketing, FOMO, hedonic motivation, and e-WOM have a positive and significant effect on purchasing decisions. E-WOM significanty mediates the influence of influencer marketing and hedonic motivation on purchasing decisions, but does not mediate the influence of FOMO. Purchasing decisions are enhanced through the optimization of influencer marketing, the increased role of e-WOM as a communication strategy, and campaigns that evoke hedonistic motivation and FOMO. Researchers and practitioners can also leverage TikTok Shop as a strategic channel to quickly understand market responses. Businesses can also integrate emotional elements (hedonistic motivation and FOMO) and social elements (e-WOM and influencer marketing) into their digital marketing efforts to enhance product appeal.

Keywords: generation Z, purchasing decision, electronic Word of Mouth (e-WOM), influencer marketing, Fear of Missing Out (FOMO), hedonic motivation

INTRODUCTION

Modern development is characterized by the rapid advances of information technology, which has an impact on various aspects of human life. The vast digital space created by technology and information enables interaction and information exchange around the world through the Internet. As early as 2024, Indonesia had 185.3 million Internet users out of a total population of 278.7 million (Kemp, 2024). The increase in Internet users has changed people's lifestyles (Jayanthi & Suprapti, 2024), with significant changes seen in their shopping patterns (Sulistianti & Sugiarta, 2022). Consumer behavior that previously shopped offline is now shifting to an online system, one of which is by utilizing social media (Saavedra & Bautista, 2020).

According to We Are Social (2024), 139 million

people in Indonesia used social media as of January 2024. This figure is comparable to 49.9% of the entire demographic in Indonesia. Trough internet connected applications and devices, social media allows users to communicate, interact, participate, share, and create content free from space or time constraints (Fujiawati & Raharja, 2021).

Figure 1 shows that the number of TikTok users in Indonesia was 126.83 million as of January 2024. This number is second in the world, after the United States, with 148.02 million users. Monthly active users of TikTok Shop in Indonesia reached 125 million as of February 2024 (Ahdiat, 2024). TikTok Shop is increasingly popular among Indonesian online consumers (Fitri & Syaefulloh, 2023) because it combines entertainment and shopping (Pham et al., 2025), especially for Generation Z. TikTok users are mostly Generation Z, born between 1997 and 2012. Generation Z spends more time on social media than watching television, and they may be interested in an easy-to-use marketplace that enables easy online transactions (Said et al., 2023), like TikTok. TikTok is highly trusted by Generation Z because of its influencers and engaging content.

TikTok's unique algorithm allows content to reach the right audience effectively. In addition, the live shopping feature within the platform makes it easier for users to directly transact from just watching. Influencer marketing can influence Generation Z in making purchasing decisions by giving them recommendations (Ishomi et al., 2025). Generation Z trusts real-time reviews from influencers and reviewers, so they are encouraged to follow and buy to avoid missing out or falling behind trends (Fear of Missing Out (FOMO)). This fear creates social anxiety that leads them to shop without rational consideration, ultimately affecting their satisfaction with their shopping experience. Moreover, the shift from traditional consumer behavior to digital behavior can make Generation Z more impulsive in their purchasing decisions. However, before making a purchase, they feel it is necessary to actively engage in conversations or seek reviews through electronic Word of Mouth (e-WOM) for consideration (Elgahwash et al., 2024). The relevance of understanding Generation Z consumer behavior in the digital age, particularly in the context of online purchases through TikTok Shop, is a priority in the research. In previous studies, many have analyzed purchase decision factors, such as influencer marketing, FOMO, and hedonic motivation, but few have analyzed purchase decision factors through e-WOM mediation. Hence, the researchers want to investigate further how e-WOM can mediate Generation Z's purchase decision factors.

Consumer behavior is a theory about how a person chooses, pays for, and utilizes products, services, concepts, or experiences to meet their needs and desires (Kotler & Keller, 2016). According to Razak (2016), consumer behavior is a factor that underlies consumers to determine purchasing decisions. Purchasing decisions are influenced by several factors that lead potential customers to consider all options and ultimately buy the goods they like the best (Arfah, 2022; Wacono et al., 2021).

