

# THE EFFECT OF MICRO INFLUENCERS AND CUSTOMER ENGAGEMENT ON PURCHASE INTENTION OF MILLENNIALS AND GEN Z WITH FOMO AS A MODERATING VARIABLE (A STUDY ON N'PURE PRODUCTS IN TIKTOK SHOP)

**Ni Kadek Mei Diana<sup>1</sup>, Ponirin<sup>2</sup>, Syamsul Bahri Dg. Paranai<sup>3</sup>, Anisah<sup>4</sup>**

Universitas Tadulako, Fakultas Ekonomi Dan Bisnis, Palu, Indonesia

E-mail: [meydiana546@mail.com](mailto:meydiana546@mail.com)<sup>1</sup>, [ppaidjan@gmail.com](mailto:ppaidjan@gmail.com)<sup>2</sup>, [syamsulbahri@untad.ac.id](mailto:syamsulbahri@untad.ac.id)<sup>3</sup>, [anisah154@gmail.com](mailto:anisah154@gmail.com)<sup>4</sup>

Received : 01 October 2025

Published : 23 December 2025

Revised : 10 October 2025

DOI : <https://doi.org/10.54443/morfaiv6i1.4724>

Accepted : 15 November 2025

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/4724>

## Abstract

The development of social media especially TikTok, has change marketing strategy with present micro influencer as source more information credible and close with consumers , especially in the younger generation young . On the other hand , the phenomenon Fear of Missing Out (FOMO) is increasing push consumer For follow trend beauty and make decision more purchases fast . Based on condition said , research This aim For analyze influence Micro Influencers and Customer Engagement to Purchase Intention on product N'Pure on TikTok Shop, as well as test the role of FOMO as variables moderation . Research use approach quantitative with involving 125 respondents users active TikTok ever see content promotion N'Pure . Data analysis was performed use PLS-SEM technique through SmartPLS . Research results show that Micro Influencers, Customer Engagement , and FOMO are influential positive and significant to Purchase Intention . In addition , FOMO has an influence positive to Customer Engagement as well as strengthen connection between Micro Influencers and Customer Engagement . However , FOMO actually weaken connection Customer Engagement to Purchase Intention . In general overall , findings This show that behavior consumers on TikTok are influenced by a combination of factor social , digital engagement , and conditions psychological FOMO, so that give implications important for brand in designing marketing strategies based more influencers effective .

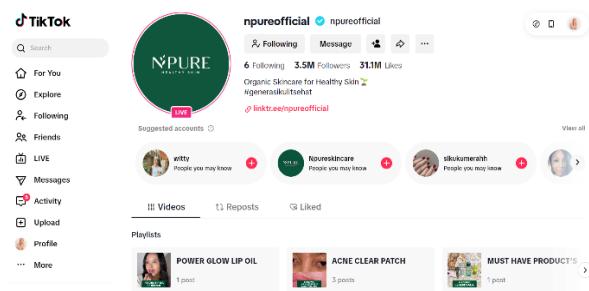
**Keywords:** *Micro Influencer, Customer Engagement, Purchase Intention, FOMO, Tiktok Shop*

## INTRODUCTION

In the era of digital development , social media like TikTok does not only functioning as platform entertainment , but also used in a way strategic by the perpetrator business For reach customer in a way direct through community -oriented approach . Research by Maulana & Sandyawati ( 2023 ) show that use content creative on TikTok is proven increase income monthly digital business , making it an effective promotional medium . According to Chusnaini & Rasyid (2022) social media influence to behavior consumer covers various activity , start from give information , sharing ideas and attitudes , building awareness as well as understanding , until visualize behavior after purchase without truly do regular purchases called with interest purchase intention . N'Pure , a skincare brand local made from natural , successful utilizing TikTok as an effective promotional medium . The @npureofficial account has 3.5 million followers . followers and 31.1 million likes (as of November 20, 2025), with content diverse like education , testimonials , viral challenges , and collaboration with micro-influencer . Focus N'Pure on TikTok is driven by features interactive like live shopping, affiliate , duet, stitch, and UGC ( user-generated content ) , which allows consumer participate active in spread message brand . TikTok selected more Lots compared to other platforms because his abilities build involvement emotional in a way real-time and participatory (Astita & Azhar, 2025; Sari et al ., 2024) . Foundation theoretical study This built on the Stimulus–Organism–Response (S–O–R) model which explains How factor external influence behavior individual through internal processes. In the context digital marketing , Micro-Influencer positioned as a Stimulus (S), which creates stimulation credible and authentic for audience on TikTok. Stimulation This trigger psychological processes consumers , namely Customer Engagement as Organism (O), which includes response cognitive , affective , and conative to relevant content . More advanced , level this internal involvement factored by variables FoMO ( Fear of Missing Out ) as an important moderator , where anxiety consumer will lost information or chance promotion can strengthen response they to micro-influencer

stimulus . In general collectively , this internal process ultimately produce response behavior that can measured , namely Purchase Intention as Response (R), which reflects intention consumer For buy product Pure as results from interaction complex This . Where in this era Millennials and Generation Z are known as digital natives who utilize social media not only for entertainment but also as a space to shape their identity and consumption preferences. Millennials tend to focus on efficiency and connectivity, while Gen Z is more prominent in using digital trends as a means of self-expression. Both often purchase products not only out of necessity but also due to emotional drives, social recognition, and the Fear of Missing Out (FOMO) phenomenon, the anxiety of missing out on popular trends. According to the Capgemini Research Institute (2023) , 61% of Gen Z discover new products through social media and 48% through influencers, a figure significantly higher than previous generations. This shows that FOMO is not just a slang term, but a real psychological factor that drives purchases and maintains social relevance in the digital age. With Thus , the FOMO ( Fear of Missing Out ) phenomenon that often occurs associated with Gen Z can understood as consequence from height intensity exposure to content product new on social media . This is show that FOMO is not just term hangout , but rather factor psychological real capable push intention buy (purchase intention).

