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Influencer Marketing, TikTok Video Content, FOMO, and Electronic Word of Mouth as Determinants of Purchase Decisions for Timephoria Beauty Products: A Study of University Students in Surakarta

Della Dentatama [1*], Mutya Paramita Pratita [2]
[1, 2] Faculty of Economics and Business, Universitas Slamet Riyadi Surakarta, Indonesia
email: dentatamadella@gmail.com, mutya.paramita@unisri.ac.id

Article Info

Corresponding Author:
Della Dentatama, Faculty of Economics and Business, Universitas Slamet Riyadi Surakarta, Indonesia

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Abstract

Timephoria is a beauty product brand that utilizes digital media and social media as marketing tools to reach consumers, particularly students. This study aims to examine the influence of Tasya Farasya as an influencer, TikTok video content, Fear of Missing Out (FOMO), and electronic Word of Mouth (E-WOM) on purchasing decisions of Timephoria beauty products among students in Surakarta. This study employed a quantitative approach using primary data collected directly from respondents. The sample consisted of 126 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2). The results of the study produced the regression equation Y = 3,856 - 0,084X1+ 0,219X2 – 0,017X3 + 0,519X4. The results indicate that Tasya Farasya as an influencer does not have a significant effect on purchasing decisions, with a significance value of 0.207 > 0.05. TikTok video content has a significant effect on purchasing decisions, with a significance value of 0.000 < 0.05. FOMO does not have a significant effect on purchasing decisions, with a significance value of 0.530 > 0.05. Meanwhile, electronic Word of Mouth (E-WOM) has a significant effect on purchasing decisions, with a significance value of 0.000 < 0.05. The F-test results show that Tasya Farasya as an influencer, TikTok video content, FOMO, and E-WOM simultaneously have a significant effect on purchasing decisions, with a significance value of 0.000 < 0.05. The coefficient of determination (R^2) of 0.641 indicates that the four independent variables explain 66.8% of the variation in purchasing decisions, while the remaining 33.2% is explained by other variables outside the research model.

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1. Introduction

The rapid development of digital technology has significantly transformed marketing strategies in the beauty industry. Social media platforms such as TikTok, YouTube, and Instagram have shifted consumer behavior from conventional purchasing patterns toward digital-based decision-making processes. Consumers increasingly rely on online information, influencer recommendations, product reviews, and user-generated content before making purchasing decisions. The global beauty industry continues to experience substantial growth, with market revenue reaching approximately USD 500 billion in 2023, indicating increasingly intense competition among beauty brands worldwide. In Indonesia, the rapid expansion of e-commerce has further accelerated digital consumption behavior, with annual growth reaching approximately 20%, thereby creating new opportunities for beauty brands to strengthen their digital marketing strategies.

One emerging beauty brand that has attracted consumer attention in Indonesia is Timephoria, a Chinese beauty brand that has gained popularity through digital marketing and social media exposure. Unlike established beauty brands such as Wardah, Maybelline, and L'Oréal, which have developed strong market

positions over a long period, Timephoria represents an emerging brand that relies considerably on social media visibility, viral content, and consumer engagement to increase brand awareness. Despite being relatively new to the Indonesian market, Timephoria has entered the list of the ten best-selling lipstick brands on Shopee, ranking seventh with a market share of 1.96%, demonstrating its growing market acceptance and ability to compete in Indonesia's highly competitive beauty industry.

The increasing popularity of Timephoria also reflects the growing importance of TikTok as a digital marketing channel for beauty products. TikTok has become particularly influential because of its algorithm-based content distribution, short-video format, high level of user interaction, and ability to make products viral within a relatively short period. Indonesian users spend approximately 44 hours and 54 minutes per month on TikTok, placing Indonesia among the countries with the highest TikTok usage duration worldwide. The high intensity of TikTok usage indicates that the platform functions not only as a source of entertainment but also as an important channel through which consumers obtain product information, observe reviews, compare alternatives, and develop preferences before purchasing products.

