

# How FOMO and Store Atmosphere Shape Purchase Decisions: A Case Study of OH!SOME

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**Abstract** - This study aims to analyze the effect of Fear of Missing Out (FOMO) and store atmosphere on purchase decisions for OH!SOME products, with purchase intention as an intervening variable. This research employs a quantitative approach using survey methods through questionnaires distributed to 168 respondents, who are students in the Solo Raya region. Purposive sampling is the method of sampling that is employed. To investigate the direct and indirect impacts between factors, data analysis was done using SmartPLS. The results show that FOMO has a positive and significant effect on purchase intention, which ultimately has a significant impact on purchase decisions. However, the store atmosphere does not significantly influence purchase intention or purchase decisions. Furthermore, mediation testing reveals that purchase intention significantly mediates the effect of FOMO on purchase decisions, but does not mediate the effect of store atmosphere. These findings provide valuable insights for OH!SOME management in designing effective marketing strategies by leveraging FOMO elements to attract consumer purchase intentions. Meanwhile, improving the store atmosphere needs to be combined with other relevant factors to drive purchase decisions.

**Keywords** - Fear of Missing Out (FOMO), store atmosphere, purchase decisions, purchase intention, OH!SOME

## I. INTRODUCTION

The growth of Indonesia's retail industry has experienced a notable surge in recent years. The industry has made a significant contribution to Indonesia's GDP and has also helped to reduce poverty. As one of the developing countries, especially in the economy, the current growth rate of Indonesia's retail industry is influenced by various factors that affect consumer behavior such as purchasing power, technological trends, lifestyles, and consumer preferences [1]. Among these factors, currently the phenomenon of FOMO and store atmosphere play a pivotal role in shaping consumers' purchase decisions. FOMO is a psychological condition where a person feels anxious for fear of losing valuable experiences. This phenomenon is very relevant in the context of marketing, especially in today's highly connected digital era, where information and trends can quickly spread through social media.

Global market competition makes industrial companies compete to provide the best efforts to influence consumer buying interest. These efforts are in the form of attracting attention in terms of marketing which can be done either through social media or directly. There are several reasons that can affect consumer buying interest, both socially, psychologically and certain conditions. These factors are Fear Of Missing Out (FOMO) and store atmosphere. The FOMO phenomenon can make consumers make unplanned purchases, because they feel that losing the opportunity to buy certain products will cause regret later. In the retail world, FOMO is one of the significant driving factors for consumers to make purchases, especially on products that are displayed in a "limited" or "exclusive" manner. In digital business, this mechanism is often intensified through social media marketing activities. Promotions shared on platforms such as Instagram and TikTok, especially those highlighting limited-time offers, exclusive product launches, or influencer endorsements, can trigger consumers' sense of urgency and fear of missing out. For OH!SOME, this approach is particularly relevant, as its vibrant and trendy store concept is frequently showcased through engaging social media content that creates hype and encourages immediate store visits. Therefore, understanding how FOMO is shaped by social media marketing and how it influences purchase decisions is crucial for OH!SOME in designing more effective strategies to attract and retain consumers.

Conversely, store atmosphere represents one of the key elements of retail marketing that can affect consumers' purchase decisions. Berman and Evan state that store atmosphere includes several components such as aroma, layout, lighting and music used in the store, all of these elements play a role in creating an attractive store atmosphere for consumers [2]. A good store atmosphere can create a positive experience, increase comfort, and ultimately influence consumer purchase decisions. In the digital retail context, store atmosphere is also shifting toward what is known as "digital store atmosphere," where website design, app interface, user experience (UX), and digital visualization play a similar role in shaping consumer perceptions and purchase intention. Therefore, it is important for retail companies to pay attention to these components in order to increase store attractiveness and encourage consumers to make purchases.

This study also involves the purchase intention variable as an intervening variable which plays a role in strengthening or weakening the effect of FOMO and store atmosphere on Purchase Decision. Purchase interest refers to the tendency of

consumers to buy certain products or services after evaluating the information received. Kotler and Armstrong say that purchase intention is one of the important predictors of consumer purchasing behavior, because this interest reflects the level of interest and confidence of consumers in the product they want to buy [3]. In this context, purchase interest can be influenced by various factors including FOMO and store atmosphere which will then influence the final purchase decision.