Although Lots study previously has study influence influencers on purchase intention and its importance customer engagement on social media , still rarely combined second factor the with FOMO as variables moderation . From research This fill in gap the with focus on interactions on TikTok, using object local N'Pure , and review impact content micro-influencers , customer engagement , as well the role of FOMO in form purchase intention . Uniqueness from study This lies in the approach holistic to ecosystem marketing social with combine aspect personal from micro-influencer , participation active from customers , and dimensions emotional from FOMO to study How all three influence purchase intention in a way simultaneous . With approach this research expected can give contribution theoretical for development knowledge digital marketing ,as well as recommendation strategic for perpetrator business For understand behavior Gen Z consumers are influenced by interactions social , engagement emotional , and drive psychological FOMO.



## LITERATURE REVIEW

### Micro-influencer

influencer marketing has resulted in a categorization based on follower count. Micro-influencers with between 1,000 and 100,000 followers are considered more capable of fostering emotional closeness due to their more genuine and personal interactions (Geyser in Mujianto et al ., 2025) . This opinion aligns with Campbell & Farrell (2020) , who stated that audiences perceive recommendations from micro-influencers as more authentic than those from major celebrities, thus increasing trust in their messages. Several studies have shown that the effectiveness of micro-influencers is influenced by the credibility of the source, which includes expertise, trustworthiness, attractiveness, relevance, and interaction with the audience. (Amelia & Wajdi, 2024) . The higher this level of credibility, the greater the influence on consumer understanding and decisions. This forms the theoretical basis for the theory that micro-influencers can influence purchase intention through two channels: first, building trust in the product, and second, increasing consumer engagement through ongoing interactions. Empirically, research by Sokolova & Kefi (2020) shows that micro-influencers significantly increase customer engagement and purchase intent, particularly on video-based platforms like TikTok and Instagram. These findings confirm that micro-influencers serve as marketing communication triggers that can increase purchase intent.

Gambar 1. Akun Tiktok

### Customer engagement

Customer engagement is a fundamental concept in relationship marketing and refers to consumers' cognitive, emotional, and behavioral participation in a brand or content (Gupta et al ., 2018) . Hollebeek in Chakrabarti (2024) states that engagement occurs when consumers voluntarily allocate their attention, emotions, and activities in interactions with a brand.

Theoretically, engagement serves as a psychological mechanism that bridges marketing stimuli such as micro-influencer content with behavioral responses (purchase intentions). Engaged consumers tend to be more active in seeking information, feeling emotional attachment, interacting with content, and demonstrating purchase intentions (Lim et al., 2022). Empirical research supports this relationship. Zaid & Patwayati, (2021) and Ponirin et al. (2024) provide evidence that customer engagement increases consumption levels, preferences, and purchase intentions because consumers feel closer to the brand. On the platform TikTok Shop, engagement such as comments, likes, and interactions with content have a positive correlation with increased purchase intent (Kim, 2020).

### Purchase intention

Purchase intention is an important indicator of consumer behavior in the purchasing process and acts as a strong predictor of actual actions (Peña-García et al., 2020). Ferdinand in Salsabiela et al., (2022) identified four aspects of purchase intention : transactional, referential, preferential, and exploratory. In theory, purchase intention is influenced by information credibility, trust level, involvement, and emotional arousal from consumers. Indrawati et al. (2023) argue that interactions through social media and the reliability of sources (including micro-influencers) can reduce uncertainty and increase purchase intention. Empirical research shows consistent results where the impact of micro-influencers (Sokolova & Kefi, 2020), customer engagement (Kim, 2020), and emotional factors such as FOMO (Gwang & Hyung, 2022) have been shown to have a significant influence on increasing purchase intention on digital platforms .

### FOMO (fear of missing out)

FOMO is concern will lost chance For feel moment , following trend , or participate in other people's experiences (McGinnis, 2020). Generation Z, who grew up in the digital era, tends to more easy affected by FOMO because fast and in -depth access to various content , especially on the TikTok platform (Chakrabarti, 2024; Widjaya et al., 2024) . The characteristics of FOMO include fear , anxiety , discomfort , decreased self- confidence . self , as well as desire For always connected (Wachyuni et al., 2024) . From the perspective of view theoretically , FOMO works as trigger emotion for consumers who can strengthen or change connection between stimulation marketing and response purchase . Research conducted in a way empirical show that FOMO can speed up decision For buy in a way impulsive and increasing intention buy , especially For products cosmetics and fashion (Gwang & Hyung, 2022; Solaiman & Pangaribuan, 2024) . In addition that , FOMO can also increase involvement Because consumer feel pushed For active follow trend so as not to left behind .

### Development Hypothesis

Study This study impact from micro influencer (X1) and customer engagement (X2) towards purchase intention (Y) with FOMO (Z) as variables moderate . In the world of digital marketing , especially on the TikTok platform , micro influencers become factor crucial Because proximity , credibility , and manner authentic communication that can influence view consumers . Meanwhile that , customer engagement reflect aspect cognitive ,emotional , and behavioral that can the more strengthen intention For buy . FOMO as phenomenon psychological create a sense of worry will left behind trends , information , or experiences experienced by others . This situation make consumer more responsive to message marketing , in particular content from micro influencers on TikTok who are fast , interactive , and viral . Therefore that , the relationship between variables in study This can explained through theory influence social , credibility sources , marketing relations , as well as stimulus- organism - response (SOR), which is also supported by the findings latest empirical .