Influencers are people who are incentivized to suggest and create content related to a particular brand or item through their platform, even though they are usually not customers (Brown & Fiorella, 2013). Influencer marketing has a significant effect on purchasing decisions (Sari & Darma, 2024). It is because consumers who see or hear recommendations from the influencers they trust will tend to buy the goods
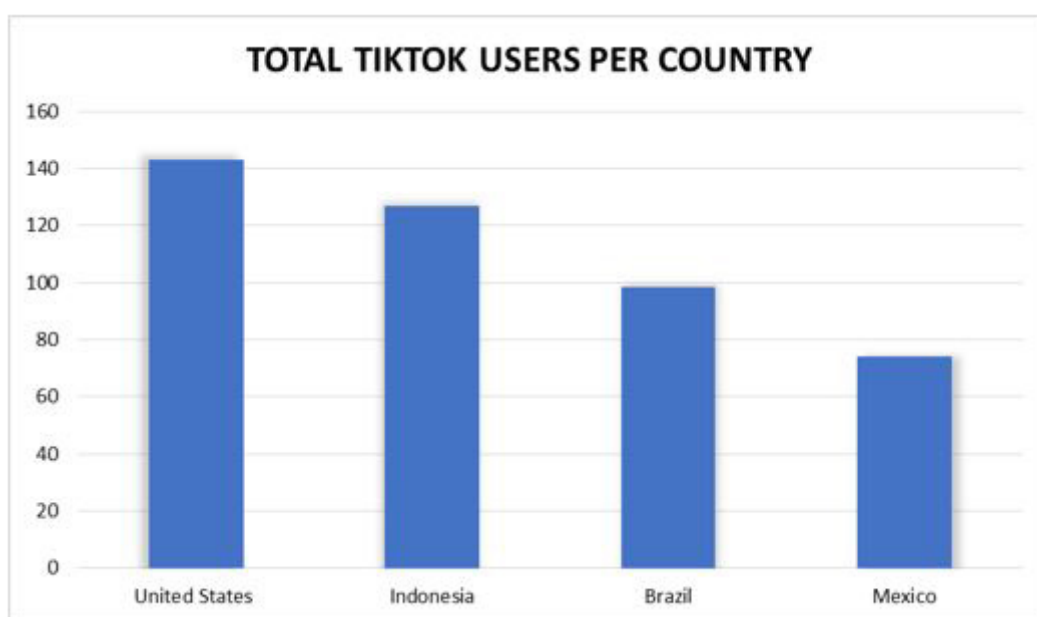

Figure 1 Total Users of TikTok Per Country
Source: We Are Social (2024)

or services suggested (Chen et al., 2024; Santiago et al., 2020). When followers are exposed to influencers' content on social media, influencers can influence their decision to buy (Dinh et al., 2023). However, some previous researchers reveal that influencer marketing has no significant effect on purchasing decisions (Fitri & Syaefulloh, 2023; Pratama et al., 2024). From these inconsistencies, the researchers formulate a hypothesis as follows:

H1: Influencer marketing has a positive and significant effect on purchasing decisions.

FOMO refers to a persistent sense of discomfort that arises when someone realizes that other people are having exciting experiences while they are is not (Travers, 2020). FOMO represents the customers' desire to join the neo-middle class and efforts to overcome loneliness by following trends (Kang et al., 2020). Therefore, people with this syndrome make decisions based solely on instinct and do not think about rationality (Thuy et al., 2023). Research by Ratnaningsih and El-Halidy (2022), shows that FOMO affects impulsive buying. It is also supported by research by Myrilla and Dewi (2022) that FOMO has a significant effect on conformity consumption behavior. Researchers formulate the next hypothesis as follows:

H2: FOMO has a positive and significant effect on purchasing decisions.

Hedonic motivation is an encouragement in a person that shopping activities are for fun and considers shopping fun based on emotional reactions or subjective thinking (Utami, 2017). Hedonic motivation also puts pressure on a person in making purchasing decisions. In line with the studies carried out by Abdurachman et al. (2023), Azzahra et al. (2023), and Triono and Fourqoniah (2024), hedonic motivation has a positive and significant effect on Shopee impulsive purchases. Meanwhile, according to Manafe et al. (2022), hedonic motivation has a positive but insignificant effect. Based on previous research, the researchers formulate the following hypothesis:

H3: Hedonic motivation has a positive and significant effect on purchasing decisions.

E-WOM is a form of good or bad comments from potential, actual, and relevant consumers with available products to the public through Internet media (Akyüz, 2013; Goyette et al., 2010). According to Ahmed and Nasir (2024), influencer marketing affects e-WOM. E-WOM is more reliable and stronger than broadcasting because it is spread through friends and family (Sarioglu, 2023). Therefore, the researchers formulate the following hypothesis:

H4: Influencer marketing has a positive and significant effect on e-WOM.

In accordance with Ramdani et al. (2024) and Febrianti and Usman (2025), someone who has FOMO will continue to communicate online through e-WOM in seeking and obtaining trending information. When feelings of FOMO arise, people will share positive responses with others, encouraging them to take similar actions. FOMO creates urgency among consumers when they see the experiences shared by others through e-WOM, causing them to take quick action to make a purchase. Based on this explanation and the relationship with the previous variables, the researchers formulate a hypothesis as follows:

H5: FOMO has a positive and significant effect on e-WOM.