OH!SOME is a company engaged in retail, where its flagship products rely on attractive visuals both in terms of interior and products. OH!SOME is a rebranding of the name previously named KKV which is under the KKV Group, KKV Group itself is a conglomerate company founded in Shenzhen, China. KKV has successfully created a total of 35 branches in the Indonesian market. Not only KKV, Miniso is also one of the major competitors in the Indonesian retail market [4]. Miniso itself is known to prioritize stylish and affordable products. So in terms of competing with competitors, KKV boasts a brightly colored interior with yellow as a characteristic color that shows a happy and cheerful impression. In addition, KKV prioritizes creativity in arranging displays that tend to give a cute and cheerful impression. So that KKV can increase profit probability and strengthen the KKV or OH!SOME brand as a brand that is trending among young people.

**TABLE 1.**  
**TOTAL COUNT OF KKV STORES OPERATING IN INDONESIA FROM 2020 TO 2024**

Year	Number of Stores
2020	2
2021	5
2022	13
2023	15
2024	29
<b>Total</b>	<b>64</b>

Source: [5]

Table 1 shows the total number of KKV stores operating in Indonesia from 2020 to 2024. In 2020, the company had only 2 stores, which more than doubled to 5 stores in 2021. The growth accelerated in 2022 with 13 stores, followed by a slight increase to 15 stores in 2023. A significant expansion occurred in 2024, reaching 29 stores. Over the five-year period, KKV successfully established a total of 64 stores across Indonesia, reflecting steady and consistent growth in its retail presence.

**TABLE 2.**  
**KKV SALES TARGET 2022**

No	Month	Target	Achievement Percentage
1	January	Rp 4.000.000.000	64%
2	February	Rp 4.000.000.000	84%
3	March	Rp 4.500.000.000	98%
4	April	Rp 5.000.000.000	88%
5	May	Rp 5.550.000.000	118%
6	June	Rp 5.000.000.000	81%
7	July	Rp 4.000.000.000	54%
8	August	Rp 3.000.000.000	61%
9	September	Rp 4.000.000.000	109%
10	October	Rp 4.500.000.000	130%
11	November	Rp 5.000.000.000	101%
12	December	Rp 6.000.000.000	107%

Source: [6]

Based on table 2 above, this achievement exceeds the sales target set by KKV in several months in 2022 with the highest achievement in October at 130%. This shows the high market response to KKV products. However, in July it showed a decrease to 54%, these fluctuations reflect various factors that affect market dynamics both internally and externally [6].

OH!SOME, as a brand in the retail industry, needs to understand how elements such as FOMO and store atmosphere can influence consumer interest and purchase decisions. As a brand that focuses on dynamic and trend-following market segments, strategies that utilize FOMO can be an effective tool to attract consumers, especially with an integrated marketing

approach through social media. Similarly, a pleasant store atmosphere can create a better shopping experience thereby increasing purchase intention.

Not many previous studies have examined the impact of FOMO and store atmosphere simultaneously on purchase decisions and used purchase intention as an intervening variable in the context of a brand such as OH!SOME. Most of these studies are general in nature and do not focus on the OH!SOME brand, so this study offers a chance to explore in greater detail how the variables of FOMO and store atmosphere can work within the OH!SOME brand.

Previous research has shown mixed results regarding the relationship between FOMO, store atmosphere, purchase intention, and purchase decisions. For example, FOMO has been shown to positively and significantly influence purchase intention in several studies [7], [8]. However, these results are not always consistent, as research by Dwisuardinata and Darma [9] found that the effect of FOMO was insignificant. A similar situation also occurs with the variable of store atmosphere. Research by Rahmawati and Dermawan [4] and Alam and Purwanto [10] showed a positive and significant effect, while Dewobroto and Wijaya [11] found that the effect was insignificant. Regarding purchase intention, several studies have shown that this variable has a positive and significant effect on purchase decisions [12], [13], although other studies have yielded conflicting results. The indirect effect of FOMO on purchase decisions is also insignificant [14]. Similarly, store atmosphere has no significant effect on purchase decisions in several studies [15], [16]. However, other studies have shown the opposite, namely that store atmosphere has a positive and significant effect [17], [18]. The discrepancies in the results of these studies suggest that the relationships between variables may be influenced by contextual factors or other variables that have not been accounted for. Therefore, further research is needed to more fully understand the influence of all these variables.