H1: FOMO has an effect positive and significant to purchase intention

FOMO drives individual For quick buy goods so as not to left behind trend or perceived opportunities valuable . Based on theory Stimulus-Organism-Response , stimulus in the form of fear For miss ( stimulus ) causes change in emotions and motivation ( organism ), which ultimately produce intention For shopping ( response ). Empirical evidence support matter This Solaiman & Pangaribuan (2024) show that FOMO is significant increase decision For buy Because consumer affected For follow What is popular . In other words, the more big the level of FOMO felt , the more tall possibility consumer intend buy product N'Pure via TikTok Shop.

H2: FOMO has an effect positive and significant to customer engagement

FOMO drives people to more active in use social media so as not to left behind information or significant trend . Users more tend For search , view , and interact with appropriate content . Research by Li et al. ( 2021) support matter This with find that FOMO increases involvement users in form likes , comments , and consumption

more digital content in-depth . In the context of TikTok, users who have high FOMO usually more involved with content N'Pure presented by micro influencers .

**H3: Micro influencers are influential positive and significant to purchase intention**

Micro influencer own level high confidence Because they considered more original , can connected , and more near with audience compared to with celebrities big . Credibility theory source explain that confidence , skills , and power pull influencer influence intention buy from consumers . Existing research support statement This Maharani et al. (2024) disclose that credibility micro influencers have an impact significant to intention buy consumers in products beauty . Therefore that , micro influencers on TikTok who market N'Pure own role important in increase desire consumer For buy product the .

**H4: Micro influencers are influential positive and significant to customer engagement**

Proximity emotional impact created by micro influencers through natural content can increase customer engagement . Consumers look at micro influencer as a friendly figure who gives advice , not only as advertiser product . Evidence shows that micro influencer can in a way significant increase level interaction . Ao et al . (2023) find that content produced by micro influencers can enlarge interaction like comments , likes , and frequency watch from consumers . With thus , micro influencers own crucial role in weave involvement with product N'Pure .

**H5: Customer engagement has an effect positive and significant to purchase intention**

Customer engagement covering aspect cognitive , emotional , and behavioral development proximity with brand . Marketing theory connection explain that level involvement more consumers tall relate with improvement trust and commitment , which in turn strengthen intention For buy . Research by Habib et al . (2022) disclose that involvement in a way significant contribute to purchase intention in context digital interaction . This show that the more tall involvement consumer with TikTok N'Pure content , increasingly big possibility they own intention For buy .

**H6: FOMO moderates influence customer engagement towards purchase intention**

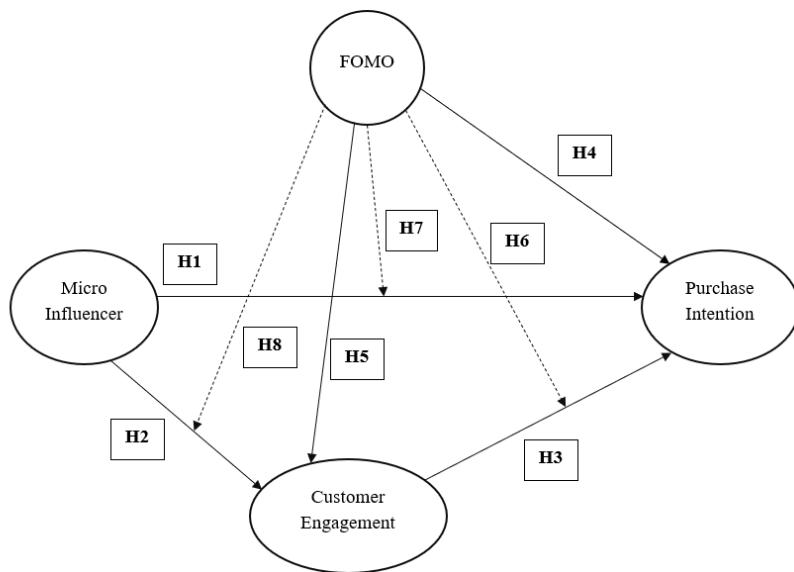
Strong engagement will more powerful in increase desire For buy when consumer feeling high FOMO . When someone involved with something content and at the same time feel worry will left behind trend , then a sense of urgency For do purchases will also be increased . Research by Goel & Singh (2025) show that FOMO strengthens connection between engagement and purchase intention , especially on the fast -paced and dynamic TikTok platform . With Thus , FOMO works as lever that strengthens impact involvement to desire buy .

**H7: FOMO depreciates influence micro influencers towards purchase intention**

Influence micro influencer will the more large in consumers who experience high FOMO . When micro influencers introduce trend or popular goods , consumers with high FOMO tend more easy moved For do purchase . Solaiman & Pangaribuan (2024) emphasize that FOMO strengthens impact marketing influencer to choice purchase , because consumer No want to feel missed . Because of that that , FOMO strengthens effectiveness communication micro influencer to purchase intention .

**H8: FOMO moderates influence micro influencers towards customer engagement**

Consumers who have high FOMO levels tend more sensitive to content from micro influencers and more active in interact like liking , commenting , and sharing . Research conducted by Chairani et al. (2025 ) indicates that FOMO strengthens relatedness between exposure influencers and engagement on social media platforms . In other words, when micro influencer promote product N'Pure , consumer with FOMO will show level more involvement tall .