Hedonic motivation is also defined as the enthusiasm a person feels, generated by a driving force. It can be indirectly said that e-WOM includes a driving force that encourages buyers in the next purchasing decision process (Yunitasari, 2022). Based on research by Tariyal et al. (2022), hedonic value also significantly affects perceived usefulness through e-WOM. Hence, the following hypothesis is proposed:

H6: Hedonic motivation has a positive and significant effect on e-WOM.

Along with technological developments, e-WOM includes marketing strategies that increase the level of interaction where customers can exchange their knowledge and favorite experiences with friends in the form of active comments and video reviews via social media (Vindy Zalfa & Indayani, 2024). According to Sri et al. (2024), Saraswati and Giantari (2022), and Abir et al. (2020), e-WOM has a positive and significant effect on purchasing decisions. It means that the better and more positive the customer's report on the experience of using an item is, the more positive the consumer's comments will be. Then, continuously, the consumer will provide product recommendations to other consumers for that product. Hence, the researchers formulate the following hypothesis:

H7: E-WOM has a positive and significant effect on purchasing decisions.

The content presented by influencers can explore how they influence their followers, form e-WOM, and recommend products to them (Hanin et al., 2024). Widespread online reviews can increase customers' desire to share their experiences and encourage them to purchase goods (Fitrianingsih et al., 2025). The rapid development of e-WOM in the digital world can also lead to FOMO, which often triggers consumer purchasing decisions (Lestari & Hayadi, 2024). The emergence of FOMO also increases hedonic motivation in Generation Z because information, such as billboards, viral products, or hangouts or activities that seem fun, is an encouragement that can cause a sense of satisfaction with themselves (Indrabayu &

Destiwati, 2022). According to Parolin and Boeing (2019), the hedonic concept emphasizes a positive shopping experience, and e-WOM has the opportunity to influence consumer satisfaction by strengthening positive expectations through online reviews and recommendations. Hence, the researchers formulate the following hypotheses:

H8: Influencer marketing influences purchasing decisions mediated by e-WOM,

H9: FOMO influences purchasing decisions mediated by e-WOM,

H10: Hedonic motivation influences purchasing decisions mediated by e-WOM.

METHODS

The research employs a quantitative approach to primary data, aiming to interpret the relationship between influencer marketing, FOMO, and hedonic motivation on Generation Z purchasing decisions, and to investigate the mediating role of e-WOM in TikTok. Next, the population is defined as the area to be studied, consisting of subjects or objects that meet certain criteria and characteristics set by researchers (Sugiyono, 2012). The population in the research is all people who know and use TikTok, totaling 282 participants. Furthermore, the sample category used is a non-probability sampling method, specifically purposive sampling, which involves certain criteria in determining the sample. The criteria are Generation Z participants who are between 14 and 29 years old, with East Java domicile, and have used and purchased products through TikTok. In the research, respondents are categorized based on gender, age, status, and domicile. Meanwhile, the minimum sample size can be calculated using the formula according to Hair et al. (2021). The minimum sample size is 260 respondents ((Number of indicators + Number of Latent Variables) × 10). The indicators for each variable are as shown in Table 1.

The data collection method uses primary and secondary data. Respondents are given access to an online questionnaire that contains primary data. Then, the secondary data comes from various sources, including books, previous articles, and websites. Google Form is used to make the questionnaire online. The form is shared on social media platforms, such as WhatsApp and Instagram. The research uses a Likert scale measurement with response options ranging from strongly disagree (1) to strongly agree (5).

In addition, the analysis technique used is statistical analysis in the form of a Structural Equation Model (SEM) with Partial Least Squares (PLS) 4.0 analysis tool for hypothesis testing. Version 4.0 of PLS-SEM includes a complete set of essential analysis options, as well as several new methods and complex model analyses. SEM-PLS has the ability to process complex structural models with many constructs or indicators (Fauzi, 2022).

RESULTS AND DISCUSSION

The data analysis is conducted based on the procedured described in the methods section. The research begins by collecting data from 260 Generation Z respondents in East Java based on gender, age, and status. It is done to determine how different backgrounds can influence respondents' perceptions of the topics asked in the previous questionnaire. The results show that 200 Generation Z women most often buy items from the TikTok Store, at 76.9%. The rest are 60 men with 23%. Of the respondents, 218 are 14−29 years old, with 83.84%. The others are 42 respondents aged 22−29 years, representing 16.15%. On the other hand, the status of respondents comprises 219 students (84.2%), 10 police officers (3.84%), 2 civil servants (0.76%), 13 private employees (5%), 5 entrepreneurs (1.92%), and 11 others (4.2%).