This research presents new thinking by combining the concepts of FOMO learned directly in the store and store atmosphere in providing insight into the influence of interest in Purchase Decision in official retail. This research also contributes to analyzing the role of purchase intention as an intervening variable in understanding the psychological process of consumers in the retail environment of OH!SOME.

This study aims to empirically examine the effect of FOMO and store atmosphere on Purchase Decision for OH!SOME products by considering purchase intention as an intervening variable. Through a quantitative approach, this research will provide a deeper understanding of the extent to which FOMO and store atmosphere influence Purchase Decision, and how purchase intention plays a role in strengthening these relationships. The comes about of this study are anticipated to supply valuable experiences for choice producers at OH!SOME in formulating marketing strategies that are more effective and in accordance with current consumer characteristics. This investigate is additionally anticipated to be a reference for choice producers at OH!SOME when making innovations that prioritize elements of FOMO and store atmosphere to attract more consumers.

## **LITERATURE REVIEW**

### **Theory of Planned Behavior (TPB)**

Agreeing to Ajzen, Theory of Planned Behavior (TPB) explains that a person's actions are influenced by several types of beliefs. The first is behavioral beliefs, which is a belief about the possibility of an action or usually called an attitude towards behavior. Second, normative beliefs, which are a person's beliefs about their expectations and the urge to fulfill these expectations. In the previous theory (Theory of Reasoned Action), this is called the subjective norm towards behavior. Third, control beliefs, which are a person's convictions approximately the presence of components that can prevent an activity and how strong the influence of these factors is. This component did not exist in the previous Theory of Reasoned Action and was added to the Theory of Planned Behavior [19].

### **FOMO (Fear of Missing Out)**

FOMO is a feeling of restlessness or uneasiness that stems from the perception that other people have more satisfying experiences, or enjoy better things than oneself [20]. This social anxiety is characterized by sentiments of fear, worry, and uneasiness, and is often associated with a solid want to remain associated to the activities of others. FOMO manifests as a fear of missing out on opportunities that others enjoy. The Cambridge Dictionary defines it as anxiety arising from the perception that one is missing out on fun and interesting events shared by peers on social media. Similarly, the Oxford Dictionary (2018) describes FOMO as anxiety related to the worry of not participating in more interesting or stimulating activities observed on social media platforms. This feeling of being left behind can be particularly acute in the context of social media, where individuals are constantly exposed to influential images from the lives of others [5].

Based on previous research, FOMO plays a role in increasing Purchase Decision. Still referring to the article [5] shows that there is a relationship between FOMO and Purchase Decision resulting in a positive and significant correlation. In addition, the FOMO variable also contributes to increasing buying interest. This refers to the past article by [7] and [8] who stated that the correlation between FOMO and purchase intention resulted in a positive and significant relationship. So based on this previous research, the authors form the taking after theory:

H1: FOMO (Fear Of Missing Out) has a positive and significant effect on purchase intention.

H4 : FOMO (Fear Of Missing Out) has a positive and significant effect on purchase decision.

### Store Atmosphere

Utami suggests that store atmosphere is the character of store conditions, such as lighting, music, layout, signage, displays, colors, temperature, and aroma, which together create an image in the minds of buyers. The store atmosphere is created by setting the atmosphere inside and outside the store so that it can influence Purchase decisions. Store atmosphere could be a physical element of the retail environment that can be controlled by companies to increase (or decrease) employee and consumer behavior. A good retail store atmosphere can be seen from the exterior, interior, room layout, and the attractiveness of interior displays [21]. The store atmosphere influences consumer decisions. Customer interest in the goods or services provided can be stimulated and aroused by a friendly retail environment. Consumers' five senses, such as sight, sound, smell, touch, and taste, can help create a good impression in their minds. Every business should focus on creating the most attractive retail environment here to attract as many consumers as possible [22]. Based on previous research, store atmosphere affects consumer buying interest. Research [4] shows that a store atmosphere that attracts customer attention can increase buying interest because it can create an interesting and enjoyable shopping experience. Likewise, research from [10] also shows a positive and significant effect of store atmosphere on Purchase Decision. This is because a warm store atmosphere can increase buyer fulfillment, so that it can encourage Purchase decisions. So, based on this past investigation, the authors build the following speculation:

H2: Store Atmosphere has a positive and significant effect on purchase intention

H5: Store Atmosphere has a positive and significant effect on purchase decision.