Gambar 2. Kerangka Pemikiran

### Research methods

This research applies a quantitative approach based on the paradigm positivism, with the main objective of testing the hypothesis through statistical analysis ( Sugiyono, 2023:16) . The focus of the research was directed at the N'pure product marketed through TikTok Shop. The sampling technique used purposive sampling with the respondent criteria being millennials and Gen Z who are active TikTok users who have seen N'pure promotional content and have had an interest in purchasing the product but have never purchased the product. The research instrument in the form of a Likert scale questionnaire was used to measure the variables of Micro influencer, Customer engagement, Fear of missing out, and Purchase intention , with a rating scale of 1–5 from “strongly disagree” to “strongly agree” (Sugiyono, 2023:199) The number of 125 respondents was determined based on the guide (Hair et al. , 2021) which suggests a minimum of five to ten respondents for each indicator, or using a constant of 25 respondents per latent construct so that the research results are more representative . With four latent constructs studied, the total minimum sample required is  $5 \times 25 = 125$  respondents. Furthermore, validity and reliability tests were conducted with the help of SPSS, while data analysis used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS, because this technique is effective for analyzing complex research models and involving mediating variables comprehensively (Hair et al. , 2021:356) .

## RESULTS

### Respondent Data Characteristics

Sub chapter This serve characteristics respondents who participated in research , including aspect relevant demographics and economics with topic processed studies using SmartPLS 4 tools to test every connection variable

TABLE 3. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Generation	Gen Z (1995 - 2012)	88	70.8%
Gender	Woman	86	68.6%
Status/ Occupation	Students	65	51.8%
Domicile	Outside the island Sulawesi	83	66.4%
Income Monthly	Rp2,500,001 - Rp5,000,000	94	75%
Monthly pocket money	Rp500,001 – Rp1,000,000	92	73.2%
Big shopping monthly	<Rp.500.00	83	66.4%
For cosmetics			

Source : Data processed by researchers, 2025

Based on the results of respondent characteristics data, this study involved 125 participants who were active TikTok users, had seen promotional content for N'Pure products, and had never purchased N'Pure products. In terms of age, the majority came from Generation Z, with 88 respondents (70.8%), a group known to be active on social media and have a large influence on digital beauty trends. The majority of respondents were female (68.6%), indicating that N'Pure users are dominated by women who have a high interest in natural skincare products. A total of 65 respondents (51.8%) were students. This indicates that the majority of research participants came from the productive age group who were currently studying and actively interacting with digital platforms. The majority of respondents, namely 83 people (66.4%), lived outside Sulawesi Island, thus providing a diversity of perspectives in the use of the products and platforms studied. Most respondents had a monthly income of Rp 2,500,001–Rp 5,000,000 (75%) and pocket money of Rp 500,001–Rp 1,000,000 (73.2%), which is in accordance with the dominance of students in the sample. Meanwhile, spending on cosmetics tended to be low, with 83 respondents (66.4%) spending less than Rp 500,000 per month.

## Descriptive Analysis

**Table 4. Descriptive Analysis**

Variables	Number of Items	Minimum Value	Average
Micro Influencer (X1)	7	1	3.30
Customer Engagement (X2)	9	1	3.27
Fear Of Missing ( Z)	5	1	3.30
Repurchase Intention (Y)	4	1	3.16

Source : Data processed by researchers 2025

Based on the descriptive analysis results, all variables have a minimum value of 1, indicating that respondents used the entire range of the rating scale. The average value for each variable ranged from 3.16 to 3.30, indicating that respondents gave a fairly positive assessment of Micro Influencers, Customer Engagement, Fear of Missing Out, and Purchase Intention. Overall, respondents' responses showed a fairly good perception of all research variables.

## Outer Model Test Analysis

### Convergent validity

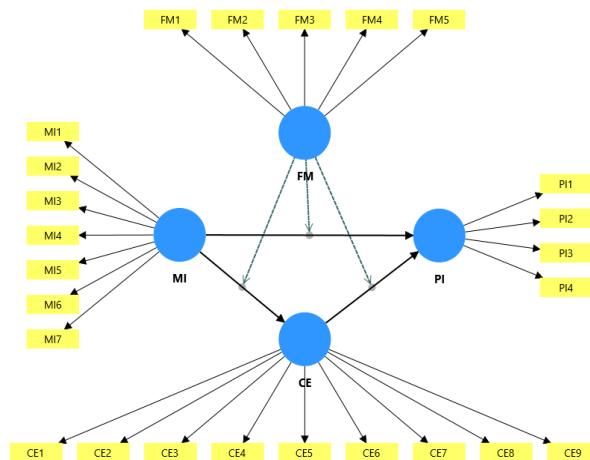


Table 4 Outer loading

variables	indicator	Outer loading
Micro influencer (X1)	MI1	0.778
	MI2	0.797
	MI3	0.813
	MI4	0.807
	MI5	0.760
	MI6	0.704
	MI7	0.779
Customer engagement (X2)	CE1	0.864
	CE2	0.868
	CE3	0.859
	CE4	0.847
	CE5	0.815
	CE6	0.795
	CE7	0.783
	CE8	0.718
	CE9	0.805
Fear Of Missing Out (FOMO) (Z)	FM1	0.896
	FM2	0.889
	FM3	0.904
	FM4	0.903
	FM5	0.923

variables	indicator	Outer loading
Purchase intention (Y)	PI1	0.787
	PI2	0.782
	PI3	0.715
	PI4	0.757

Source: Data processed by researchers 2025

The convergent validity test results showed that most indicators had outer loading values above 0.7, meeting the validity criteria. Indicators with values between 0.7 and 0.9 were retained due to their theoretical relevance. All constructs met the requirements of  $CR > 0.7$  and  $AVE > 0.5$ , thus being declared valid.