The results of data processing are carried out using SEM-PLS 4.0 statistical analysis. Statistical model assessment is carried out through three steps: outer model analysis, inner model analysis, and hypothesis testing in accordance with latent construction. A measuring model that links each indicator to its latent variable is used to evaluate the outer model. Meanwhile, model that connects latent variables with other latent variables using path coefficients is called an inner model. The previous hypothesis is important in the context of the analysis that has been conducted (Widiarto et al., 2024).

The conceptual framework of the research on the influence of influencer marketing, FOMO, and hedonistic motivation on purchasing decisions using the SMART PLS 4.0 algorithm with e-WOM as a mediator is shown in Figure 1. The output generated from version 4.0, such as the factor loading, shows good results. The results of the analysis also show that the model meets the necessary evaluation criteria. These results indicate that the data and constructs used to explain the research variables are consistent.

The processed and analyzed data are measured through outer model analysis, testing the validity and reliability of each variable indicator. Validity can be measured by convergent validity, which depends on the latent variable of factor loading, Average Variance Extracted (AVE), and discriminant validity by looking at the value of constructs that are greater than the value of other horizontal and vertical constructs (Subhaktiyasa, 2024). The results of the correlation value between measurement items and variables can be seen. The variable reliability assessment depends on the Cronbach's Alpha and composite reliability values.

According to Chin (1998), if the factor loading value is more than 0.60, the data can be said to be valid. The higher the factor loading value of each indicator, the more valid the indicator is. Based on Table 2, each variable has a value of more than 0.60. It means that all indicators of each variable can be said to be valid. It can be seen that MH2, regarding the spirit of shopping, has the highest factor loading value of 0.860 compared

Table 1 Indicators in the Research

Variable	Indicator	Source
Influencer Marketing	IM1: Influencers' honesty in providing information (Trustworthiness)	(Royan, 2005; Smuda, 2018)
	IM2: Consumer trust in influencers' recommendations (Trustworthiness)	
	IM3: Consumer interest in messages conveyed by influencers (Attractiveness)	
	IM4: Considering influencers as competent (Expertise)	
Fear of Missing Out	FoMO1: Being worried about missing out on promotional opportunities (Worry)	(Przybylski et al., 2013; Travers, 2020)
	FoMO2: Being afraid of missing out on what everyone is talking about (Fear)	
	FoMO3: Being worried about falling behind friends (Worry)	
	FoMO4: Being anxious about not keeping up with the latest trends (Anxiety)	
Hedonic Motivation	HM1: Preferring shopping places that offer discounts and low prices	(Utami, 2017)
	HM2: Shopping as an alternative to overcome boredom	
	HM3: Shopping as an exciting experience	
	HM4: Shopping to keep up with the latest trends	
e-WOM	e-WOM1: Message content	(Goyette et al., 2010)
	e-WOM2: Positive recommendation (Valence of Opinion)	
	e-WOM3: Asking about other people's shopping experiences (Valence of Opinion)	
	e-WOM4: Frequency and level of user engagement (Intensity)	
Purchase Decisions	PD1: Loyalty to a product	(Kotler & Keller, 2016)
	PD2: Habits in purchasing products	
	PD3: Giving recommendations to others	
	PD4: Making repeat purchases	

Table 2 Results of Factor Loading

Indicator	Electronic Word of Mouth	Fear of Missing Out	Influencer Marketing	Purchase Decisions	Hedonic Motivation
EW 1	0.830				
EW 2	0.806				
EW 3	0.756				
EW 4	0.792				
FoMO 1		0.691			
FoMO 2		0.754			
FoMO 3		0.742			
FoMO 4		0.810			
IM 1			0.845		
IM 2			0.779		
IM 3			0.846		
IM 4			0.721		
PD 1				0.812	
PD 2				0.848	
PD 3				0.825	
PD 4				0.805	
MH 1					0.775
MH 2					0.860
MH 3					0.830
MH 4					0.722