### Purchase Intention

Purchase intention is the process when buyers select the information they have about a product then compare it with similar products, and finally decide to buy. Purchase intention shows the tendency of consumers to choose a brand and the stages associated with purchasing, measured by seeing how likely consumers are to buy the product. Purchase interest includes consumer plans to buy a product, including many products that want to be purchased within a certain period of time [23]. Purchase intention describes consumers' conscious intention to buy goods or services, which is influenced by personal considerations as well as evaluative and normative judgments [24]. Therefore, purchase intention is an important factor in predicting Purchase Decision.

Several studies prove the impact of purchase intention on Purchase Decision, including [12] and [25] who found that there is a positive and significant relationship between purchase intention and Purchase Decision. Study [13] also even shows that in expansion to having a positive effect, purchase intention is also an important variable in driving Purchase Decision. Based on some of the previous research, the authors develop the taking after speculation:

H3: Purchase interest has a positive and significant effect on purchase decision.

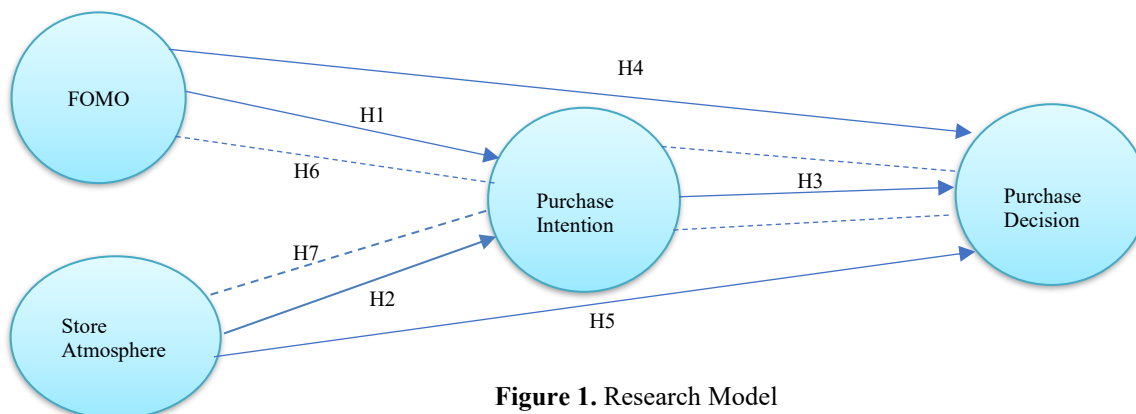


Figure 1. Research Model

The hypothesis of this research is:

H1: FOMO (Fear Of Missing Out) has a positive and significant effect on purchase intention.

H2: Store Atmosphere has a positive and significant effect on purchase intention

H3: Purchase interest has a positive and significant effect on Purchase Decision.

H4 : FOMO (Fear Of Missing Out) has a positive and significant effect on purchase decision.

H5: Store Atmosphere has a positive and significant effect on Purchase Decision.

H6: FOMO (Fear Of Missing Out) has a positive and significant effect on Purchase Decision through Purchase Intention.

H7: Store Atmosphere has a positive and significant effect on Purchase Decision through Purchase Intention

## II. METHODOLOGY

A quantitative approach was used in this study. Questionnaires were distributed to collect primary research data. Customers who have made purchases from OH!SOME comprise the research population. Purposive sampling is used to choose the sample, and customers who reside in the Greater Solo area (Surakarta, Wonogiri, Sukoharjo, Boyolali, Klaten, and Karanganyar) who have bought OH!SOME items at least once are required to be included. The number of respondents who became the research sample was 168 people. The analytical tool used in this research is Smart PLS.