### Discriminant Validity

Table 5. Discriminant Validity

Variables	MI	CE	FM	PI
Micro Influencer (X1)	0.778	0.644	0.687	
Customer Engagement (X2)		0.818		
Fear of Missing Out (Z)		0.565	0.903	
Purchase Intention (Y)	0.632	0.603	0.632	0.761

Source : Data dolah researcher 20205

Validity test results evaluated discriminant with criteria Fornell and Larcker , namely compare mark root square AVE on the main diagonal with coefficient correlation between variables in the same row and column . Based on Table 5, the AVE value for all variables (MI: 0.778; CE: 0.818; FM: 0.903; PI: 0.761 ) consistent more tall compared to with all over coefficient correlation between other latent variables . With thus , it can concluded that validity discriminant For all construct has fulfilled ,

## Reliability Test

Table 6. Reliability Test

Variables	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
CE	0.938	0.940	0.670
FM	0.943	0.943	0.816
MI	0.891	0.895	0.605
PI	0.757	0.760	0.579

Source: Data processed by researchers 2025

The reliability test results show that all variables have Cronbach's Alpha and Composite Reliability values above 0.70, thus they can be declared reliable and consistent in measuring their constructs. Customer Engagement (CE), Fear of Missing Out (FM), and Micro Influencer (MI) show very good reliability, while Purchase Intention (PI) also still meets the standards despite its lower value. AVE values that are all above 0.50 confirm that each variable is able to explain more than half of the variance of its indicator. Thus, all constructs are declared to meet the required reliability and convergent validity.

## Inner Model Test Analysis

### R-square

R-square ( $R^2$ ) is a statistical indicator used to assess the model's ability to explain variations in the dependent variable based on its independent variables.

Table 3: R Square Test Results

Variable	R-square	R-square adjusted
CE	0.483	0.470
PI	0.562	0.544

Source: SmartPls processed data, 2025

Based on the table above, it can be seen that the R-Square value of the CE variable is 0.483, indicating that the MI, FM, and PI variables influence the CE variable by 48.3%. The remainder is influenced by other variables. The R-Square value of the PI variable is 0.562, indicating that the MI, FM, and CE variables influence the PI variable by 56.2%, with the remainder influenced by other variables.

### Collinearity statistics (VIF)

To ensure the absence of multicollinearity among the predictor variables in the model, a collinearity analysis was performed using the Variance Inflation Factor (VIF) value. The purpose of this test is to evaluate whether constructs such as micro-influencers, customer engagement, FOMO, and interaction variables interact excessively with each other. According to Hair et al. (2021), a model is considered free of multicollinearity if the VIF value is below 5. Therefore, VIF testing is necessary to ensure that each construct has a clear contribution and does not overlap before proceeding with the structural model analysis.

Table. 4 Collinearity statistics (VIF)

Variables	VIF
CE -> PI	1,945
FM -> CE	1,892
FM -> PI	2,006
FM x CE -> PI	1,291
FM x MI -> CE	1,001
FM x MI -> PI	1,324
MI -> CE	1,894
MI -> PI	2,446

Source: data processed by researchers 2025

The results of the multicollinearity test show that all VIF values are below the general limit of 5 and the conservative limit of 3, so it can be said that the model does not face collinearity problems. The highest VIF value is found in the MI → PI relationship with the number 2.446, followed by FM → PI (2.006), CE → PI (1.945), and MI → CE (1.894), all of which are still considered in the safe category. This indicates that each main construct does not have excessive correlation in predicting the dependent variable. For the interaction variables, all VIF values ranged from 1.001 to 1.324, indicating that the moderating effect of FOMO did not cause additional collinearity issues when interacting with micro-influencers or customer engagement. These low values indicate that the structure of the moderation model remained stable and was not affected by excessively high predictor correlations. Overall, the VIF results prove that each variable in the model contributes independently to the prediction, so that the estimation in PLS-SEM can be well understood and the inner model analysis can be continued without any obstacles from multicollinearity.

## Hypothesis Testing

Table 5. Hypothesis Test Results

Variables	Original sample (O)	T statistics ( O/STDEV )	P values
FM -> PI	0.302	2,564	0.010
Variables	Original sample (O)	T statistics ( O/STDEV )	P values
FM -> CE	0.234	2,099	0.036
MI -> PI	0.324	3,084	0.002
MI -> CE	0.476	4,473	0,000
CE -> PI	0.220	1,992	0.046
FM x CE -> PI	-0.235	1,958	<b>0.050</b>
FM x MI -> PI	0.200	1,892	<b>0.059</b>
FM x MI -> CE	0.223	2,485	0.013