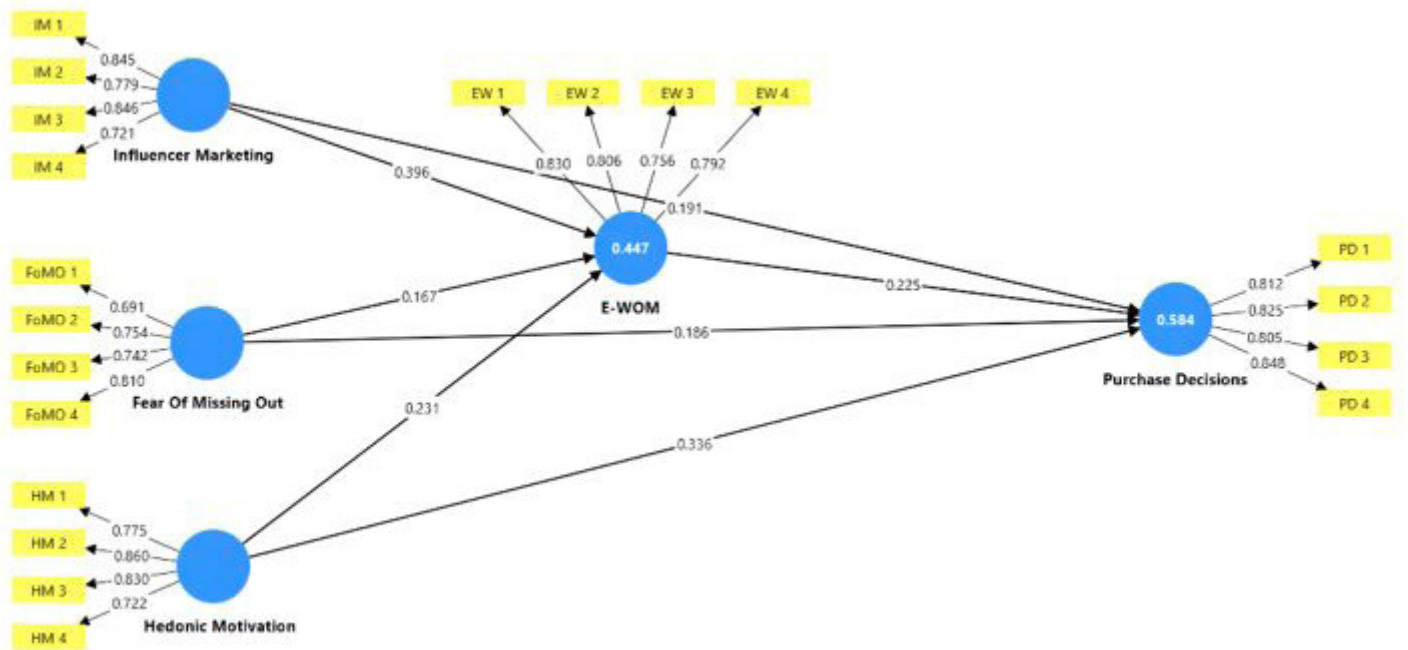Source: PLS Data Processing Results (2025)

Figure 2 Results of Path Coefficient
Source: PLS Algorithm Analysis Results (2025)

Table 3 Results of Reliability

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Electronic Word of Mouth	0.807	0.807	0.874
Fear of Missing Out	0.743	0.753	0.837
Influencer Marketing	0.810	0.816	0.876
Purchase Decisions	0.841	0.843	0.893
Hedonic Motivation	0.810	0.812	0.875

Source: PLS Data Processing Results (2025)

Table 4 Results of Convergent Validity

Variable	Average Variance Extracted (AVE)
Electronic Word of Mouth	0.634
Fear of Missing Out	0.563
Influencer Marketing	0.639
Purchase Decisions	0.677
Hedonic Motivation	0.638

Source: PLS Data Processing Results (2025)

to other items. Hence, the data are valid and represent variable measurement.

According to Hair et al. (2021), data can be said to be reliable if the results of Cronbach's alpha and composite reliability values (rho_a and rho_c) are more than 0.70. The Cronbach's alpha value is lower than the composite reliability (rho_a), and (rho_a) is lower than (rho_c). The results of Table 3 show that all the values generated by Cronbach's alpha and composite reliability are more than 0.70, meaning that the data are reliable.

AVE is the average variation owned by variables for each measurement item. The resulting value should be bigger than 0.50 (Hair et al., 2021). All variables in Table 4 have met the convergent validity criteria with a value of more than 0.50. The research finds that the highest AVE is in the purchase decision at 0.677, and the lowest is in FOMO at 0.563. These findings

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show that every indicator employed in the research is reliable for assessing its particular constructs.

Inner model analysis is used to analyze the causal relationships that exist between latent variables, also known as variables that are impossible to measure directly. This inner model shows the relationship between variables that have been built based on the theoretical basis. The path parameter coefficients in PLS are obtained using the bootstrapping stage to determine the internal model weights from the t-statistic values (Ardi & Isnayanti, 2020).

According to Hair et al. (2021), F-square value of 0.02 is low, 0.15 is moderate, and 0.35 is high. This analysis is used to determine the relationship between external and internal factors, as well as mediating variables on the dependent variable. Based on Table 5, the highest F-square value lies in the influence of influencer marketing on e-WOM with 0.174 and hedonic motivation on purchasing decisions with 0.163. It means that influencers have a high effect on e-WOM, and hedonic motivation has a high influence on purchasing decisions.