This phenomenon is particularly relevant to Generation Z, which represents one of the consumer groups most closely associated with digital technology and social media. Generation Z is generally defined as individuals born between 1997 and 2012 and is characterized by high digital familiarity, intensive internet use, and strong engagement with social media in everyday activities (Putri et al., 2022). Social media has consequently become an important environment in which Generation Z consumers interact with brands, influencers, online communities, and other consumers. Their high exposure to digital information can accelerate product discovery and facilitate purchasing decisions, but it may also increase susceptibility to viral trends and socially driven consumption.

Surakarta provides a relevant setting for investigating this phenomenon because the city is recognized as an educational center with numerous higher education institutions and a substantial university student population. Several universities in Surakarta are included in higher education rankings, including Universitas Sebelas Maret, Universitas Muhammadiyah Surakarta, Universitas Slamet Riyadi, Institut Seni Indonesia Surakarta, and other institutions (EduRank, 2026). University students represent an important segment of Generation Z consumers because they actively use social media and are frequently exposed to digital trends, influencer recommendations, and online product information. Therefore, university students in Surakarta provide an appropriate context for examining the factors influencing purchasing decisions toward viral beauty products such as Timephoria.

Among the factors that may influence consumer purchasing decisions, influencer marketing has become increasingly important in the beauty industry (Lestari & Syarif, 2026). Influencers can shape consumers' initial perceptions of products by providing reviews, recommendations, demonstrations, and personal experiences through social media. The influence of an information source on consumer attitudes can be explained through Source Credibility Theory, which emphasizes that communication effectiveness is affected by consumers' perceptions of the credibility of the source providing the information. In social media marketing, influencers who are perceived as knowledgeable, trustworthy, and experienced are more likely to influence followers' attitudes and behavioral responses toward promoted products.

Tasya Farasya represents a relevant example of a professional beauty influencer in the Indonesian digital beauty market. She is widely recognized for detailed product reviews and beauty-related content and has developed a substantial audience across social media platforms. Consumer responses to her content frequently emphasize the detail, informativeness, and perceived honesty of her reviews. Such characteristics are important because consumers purchasing beauty products frequently face uncertainty regarding product performance, suitability, comfort, and safety. Influencer-generated information can consequently function as an external reference that helps consumers evaluate unfamiliar products before deciding whether to purchase them. Previous studies have also indicated that influencer credibility, authenticity, and content characteristics can shape consumer attitudes and behavioral intentions in social media environments (Luo et al., 2025).

Beyond the credibility of the influencer, the characteristics of TikTok video content itself may influence consumers' purchasing

decisions. TikTok provides a distinctive digital environment in which short, visual, interactive, and algorithmically distributed content can rapidly shape perceptions of beauty products. Beauty-related videos commonly include product reviews, first impressions, makeup tutorials, product demonstrations, and before-and-after comparisons. Such content can be perceived as more relatable than conventional advertisements because consumers are able to observe product application and user experiences directly through video. Uses and Gratifications Theory suggests that individuals actively select and use media to satisfy particular needs, including information seeking, entertainment, and social interaction. In the context of beauty consumption, Generation Z consumers may therefore use TikTok content as an information source when evaluating product quality and determining whether a product is worth purchasing.

However, intensive exposure to viral beauty content does not necessarily lead to comprehensive or rational product evaluation. The short, repetitive, and highly engaging nature of TikTok content may encourage consumers to focus on visual outcomes, popularity, and social trends rather than ingredients, suitability, safety, or long-term product performance. When a particular product repeatedly appears on users' feeds and is presented as a “viral,” “must-have,” or “must-try” product, consumers may develop an urgency to purchase it even when the product was not previously considered necessary. This condition is particularly relevant to emerging brands such as Timephoria, whose popularity may be substantially supported by digital exposure and viral content rather than long-established brand familiarity.