Source: Data processed by researchers, 2025

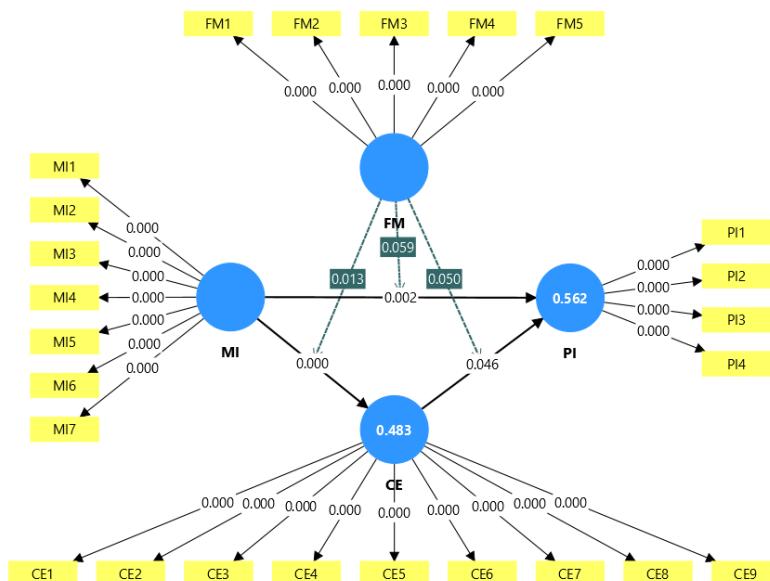


Figure 2. Hypothesis Test Results

The criteria for accepting the hypothesis are if the t-Statistic is more than 1.96 and the P-Value is less than 0.05, then Ha is accepted and Ho is rejected and vice versa. Based on the results of the hypothesis test, all variables in this study showed a positive and significant influence between variables. The FOMO (FM) variable was proven to have a positive and significant effect on Purchase Intention (PI) ( $\beta = 0.302$  ;  $T = 2.564$  ;  $P = 0.010$ ) and on Customer Engagement (CE) ( $\beta = 0.234$  ;  $T = 2.099$  ;  $P = 0.036$ ). Meanwhile, the Micro Influencer (MI) variable also had a positive and significant effect on Purchase Intention (PI) ( $\beta = 0.324$  ;  $T = 3.084$  ;  $P = 0.002$ ) and Customer Engagement (CE) ( $\beta = 0.476$  ;  $T = 4.473$  ;  $P = 0.000$ ). Furthermore, Customer Engagement (CE) has a positive and significant effect on Purchase Intention (PI) ( $\beta = 0.220$ ;  $T = 1.992$  ;  $P = 0.046$ ).

In the moderation variables, FOMO (FM) moderates the effect of Customer Engagement (CE) on Purchase Intention (PI) negatively and insignificantly ( $\beta = -0.235$  ;  $T = 1.958$  ;  $P = 0.050$  ), and moderates the effect of Micro Influencer (MI) on Purchase Intention (PI) negatively and insignificantly ( $\beta = 0.200$ ;  $T = 1.892$ ;  $P = 0.059$ ) and Customer Engagement (CE) ( $\beta = 0.223$  ;  $T = 2.485$ ;  $P = 0.013$ ) positively and significantly. The results of the analysis show that after entered variables moderation , influence connection main precisely experience marked weakening with increasing mark p-value become approach or exceeding the significance limit (0.050 and 0.059). Condition This indicates that interaction between FOMO and Customer Engagement and interaction between Micro Influencer with Purchase Intention No give impact strengthening , even tend lower effectiveness connection the .

## Discussion

Research result This give comprehensive understanding about How Micro Influencers, Customer Engagement and Fear of Missing Out (FOMO) . together influence Purchase Intention consumer to product N'Pure on TikTok Shop. general , research model show strong performance , reflected through mark High R-square on Customer Engagement and Purchase Intention , which means variables in study This succeed explain part big behavior consumer in context social media - based digital marketing . Findings This strengthen relevance theory Stimulus–Organism–Response (SOR) in understand behavior Gen Z and Millennial consumers , who are highly influenced by visual content , interactions social and dynamics trends in the digital world. Characteristics respondents were dominated by Gen Z and women show suitability with the target market for skincare products as well habit intense social media consumption in groups This is . Gen Z is active TikTok users , have trend follow trends , and more responsive to content based community as well as recommendation influencer . This is participate influence How they respond promotion N'Pure on TikTok, which combines visual elements , testimonials, and features interactive like live shopping and UGC.

In a way descriptive , average score is sufficient high in every variables show that respondents own perception positive to content micro influencers , feel Enough involved with content brand , and show moderate level of FOMO high . Condition This create conducive digital environment for formation purchase intention , especially on the platform dynamic like TikTok. The results of the study indicate that FOMO has a positive effect on purchase intention . This means that the greater a consumer's fear of missing out on information or trends, the greater their desire to purchase a product. This finding aligns with the research of Asyifa et al. (2024) , who found that FOMO drives increased impulsive purchasing decisions among Generation Z. These findings confirm that FOMO can create a psychological urgency that directly influences consumer purchase intention. This study also found that FOMO increases customer engagement . Consumers with high levels of FOMO tend to be more active in watching, commenting, and observing product content to stay connected with the latest trends. These findings are supported by research by Hidayati & Nasution (2025) , which shows that FOMO increases online activity and digital engagement before triggering purchasing behavior. This means that FOMO acts as a trigger for more intense digital interactions.

Micro-influencers have been shown to have a positive influence on purchase intention because they are perceived as more credible and authentic by consumers. This aligns with research by Masuda et al. (2022) , which found that social media influencers have a direct and significant influence on purchase intention through trust and brand awareness . Their personal connection and natural communication style make micro-influencers more effective in influencing consumer purchase intention . Furthermore, micro-influencers also have a strong influence on customer engagement . Consumers are more likely to engage with influencer content perceived as relatable and honest. Research by Adhidarma & Kiky (2025) supports this finding by showing that influencer credibility can significantly increase online engagement . This proves that micro-influencers not only influence perceptions but also increase consumer engagement levels in digital content.