According to Chin (1998), the R-square value of 0.19 is low, 0.33 is medium, and 0.67 is high. The R-square value is used to see the accuracy of prediction (estimation) on independent and mediating variables. Based on Table 6, the R-square value in the e-WOM model is 0.447, meaning that this value has a high estimate. The influence of influencer marketing, FOMO, and hedonic motivation on e-WOM accounts for 44.7%, while the remaining 55.3% is influenced by factors external to the research model. The purchase decision model produces an R-square value of 0.584 with a medium effect. It means that the influence of influencer marketing, FOMO, hedonic motivation, and e-WOM on purchase decisions has an influence of 58.4%, with the remaining 41.6% being influenced by external factors outside the research model.

According to Hair et al. (2021), there are Q-square values of > 0 (low), > 0.25 (medium), and > 0.50 (high). This measurement aims to determine the relevant predicted value based on the observation level. Based on Table 7, Q predictions have a medium relevant predictive value or a fairly good level of

Table 5 Results of F-Square

Path	F-Square
Electronic Word of Mouth → Purchase Decisions	0.067
Fear of Missing Out → Electronic Word of Mouth	0.026
Fear of Missing Out → Purchase Decisions	0.042
Influencer Marketing → Electronic Word of Mouth	0.174
Influencer Marketing → Purchase Decisions	0.046
Hedonic Motivation → Electronic Word of Mouth	0.061
Hedonic Motivation → Purchase Decisions	0.163

Source: PLS Data Processing Results (2025)

Table 6 Results of R-Square

Variable	R-Square	Adjusted R-Square
Electronic Word of Mouth	0.447	0.441
Purchase Decisions	0.584	0.578

Source: PLS Data Processing Results (2025)

Table 7 Results of Q-Square

Indicator	Q Prediction
EW 1	0.298
EW 2	0.264
EW 3	0.243
EW 4	0.252
KP 1	0.405
KP2	0.342
KP3	0.335
KP 4	0.364

Source: PLS Data Processing Results (2025)

observation. EW3 has a Q-square value of 0.243, which is classified as low. The research has the highest medium category value in KP1, which is 0.405.

Hypothesis assessment on direct influence is significant if the p-value is smaller than 0.05 or the t-statistic is bigger than 1.96. Conversely, if the p-value is greater than 0.05 or the t-statistic is less than 1.96, it can be said that the variable has no significant effect on other variables. Based on Table 8, influencer marketing positively and significantly influences purchasing decisions, with a p-value of $0.023 < 0.05$ and a t-statistic of $2.278 > 1.96$, so H1 is accepted. Then, the direct influence of FOMO on purchasing decisions has a positive and significant effect, with a p-value of $0.007 < 0.05$ or a t-statistic of $2.686 > 1.96$, so H2 is accepted. Similarly, the direct effect of hedonic motivation on purchasing decisions is positive and significant, as seen from the p-value value of $0.000 < 0.05$ and the t-statistic value of $6.157 > 1.96$. Hence, H3 is accepted. The effect of influencer marketing on e-WOM, indicated by a p-value of $0.000 < 0.05$ and a t-statistic value of $5.386 > 1.96$, demonstrates a positive and significant effect. H4 is accepted. The effect of FOMO on e-WOM is a p-value of $0.018 < 0.05$ or a t-statistic value of $2.377 > 1.96$, which means it has a positive and significant effect. So, H5 is accepted. Similarly, the direct effect of hedonic motivation on e-WOM, with a p-value of $0.001 < 0.005$ or a t-statistic value of $3.199 > 1.96$, indicates a positive and significant effect. H6 is accepted. Finally, the effect of e-WOM on purchasing decisions has a p-value of $0.002 < 0.005$ or a t-statistic of $3.166 > 1.96$. It has a positive and significant direct effect, so H7 is accepted.

In Table 8, the indirect influence of influencer marketing on purchasing decisions through e-WOM has a positive and significant effect, as indicated by a p-value of $0.009 < 0.05$ and a t-statistic of $2.595 > 1.96$. E-WOM has the proper role in mediating influencer marketing and purchasing decisions so that H8 can be accepted. On the contrary, FOMO has no indirect effect on purchasing decisions with a p-value of $1.763 > 0.05$ or t-statistic $1.763 < 1.96$. The role of e-WOM as a mediating variable for FOMO on purchasing decisions does not have a positive and significant influence. Hence, H9 is rejected. Finally, the effect of hedonic motivation on purchasing decisions has an indirect effect with a p-value of $0.029 < 0.05$ or a t-statistic of $2.183 > 1.96$. The result indicates a positive and significant indirect effect with e-WOM mediation in the research model. E-WOM has an important role in mediating the relationship between hedonic motivation and purchasing decisions. So, H10 is accepted.