The dependent variable, purchase decision (Y), the independent factors, FOMO (X1) and store atmosphere (X2), and the intervening variable, purchase intention (Z), are the variables employed in this study. A Likert scale with a range of one to four is used for measurement. The following table lists the indicators and associated questionnaire items in detail:

**TABLE 4.**  
**INDICATORS**

<b>Variables</b>		<b>Definition &amp; indicators</b>	<b>Question Item</b>
FOMO (X1)		FOMO is a process of behavioral or emotional change that leads to excessive exploitation and use of social media and mobile devices [26]. According to Abel in research [27] Indicators of the FOMO phenomenon consist of: a. Fear b. Concerns c. Disturbing Feelings d. Feeling of Deprivation	FM 1 FM 2 FM 3 FM 4
Store atmosphere (X2)		Store atmosphere refers to the environmental design created by the physical attributes of a store that is expected to satisfy the vision of consumers, producers, and owners [28]. In research Gosaroh [29], there are several indicators of store atmosphere, including:[28]. In research there are several indicators of store atmosphere, including: a. Exterior View b. General Interior c. Store Layout d. Interior View	SA 1 SA 2 SA 3 SA 4
Purchase Decision (Y)		Purchasing decisions reflect consumer behavior in using a product, which involves a process where consumers analyze various inputs to make the right purchase choice [30]. According to P. Kotler in research [30] indicators of Purchase Decision consist of: a. product purchase b. brand purchase c. purchase channel selection d. time of purchase e. purchase amount	KP 1 KP 2 KP 3 KP 4 KP 5
Purchase Intention (Z)		Purchase intention is an important variable that reflects the potential actions of consumers, helping companies understand the market and then customize products [31]. According to Ferdinand in research [30] indicators of buying interest consist of: a. Transactional interests b. Referential interest c. Preferential interest	MP 1 MP 2 MP 3

### III. RESULTS

Based on the table below, female respondents dominate as many as 60,11% of the total respondents. Furthermore, the age category 17-25 years dominates as many as 161 people or 95,83% of the total respondents. In terms of domicile, Sukoharjo district respondents are the most superior as many as 51 people with a percentage of 30,35% of the total respondents. Then 89 people or 52,97% of the total respondents outperformed in terms of purchase frequency of 1 time. Based on the category table data above, the author filtered and eliminated several categories of respondents, namely those who had never purchased.

**TABLE 5.**

RESPONDENT CHARACTERISTICS			
Category	Alternative Responses	No.	%
<b>Domicile</b>	Sukoharjo	51	30,35%
	Surakarta	26	15,47%
	Karanganyar	20	11,9%
	Sragen	9	5,35%
	Wonogiri	9	5,35%
	Boyolali	15	8,92%
	Klaten	15	8,92%
<b>Age</b>	17 - 25 years	161	95,83%
	26 - 40 years old	5	2,97%
	> 40 years	2	1,19%
<b>Purchase Frequency</b>	1 time purchase	89	52,97%
	2 times purchased	31	18,45%
	Purchased more than 2 times	48	28,57%
<b>Gender</b>	Male	67	39,88%
	Female	101	60,11%

#### Outer Model Analysis

##### Validity test

**TABLE 6.**

VALIDITY TEST			
Variables	Indicator	Loading Factor	AVE
Fear of Missing Out (X1)	FM1	0.848	0.682
	FM2	0.868	
	FM3	0.819	
	FM4	0.765	
Store Atmosphere (X2)	SA1	0.849	0.725
	SA2	0.865	
	SA3	0.843	
	SA4	0.850	
Purchase Intention (Z)	MP1	0.863	0.522
	MP2	0.882	
	MP3	0.864	
Purchase Decision (Y)	KP1	0.703	0.625
	KP2	0.707	
	KP3	0.838	
	KP4	0.765	

By examining the AVE value, the validity test may be completed. If the AVE number is  $>0.5$ , which means that it must be more than this value, then the research data is considered genuine. Based on the table above, it can be proven that the AVE value has exceeded 0.5. So that the validity test analysis can be said to pass the test and be valid.

## Reliability

The reliability test functions to produce instrument consistency in measuring constructs. This test is a step to measure the consistency of the questionnaire, namely whether someone's answer to a question in the questionnaire from year to year. If the Composite Reliability value of the reliability test is greater than 0.7, it is considered dependable.