This study demonstrated a significant influence of customer engagement on purchase intention . This indicates that the more consumers engage with content, the greater their desire to purchase the product. Research by Habib et al. (2022) also found that emotional and cognitive engagement with social media content is a strong driver of purchase intention . Thus, engagement acts as a psychological mechanism linking content exposure to purchasing decisions. However, FOMO was found to have no significant moderating effect on the relationship between customer engagement and purchase intention , although the coefficient direction was negative. This means that the emotional pressure caused by FOMO is not strong enough to change or weaken the influence of customer engagement on purchase intention . Nevertheless, the findings of Goel & Singh (2025) remain relevant as they illustrate that excessive FOMO can shift purchasing motives to be more impulsive, although this effect was not proven significant in the context of this study.

The results also showed that FOMO was insignificant in strengthening the influence of micro-influencers on purchase intention. This finding is consistent with research by Masuda et al. (2022), which emphasized that influencer credibility is already a strong enough influence on purchase intention without the assistance of additional psychological factors. Thus, the influencer effect remains more dominant than the emotional effect of FOMO, so moderation does not emerge statistically. Decline effect after enter variables moderation show that interaction intervariable No create influence additional reinforcement connection main. In the context of study this, mechanism psychological factors brought about by FOMO and micro influencers No each other support when combined, so that his contribution to the model precisely weakening. Combination between encouragement emotional FOMO and influence credibility from micro influencer No produce meaningful synergy, so that effect the interaction low and not significant. Findings This confirm that moderation No always strengthen relationships, especially when characteristics interacting variables No move through track the same influence.

Conversely, FOMO has been shown to strengthen the relationship between micro-influencers and customer engagement. When consumers have high levels of FOMO, they are more responsive to influencer content and engage more actively. Research by Solaiman & Pangaribuan (2024) also shows that the combination of FOMO and influencer exposure increases the intensity of users' digital interactions. This confirms that FOMO can be a catalyst that strengthens the appeal of influencer content. In a way overall, research This show that behavior digital consumers are multidimensional: influenced by factors social (micro influencer), factors interaction (engagement), and factors psychological (FOMO). These results own implications strategic importance for brand like N'Pure in designing content and campaigns marketing on TikTok, especially in utilise micro influencer in a way proper and ethical.

## **CONCLUSION**

Study This conclude that Micro Influencers, Customer Engagement, and Fear of Missing Out (FOMO) play a role important in form Purchase Intention consumer to product N'Pure on TikTok Shop. Micro Influencers become the most dominant factor Because credibility and authenticity the content capable increase involvement as well as push interest buy in a way significant. Customer Engagement also has an impact positive to Purchase Intention, shows that interaction active with content strengthen interest consumer to product. Meanwhile that, FOMO has an effect direct to engagement and purchase intention, but own role different moderation strengthen connection between Micro Influencers and Engagement, However weaken influence Engagement to Purchase Intention. In general overall, findings This confirm that behavior Consumers on the TikTok platform are influenced by a combination of factor social, interactive, and psychological, which are important understood by the brand For designing more digital marketing strategies effective.

## **REFERENCES**

Adhidarma, K. G., & Kiky, A. (2025). Pengaruh Kredibilitas Influencer, Kualitas Konten, Dan Engagement Terhadap Keputusan Pembelian Pada Merek Somethinc. *Jurnal Nusa Manajemen*, 2(3), 651–678. <https://doi.org/10.62237/jnm.v2i3.340>

Amelia, L. R., & Wajdi, M. F. (2024). Pengaruh Mikro Influencer Endorsemen Terhadap Citra Merek Serta Keputusan Pembelian Pada Produk Merek By.Neeth. *SEIKO : Journal of Management & Business*, 7(1), 732–750.

Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>

Astita, F., & Azhar, A. (2025). The effectiveness of using influencer in promoting products in TikTok social media: A case study on cosmetic brands. *Paraplu Journal*, 2(1).

Asyifa, H. A., Hidayah, K., & Haryanto, H. C. (2024). Pengaruh Fear Of Missing Out (Fomo) terhadap Pembelian Implisif Online Food Delivery pada Generasi Z. *Jurnal Consulenza : Jurnal Bimbingan Konseling Dan Psikologi*, 7(2), 44–56. <https://doi.org/10.56013/jcbkp.v7i2.2982>

Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>

## THE EFFECT OF MICRO INFLUENCERS AND CUSTOMER ENGAGEMENT ON PURCHASE INTENTION FOR N'PURE PRODUCTS IN TIKTOK SHOP WITH FOMO AS A MODERATING VARIABLE

Ni Kadek Mei Diana et al

Capgemini Research Institute. (2023). What matters to today's consumer 2023: Consumer behavior tracker for the consumer products and retail industries. <https://www.capgemini.com/insights/research-library/what-matters-to-todays-consumer>

Chairani, A., Aditya, M. K., R.s, J. M. Z. P., & Carolita, G. (2025). Exploring the Impact of Social Influence and Digital Engagement on Brand Loyalty in the Culinary Industry: FOMO as intervening variable. *KnE Social Sciences*, 294–305. <https://doi.org/10.18502/kss.v10i29.20273>

Chakrabarti, D. (2024). A Study on How Social Media FOMO (Fear of Missing Out) Impacts the Gen Z Audience. *Indian Journal of Mass Communication and Journalism*, 4(1), 1–6. <https://doi.org/10.54105/ijmcj.E1083.04010924>

Chusnaini, A. C., & Rasyid, R. A. (2022). Social Media Marketing: Social Media Content, Brand Image, Brand Awareness, and Purchase Intention. *Accounting and Management Journal*, 6(2), 46–53. <https://doi.org/10.33086/AMJ.V6I2.3028>

Goel, I., & Singh, D. A. (2025). Fear Of Missing Out And Ephemeral Social Media Marketing: Exploring Consumer Engagement And Purchase Intention. *TPM – Testing, Psychometrics, Methodology in Applied Psychology*, 32(S7 (2025): Posted 10 October), 1458–1464.