Given the information collected, influencer marketing has a positive and significant effect on purchasing decisions. The result is supported by research conducted by Ahmed and Nasir (2024). Influencer marketing has a positive and significant effect on purchasing decisions. Influencers can influence potential buyers in making purchasing decisions because their messages tend to be quickly

Table 8 Results of Direct Path Coefficient

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P-Values
Electronic Word of Mouth → Purchase Decisions	0.225	0.227	0.071	3.166	0.002
Fear of Missing Out → Electronic Word of Mouth	0.167	0.167	0.070	2.377	0.018
Fear of Missing Out → Purchase Decisions	0.186	0.190	0.069	2.686	0.007
Influencer Marketing → Electronic Word of Mouth	0.396	0.395	0.073	5.386	0.000
Influencer Marketing → Purchase Decisions	0.191	0.186	0.084	2.278	0.023
Hedonic Motivation → Electronic Word of Mouth	0.231	0.231	0.072	3.199	0.001
Hedonic Motivation → Purchase Decisions	0.336	0.335	0.055	6.157	0.000

Source: PLS Data Processing Results (2025)

Table 9 Results of Indirect Path Coefficient

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P-Values
Fear of Missing Out → Electronic Word of Mouth → Purchase Decisions	0.038	0.039	0.021	1.763	0.078
Influencer Marketing → Electronic Word of Mouth → Purchase Decisions	0.089	0.090	0.034	2.595	0.009
Hedonic Motivation → Electronic Word of Mouth → Purchase Decisions	0.052	0.052	0.024	2.183	0.029

Source: PLS Data Processing Results (2025)

accepted and considered trustworthy by Generation Z (Devi et al., 2024). Moreover, influencers have an image in the entertainment world, so their activities are in the spotlight for their followers (Brooks et al., 2021).

The results state that FOMO has a positive and significant effect on purchasing decisions directly. The research is also supported by Permatasari and Setyowibowo (2024) that FOMO has a positive and significant effect on purchasing decisions. FOMO drives Generation Z purchasing decisions by creating social pressure and emotional urgency with psychological aspects, FOMO on trends, worry about missing out on popular products, and anxiety about offering products with limited stock (Septia & Surianto, 2024). FOMO creates a high emotional appeal that accelerates consumer decision-making (Morsi et al., 2025).

The research finds that hedonic motivation has a positive and significant direct influence on purchasing decisions. Consistent with research conducted by Yastuti and Irawati (2023), hedonic motivation has a positive and significant effect on purchasing decisions. By shopping, someone will feel a very pleasant adventure, coupled with the various promotions available on e-commerce platforms that continue to attract customers to make additional purchases (Mahmud et al., 2023). When someone buys something, they are more concerned with personal satisfaction than the benefits they will get from the product itself (Pitaloka & Badriyah, 2024).

Influencer marketing has a positive and significant effect on e-WOM. The result is consistent with Younas et al. (2023) that influencer marketing has a positive and significant effect on e-WOM. From the information collected by influencers, audiences can understand product details, prices, and quality, which makes them interested in making purchases. This situation has directly indicated the occurrence of positive e-WOM (Riama, 2021). Influencers who create honest and positive information will build customer trust, which ultimately creates e-WOM (Yangkluna et al., 2022).

FOMO has a positive and significant effect on e-WOM. In line with research conducted by Kusumo et al. (2024) and Adelika et al. (2024), FOMO influences e-WOM. Consumer anxiety will lag behind the increasing trend due to widespread digital information. By utilizing the power of e-WOM, it will be spread quickly by users using the hype level or trends on social media. Then, FOMO will act as a medium for sharing information that can have an impact when more people use and discuss a product as part of the conversation (Christy, 2022).

Next, hedonic motivation has a positive and significant effect on e-WOM. The result is consistent with Tariyal et al. (2022) that hedonic value also significantly affects perceived usefulness through e-WOM. Customers' hedonic perceptions are also influenced by positive testimonials from customers spread through e-WOM or social media (Lestari & Hayadi, 2024). Indirectly, it can be said that e-WOM is one of the factors that motivate buyers to make decisions about what to buy next.

E-WOM has a positive and significant influence on purchasing decisions. In line with the results of research from Alfarisi and Sukaris (2024), e-WOM significantly influences purchasing decisions. For example, customers are attracted by the offer of discount coupons with prices that are even lower than the official price for the same quality. Moreover, before making a purchase, potential consumers investigate the product to be purchased (Yulindasari & Fikriyah, 2022). Prospective consumers will buy products that have received recommendations from others or are indeed worth buying, commonly called "Worth to Buy". It is because other people's shopping experiences are considered more credible. Hence, they can overcome the doubts of potential consumers when choosing a product and avoid purchasing errors.