**TABLE 7.**  
RELIABILITY TEST RESULTS

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<b>FOMO (X1)</b>	0,845	0,847	0,895	0,682
<b>Purchase Decision (Y)</b>	0,787	0,792	0,861	0,610
<b>Purchase Intention (Z)</b>	0,857	0,860	0,913	0,777
<b>Store Atmosphere (X2)</b>	0,875	0,889	0,914	0,726

However, based on the outcomes of the reliability test, all variables display a composite reliability value surpassing ( $>$ ) 0.7; thus, we can conclude that the reliability of all constructs is relatively high. In a similar vein to composite reliability, all variables also possess a Cronbach's Alpha value that exceeds ( $>$ ) 0.6. This leads to the inference that the reliability of all constructs is acceptable, although one might argue for further scrutiny.

## Inner Model

**TABLE 8.**  
R<sup>2</sup> AND Q<sup>2</sup>

Variable	R <sup>2</sup>	Q <sup>2</sup>
Purchase Decision (Y)	0.550	0.299
Purchase Intention (Z)	0.321	0.240

The link between the variables in the structural model is assessed using the inner model test. R<sup>2</sup> indicates how well the independent factors can account for the variance of the dependent variable. The R-Square (R<sup>2</sup>) table results suggest that the model has demonstrates a moderate level of predictive capability. With an R<sup>2</sup> value of 0.550 for the Purchase Decision variable (Y), the independent variables in the model account for 55% of the variances in Purchase Decision. Meanwhile, the Purchase Intention variable (Z) hold an R<sup>2</sup> value of 0.321, which indicates that roughly 32.1% of the variance in purchase intention is influenced by specific variables such as FOMO (X1) and Store Atmosphere (X2), with 67.9% of the variance accounted for by external factors not included in the model.

Q<sup>2</sup> measures the predictive relevance of a model using the blindfolding method. According to Hair [32], a Q<sup>2</sup> value greater than zero indicates that the model has predictive relevance, with values  $> 0.25$  indicating moderate relevance. The results of Q<sup>2</sup> test reveal that the model exhibits moderate predictive relevance. The Purchase Decision variable (Y) has a Q<sup>2</sup> value of 0.299, which indicates that this model is able to predict this variable well. Likewise, the Purchase Intention (Z) has a Q<sup>2</sup> value of 0.240 which indicates sufficient predictive relevance.

This study has GOF test results indicate a value of 0.551, and it falls into the large category as determined by the evaluation standards. This shows that the research model has a very good level of fit in explaining the link between variables. This model's high GOF value indicates that it has good predictive power, sufficient construct validity, and the ability to substantially explain the phenomenon being studied.

## Hypothesis Testing

**TABLE 9.**  
HYPOTHESIS TEST

HYPOTHESIS	INFLUENCE	T-STATISTICS	P-VALUES	RESULTS
H1	FOMO (X1) -> Purchase Intention (Z)	9,491	0,000	Significant
H2	Store Atmosphere (X2) -> Purchase Intention (Z)	1,177	0,240	Not significant
H3	Purchase Intention (Z) -> Purchase Decision (Y)	10,128	0,000	Significant
H4	FOMO (X1) -> Purchase Decision (Y)	1,471	0,142	Not significant

H5	Store Atmosphere (X2) -> Purchase Decision (Y)	1,660	0,098	Not significant
H6	FOMO (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	6,335	0,000	Significant
H7	Store Atmosphere (X2) -> Purchase Intention (Z) -> Purchase Decision (Y)	1,122	0,263	Not significant

The path coefficient for the association between purchase intention (Z) and FOMO (X1) is 0.540. The findings of the hypothesis test indicate a p-value of 0.000 and a statistical t-value of 9.491. This suggests that purchase intention (Z) is positively and significantly impacted by FOMO (X1), supporting hypothesis one (H1). This finding is consistent with previous research [7], which suggests that FOMO induces anxiety due to the fear of missing out on what others are experiencing, thereby triggering consumer buying interest.

The path coefficient for the association between purchase intention (Z) and store atmosphere (X2) is 0.114. The results of hypothesis testing show that hypothesis two (H2) is rejected, with a statistical t-value of 1.177 and a p-value of 0.240. This finding aligns with previous research [11]. It emphasizes that store atmosphere may not always elicit the emotional response required to motivate purchases, thereby influencing consumers' desire to make a buy.

The path coefficient for the link between buying intention (Z) and Purchase Decision (Y) is 0.642. A statistical t-value of 10.128 and a p-value of 0.000 from hypothesis testing demonstrate that buying intention (Z) significantly and favorably influences Purchase Decision (Y). Thus, the third hypothesis (H3) is approved. This finding is consistent with previous research [12], which highlights that buying intention is a crucial factor in deciding what to buy, frequently influenced by cues created by businesses to sway consumer behavior.