Gupta, S., Pansari, A., & Kumar, V. (2018). Global Customer Engagement. *Journal of Marketing*, 26(1), 4–29. <https://doi.org/10.1509/jim.17.0091>

Gwang, S., & Hyung, J. (2022). Impact of influencers on consumer purchase intention in Korean and Kyrgyz markets. <https://doi.org/10.5859/KAIS.2024.33.2.219>

Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022(1), 5327626. <https://doi.org/10.1155/2022/5327626>

Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2021). Essentials of marketing research. McGraw-Hill Education.

Hidayati, Y., & Nasution, M. I. P. (2025). Fenomena FOMO (Fear of Missing Out) di Era Digital: Studi tentang Dampaknya pada Gen Z. *Innovative: Journal Of Social Science Research*, 5(3), 1218–1228. <https://doi.org/10.31004/innovative.v5i3.19110>

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmrv.2022.07.007>

Kim, S. S. (2020). Purchase intention in the online open market: Do concerns for E-commerce really matter? *Sustainability* (Switzerland), 12(3). <https://doi.org/10.3390/su12030773>

Li, J., Qi, J., Wu, L., Shi, N., Li, X., Zhang, Y., & Zheng, Y. (2021). The Continued Use of Social Commerce Platforms and Psychological Anxiety—The Roles of Influencers, Informational Incentives and FoMO. *International Journal of Environmental Research and Public Health*, 18(22), 12254. <https://doi.org/10.3390/ijerph182212254>

Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458. <https://doi.org/10.1016/j.jbusres.2021.11.014>

Maharani, D., Zainurossalamia, S. Z., Putra, J. E., Desembrianita, E., & Author, C. (2024). THE Influence Of Fear Of Missing Out (FOMO) On Impulse Buying With Product Uniqueness As A Moderating Variable. *Jurnal Ilmiah Edunomika*, 8(3). <https://doi.org/10.29040/JIE.V8I3.14309>

Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>

Maulana, M. A., & Sandyawati, N. S. (2023). Using Tiktok social media as a marketing promotion media in online business. *International Journal of Social Science*, 3(4), 507–514. <https://doi.org/10.53625/ijss.v3i4.7151>

Mujianto, H., Zakiah, K., & Yuningsih, A. (2025). Proceeding Jogjakarta Communication Conference The Impact of Micro-Influencers on Consumer Trust in Digital Business. *Jogjakarta Communication Conference*, 3(1), 40–50.

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>

Ponirin, P. P. P., Bachri, S., Rombe, E. R. E., Adam, R. P., Parani, S. B. Dg., & Muzakir, M. (2024). The relationship of social media marketing, brand engagement, brand familiarity, dan brand loyalty. 1293–1306. <https://doi.org/10.24034/ICOBUSS.V4I1.613>

**THE EFFECT OF MICRO INFLUENCERS AND CUSTOMER ENGAGEMENT ON PURCHASE INTENTION FOR N'PURE PRODUCTS IN TIKTOK SHOP WITH FOMO AS A MODERATING VARIABLE**

Ni Kadek Mei Diana et al

Salsabiela, F. H., Listyorini, S., & Purbawati, D. (2022). Pengaruh pemilihan brand ambassador dan brand Awareness terhadap keputusan pembelian melalui minat beli konsumen kopi lain hati wonosobo. *Jurnal Ilmu Administrasi Bisnis*, 11(3), 504–513.

Sari, K., Sumarwan, U., & Munandar, J. M. (2024). The Effect of Tiktok Social Media Influencer, Brand Image, and Lifestyle on Purchase Intention of Local Skincare Products. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.10.1.181>

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>

Solaiman, S., & Pangaribuan, C. H. (2024). The Influence of Hedonic Motivation and Influencer Marketing on Purchasing Decisions with FOMO (Fear of Missing Out) as A Mediating Variable (Empirical Study: Cupika Online Store Customers). *International Journal of Economics (IJEC)*, 3(2), 906–918. <https://doi.org/10.55299/ijec.v3i2.1006>

Sugiyono, P. D. (2023). Metode Penelitian Kuantitatif, Kualitatif, Dan R&D. Alfabeta, cv. [www.cvalfabeta.com](http://www.cvalfabeta.com)

Wachyuni, S. S., Namira, S., Respati, R. D., & Tevingrum, S. (2024). Fenomena fear out missing out (FOMO) terhadap keputusan pembelian restoran viral Karen's Diner Jakarta. *Jurnal Bisnis Hospitaliti*, 13(1), 89–101. <https://doi.org/10.52352/jbh.v13i1.1382>

Widjaya, S. L., Prathivi, M. D. G., & Juniarto, A. (2024). Social media fear of missing out (FOMO) to Gen Z: The role of green marketing communication and social influence to purchase intention. *Open Jurnal Systems*, 8, 2893–2900.

Zaid, S., & Patwayati, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>