This situation is closely related to Fear of Missing Out (FOMO), which represents an important psychological factor in digital consumer behavior. FOMO occurs when individuals experience concern that they may miss experiences, trends, information, or activities enjoyed by others. In a beauty consumption context, continuous exposure to viral products can create psychological pressure to purchase and try those products in order to participate in ongoing trends. This phenomenon may be particularly pronounced among Generation Z consumers who are highly connected to online communities, influencers, and peer groups. Self-Determination Theory suggests that individuals have fundamental psychological needs related to social connection and belonging, which may help explain why participation in popular trends can become psychologically meaningful.

Consequently, FOMO may encourage consumers to make purchasing decisions based not only on functional needs but also on emotional and social motivations. University students who repeatedly encounter beauty products recommended by influencers, friends, or other TikTok users may perceive that purchasing such products enables them to remain connected with current trends. This condition can potentially reduce the depth of product evaluation and increase the possibility of spontaneous or impulsive purchasing decisions. The influence of FOMO on consumption has received increasing scholarly attention; however, research specifically examining FOMO in relation to emerging and viral beauty brands promoted through TikTok remains relatively limited, particularly among university students in Surakarta (Janna, 2025).

Another important determinant of digital purchasing decisions is Electronic Word of Mouth (E-WOM). E-WOM refers to consumer-generated opinions, recommendations, reviews, comments, and experiences distributed through digital platforms. In the beauty industry, E-WOM is particularly relevant because potential buyers frequently seek information from consumers who have already used a product before deciding whether to purchase it. Positive reviews may strengthen product attractiveness and consumer confidence, whereas negative reviews regarding product quality, comfort, suitability, or performance may increase perceived risk and discourage purchasing.

The role of E-WOM can be explained through Information Adoption Theory, which proposes that individuals are more likely to adopt information when they perceive it as useful, credible, and relevant to their decision-making process. In the case of Timephoria, consumer reviews and discussions on TikTok, Shopee, and other social media platforms can become important information sources for potential buyers. Consumers may compare influencer claims with experiences reported by ordinary users before forming their final perceptions of a product. E-WOM can therefore either reinforce or weaken the persuasive effect generated by influencer marketing and viral TikTok content. Previous studies have demonstrated that electronic word of mouth (E-WOM) plays an important role in influencing

consumer perceptions, trust, and purchasing behavior in digital environments (Laksamana, 2020).

The interaction among influencers, TikTok video content, FOMO, and E-WOM demonstrates that purchasing decisions in digital environments are increasingly complex. Purchase decisions are not determined solely by functional product needs but can emerge through the interaction of marketing communication, digital information, psychological responses, and social influence. Consumer decision-making generally involves need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation; however, digital platforms can substantially accelerate and reshape these stages by continuously exposing consumers to recommendations, reviews, trends, and social cues. This phenomenon becomes particularly important for emerging beauty brands because consumers may have limited prior knowledge of the brand and therefore depend more heavily on external digital information when evaluating products.

Despite the growing literature on digital marketing and consumer behavior, several important research gaps remain. First, previous studies have predominantly investigated established beauty brands with relatively strong brand awareness and consumer trust, whereas studies focusing on newly emerging and rapidly viral beauty brands such as Timephoria remain limited. Second, previous studies have frequently examined influencer marketing, social media content, FOMO, and E-WOM independently or in different contexts, leaving limited empirical evidence regarding their combined influence within a single purchasing-decision model. Third, research specifically examining TikTok-based beauty consumption among Generation Z university students in Surakarta remains underdeveloped. Furthermore, the characteristics of emerging brands may produce different consumer responses because consumers possess less prior knowledge and may rely more heavily on influencers, viral content, psychological pressure, and online reviews when evaluating such products (Luo et al., 2025).

Accordingly, the novelty of this study lies in integrating four interrelated digital and psychological determinants influencer influence, TikTok video content, Fear of Missing Out (FOMO), and Electronic Word of Mouth (E-WOM) within a single empirical model to explain purchasing decisions toward an emerging beauty brand. Unlike studies that predominantly focus on established brands or investigate individual digital marketing factors separately, this study specifically examines Timephoria as a relatively new and digitally driven beauty brand and focuses on Generation Z university students in Surakarta. The study therefore combines marketing communication factors, social-media content characteristics, psychological mechanisms, and consumer-generated digital information to provide a more comprehensive explanation of purchasing decisions in a viral beauty-product context.