The relationship between FOMO (X1) and Purchase Decision (Y) has a path coefficient of 0.101. Hypothesis testing produces a statistical t-value of 1.471 and a p-value of 0.142, suggesting that FOMO (X1) does not significantly affect Purchase Decision (Y), leading to the rejection of hypothesis four (H4). This result is in line with Mahmud [33], which argue that FOMO does not directly lead to Purchase Decision due to the ease of internet access, enabling consumers to evaluate product quality independently.

The relationship between store atmosphere (X2) and Purchase Decision (Y) has a path coefficient of 0.140. Hypothesis testing shows a statistical t-value of 1.660 and a p-value of 0.098, indicating that store atmosphere (X2) has no significant effect on Purchase Decision (Y). Consequently, hypothesis five (H5) is rejected. This conclusion supports the findings of Sembiring [16], which concludes that a comfortable store atmosphere does not necessarily guarantee the availability of desirable products, thus not influencing Purchase Decision.

The relationship between FOMO (X1) and Purchase Decision (Y) through purchase intention (Z) has a statistical t-value of 6.335 and a p-value of 0.000, with a path coefficient of 0.347. This indicates that hypothesis six (H6) is accepted, as FOMO indirectly influences Purchase Decision through purchase intention.

With a statistical t-value of 1.122, a p-value of 0.263, and a path coefficient of 0.073, the association between store atmosphere (X2) and Purchase Decision (Y) through purchase intention (Z) is statistically significant. Given that store atmosphere has no discernible impact on purchase intentions or decisions, hypothesis seven (H7) is rejected.

In this study, hypothesis testing is predicated on a p-value of less than 0.05 and a statistical t-value larger than the table value (1.96). The hypothesis is deemed accepted when these requirements are satisfied, suggesting a favorable and noteworthy relationship between the variables under investigation.

#### IV. DISCUSSION

##### The Effect of Fear of Missing Out on Purchase Intention

FOMO is a person's condition when he feels restless or anxious when he sees other people have more experience than himself. The findings of the smartPLS hypothesis testing then show that the urge to purchase at OH!SOME is positively and significantly influenced by FOMO. This implies that buyers' desire to purchase a product increases with their level of FOMO. This is based on their fear of losing the opportunity to own products that are considered exclusive. This beneficial effect has been shown to be statistically significant, demonstrating that there is a real connection between purchase intention and FOMO. These findings are consistent with prior studies [7], [8], which also reported a positive correlation between FOMO and purchase intention. Therefore, the Fear of Missing Out variable influences student's purchase intentions in Solo Raya.

##### The Effect of Store Atmosphere on Purchase Intention

Store atmosphere refers to the overall environment of a store, including factors such as its architecture, layout, signage, displays, colours, lighting, in-store climate, music, and fragrance, all of which work together to take the good impression from consumers [21]. The smart-pls application's hypothesis test results indicate that store atmosphere (X2) has no bearing on and a negligible correlation with purchase intention (Z). These findings are consistent with Dewobroto and Wijaya [11],



who reported a similar outcome. Store conditions such as architecture, layout, signage, colours, displays, lighting, music and aroma in the case of the OH!SOME study on Solo Raya students show no influence. Students generally have specific shopping goals before visiting the store, so the store atmosphere doesn't significantly influence purchase intention at OH!SOME. Furthermore, the presence of competitors with similar store environments makes the atmosphere factor less of a differentiator. Therefore, for students in the Solo Raya area, store conditions are not considered a significant factor in attracting purchase intention and are viewed as less relevant.

#### **The Effect of Purchase Intention on Purchase Decision**

Purchase intention reflects a consumers' deliberate decision to purchase goods or services, influenced by personal considerations as well as evaluative and normative judgements [24]. It is crucial factor in determining purchase decisions. The hypothesis testing results demonstrate that purchase intention (Z) shows an influential and significant relationship to purchase decisions (Y). This confirms findings from earlier studies [12], [25] and [13] which highlight a strong and positive link between purchase intention and purchase decisions. Therefore purchase intention variable in the OH!SOME case study influences Purchase Decision in Solo Raya students.