The result also finds that e-WOM can mediate influencer marketing on purchasing decisions. In line with research conducted by Ahmed and Nasir (2024), influencer marketing has a positive and significant effect on purchasing decisions through e-WOM mediation. Consumers' reviews of the latest items on TikTok will make a significant impression. Followers can look for online reviews to learn more about a product before making a purchase. Moreover, influencer recommendations can be validated by positive reviews (Fitri & Syaefulloh, 2023). Prospective consumers in deciding to purchase will see and consider product information through active communication with users.

Next, FOMO does not have a significant indirect effect on purchasing decisions through e-WOM mediation. A person's fear in purchasing decisions will not occur if online communication is carried out, knowing that the recommended product has a FOMO strategy. Someone who has FOMO will make a purchase decision without seeing other people's shopping experiences (e-WOM). According to the research by Adelika et al. (2024), FOMO has no significant effect indirectly through e-WOM on purchasing decisions. It is because many similar products are more attractive and worth it, so e-WOM no longer affects people who are afraid of missing out (FOMO).

There is an indirect effect of hedonic motivation on purchasing decisions mediated by e-WOM. The result is in line with research conducted by Tariyal et al. (2022) and Kautish et al. (2023) that e-WOM can mediate the influence arising from hedonic motivation on purchasing decisions. With more e-WOM actors sharing their positive experiences with the products they buy, customers and those around them are increasingly encouraged to purchase these products (Somba et al., 2018). Someone with high hedonic motivation will express their satisfaction by sharing their experiences through the spread of e-WOM so that it can have an impact on potential customers' decisions to buy.

CONCLUSIONS

The rapid development of information technology has changed people's lifestyles, especially the shopping habits of Indonesian consumers. Platforms, such as TikTok, have emerged as the main means of online shopping due to the large number of Internet and social media users, especially among Generation Z. Hence, consumer purchasing decisions have shifted significantly from offline to online due to this phenomenon, especially through social media. The SEM-PLS findings show that hedonic motivation, FOMO, and influencer marketing all directly influence Generation Z's purchase decisions. Furthermore, through the mediation of e-WOM, hedonic motivation and influencer marketing have a large indirect impact on Generation Z's purchasing decisions. In contrast, in East Java, FOMO has no significant indirect impact.

Based on the research results, the importance and significance of product knowledge owned by consumers is to follow the lifestyle of influencers, which causes the decision to buy, especially for Generation Z. Influencers provide a strong influence that can create a new trend. This influence often leads their followers to seek inspiration from the content they share. Some people will also follow a viral trend so as not to be left behind or feel they are in a trend. Then, they are encouraged to make a purchase. Moreover, a person's decision to buy is also made emotionally, without knowing the benefits of the product being purchased. Through online purchases on TikTok, active communication from influencers and reviewers raises consideration in purchasing decisions. Before choosing to buy, they will find out about the product through content and comments that are more credible than promotions or buzzers.

The research conducted can strengthen the theory about the influence of influencer marketing, FOMO, and hedonic motivation on consumer behavior. Influencer marketing has a strong influence on shaping consumer behavior patterns through the opinions of influencers who are followed. FOMO influences consumers' attitudes towards a trend due to social factors, so that consumers feel attracted and encouraged to join in doing fun things. Then, hedonic motivation will arise when consumers seek pleasure and entertainment through consumption experiences by only looking at emotional pleasure without functional needs. In addition, these findings have the potential to encourage the development of new theoretical models that explain the relationship between these factors and purchasing decisions through the mediation of e-WOM. The research results can also be utilized by businesses or companies in implementing comprehensive marketing methods by integrating emotional and social elements in digital campaigns. Hence, it can increase product appeal and drive consumer purchase intentions more effectively.

The research limitation lies in the population that is limited to Generation Z women, while men have the same opportunity in research related to this topic. In addition, the research focuses on only one research domicile, namely East Java. Research related to consumer behavior can be conducted more broadly by adding other variables, such as utilitarian, lifestyle, consumerism, and endorsement. Future research can use more different samples, broader modeling, and more complex variables (mixed methods). In addition, further studies can consider comparisons between generations or other platforms to obtain a more comprehensive perspective.

AUTHOR CONTRIBUTIONS

Determined the variables and methods used, D. Y.; Searched for respondents using questionnaires distributed via Instagram and WhatsApp, D. Y.; Contributed data or analysis tools, D. Y.; Conducted independent analysis and had it reviewed by a lecturer, D. Y.; Wrote the paper, D. Y.; Determined the background structure and provided guidance and direction for proper article writing, F.; Provided correct analytical guidance and the order of writing per variable, F.; Provided guidance for implications, abstract, and research methods, F.; Analyzed the validity of data processing result, M. I. A.; Added incomplete data interpretation results, M. I. A.; and Conducted a thorough review of the manuscript, M. I. A.

DATA AVAILABILITY

The data that support the findings of the research are openly available in Figshare at https://doi.org/10.6084/m9.figshare.29886707

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