#### **The Effect of Fear Of Missing Out on Purchase Decision**

Hypothesis testing reveals that FOMO (Fear of Missing Out) does not significantly impact on purchase decisions. This conclusion is consistent with [33]. Although FOMO often encourages someone to buy a product so as not to miss the trend, this factor is not strong enough to influence students purchase decision. This may be due to the priorities of students who are more focused on needs and limited budgets. Students tend to be more selective in spending money, considering factors such as price and necessity rather than simply following an ongoing trend. In addition, while they may feel affected by FOMO, college students are more likely to postpone purchases or look for products that better suit their budget and needs. Thus, while FOMO may affect how college students feel, it's impact on purchase decisions is minimal.

#### **The Effect of Store Atmosphere on Purchase Decision**

Hypothesis test results reflects that store atmosphere not significantly affected purchase decisions. Although OH!SOME's comfortable and colourful store atmosphere can enhance the shopping experience, it is not strong enough to encourage consumers to make Purchase Decision. This shows that other factors, such as product quality, budget, and the needs felt by consumers, are more influential in influencing decision to purchase.

This findings aligns with previous research [16], which also found that store atmosphere does not influence purchasing decisions. College students often have limited purchasing power, and their purchasing decisions are influenced by economic and functional factors. Sembiring explained that while a comfortable store atmosphere can enhance shopping experience, it does not guarantee that the products available meet consumers' expectations or meet their needs, which ultimately determine students' decisions to shop at OH! SOME in Solo Raya.

#### **The Effect of Fear Of Missing Out on Purchase Decision through Purchase Intention**

The testing results show that Fear of missing out are strongly effect the purchase decisions, supported indirectly by purchase intention. This means that when Solo Raya students see content, or from friends to family, indirectly purchase interest plays a role in this case study. The process is that after students feel the feeling of FOMO, there is an indication of interest in following the purchase of products on OH!SOME under the influence of friends or family on social media. Then, after the feeling of wanting to buy OH! SOME products arises, students finally decide to buy. This shows that the behaviour of purchase interest is indirectly influential and significant when FOMO behaviour before making Purchase Decision in the case study of Solo Raya students at OH!SOME.

#### **The Effect of Store Atmosphere on Purchase Decision through Purchase Intention**

According to this study, while store atmosphere plays a part in making shopping more comfortable, it is insufficient to stimulate interest in making a purchase, which ultimately influences decisions to buy. The test results show that students are not much impacted by the retail environment while making judgments about what to buy. This encourage that aspects such as store layout, lighting, music, or décor alone are not able to directly improve Purchase Decision, although they may provide a pleasant shopping experience. he association between store atmosphere and purchase decisions is not sufficiently mediated by consumer purchase intentions derived from store atmosphere.

### **V. CONCLUSION**

The outcomes of the study indicate that Fomo can enhance purchase intention, the stronger Fomo that consumers experience, the more they desire to purchase the product. This is rooted in their fear of missing out on the opportunity to acquire a product deemed exclusive. However, Fomo behavior does not necessarily compel students to make Purchase decision. Students often tend to be more selective with their spending, weighing factors such as price and needs. The

atmosphere of the store also does not influence Purchase Decision or purchase intention, although the comfortable and colorful ambiance of the OH!SOME store can enhance the shopping experience, It is not enough to adequately urge customers to make purchases or to successfully pique their interest in making a buy.

The study's conclusions are important considering the variety of marketing tactics being used nowadays, allowing businesses to utilize the FOMO element to increase sales and attract more consumers. With the goal of boosting their company's revenue, business professionals can use the study's findings to help them analyze the elements that affect purchase decision.

In the context of digital business, FOMO is largely triggered by marketing activities through social media. Consumers who see promotions on Instagram, TikTok, or other digital platforms often feel afraid of missing out on the trends or products being showcased. This encourages them to immediately visit the store to avoid losing the opportunity, especially when the promotion emphasizes time or stock limitations. Thus, social media marketing strategies that highlight elements of exclusivity and urgency can generate direct traffic to physical stores. At the same time, the traditional concept of store atmosphere can also be reinforced through a “digital store atmosphere,” such as website design, mobile applications, and user experience (UX), making the consumer experience more integrated between the online and offline environments.

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