Based on these gaps, this study aims to analyze the effects of influencer influence, TikTok video content, Fear of Missing Out (FOMO), and Electronic Word of Mouth (E-WOM) on the purchasing decisions of Timephoria beauty products among university students in Surakarta. By integrating these four determinants, the study is expected to extend the literature on digital consumer behavior and social media marketing, particularly in the context of Generation Z and emerging beauty brands. From a practical perspective, the findings are expected to provide insights for beauty brands in developing more effective, credible, and responsible digital marketing strategies while also contributing to a better understanding of how social-media exposure influences purchasing decisions among young consumers.

2. Literatur Review

2.1 Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory provides the main theoretical framework for explaining consumer behavior in this study. The theory proposes that environmental stimuli influence an individual's internal cognitive and affective states, which subsequently generate behavioral responses. In the context of digital marketing, stimuli may originate from advertisements, social media content, online reviews, and influencer communication. These external stimuli are cognitively and emotionally processed by consumers before generating behavioral outcomes such as product evaluation, purchase intention, and purchasing decisions.

The S-O-R framework consists of three interconnected components: stimulus, organism, and response. Stimulus refers to external environmental factors capable of

affecting an individual, whereas organism represents the internal cognitive and emotional processes through which individuals interpret those stimuli. Response refers to the behavioral outcome resulting from the interaction between external stimuli and consumers' internal states. The framework has become particularly relevant in digital consumer research because social media environments continuously expose consumers to marketing messages, recommendations, visual content, and interpersonal information.

In this study, influencer exposure, TikTok video content, and Electronic Word of Mouth (E-WOM) represent digital stimuli received by consumers. These stimuli can influence consumers' perceptions, trust, emotions, and psychological responses, including Fear of Missing Out (FOMO). The resulting response is reflected in consumers' decisions to purchase Timephoria beauty products. Accordingly, the S-O-R framework provides an integrated theoretical explanation of how digital marketing stimuli and psychological factors may contribute to the purchasing behavior of Generation Z university students in Surakarta.

2.2 Influencer and Purchase Decision

An influencer can be understood as an individual who develops an audience through social media and has the capacity to influence followers' attitudes and behavioral responses through shared content, opinions, recommendations, and personal experiences. In digital marketing, influencers have increasingly become intermediaries between brands and consumers because they can communicate product information in a more personal and relatable manner than conventional advertising. The effectiveness of influencer marketing is particularly associated with perceived credibility, expertise, trustworthiness, attractiveness, and the relationship established between influencers and their audiences (Belanche et al., 2021; Lou, 2022).

Influencer credibility is particularly relevant in the beauty industry because consumers frequently require information about product quality, application, suitability, and performance before making a purchase. Trustworthiness refers to the extent to which an influencer is perceived as honest and reliable, whereas expertise concerns the influencer's knowledge and competence within a particular field. Similarity reflects the perceived resemblance between an influencer and followers in terms of preferences, lifestyle, needs, or other relevant characteristics, while attractiveness encompasses physical appearance, communication style, personality, and charisma. Collectively, these attributes can increase the persuasiveness of influencer-generated messages and strengthen consumers' confidence in product recommendations.

Generation Z consumers may be particularly responsive to influencer recommendations because they frequently interact with influencers through social media and use their content as a reference when evaluating products. Influencer marketing allows brands to present promotional information through testimonials, demonstrations, reviews, and personal narratives, thereby making marketing communication appear more authentic and relevant to consumers. Previous research has demonstrated that influencer marketing can positively influence brand perceptions and purchasing behavior, while brand image may also mediate the relationship between influencer marketing and purchase decisions (Wijaya et al., 2021). Research on beauty products has similarly found that beauty influencers can positively contribute to consumers' purchasing decisions (Sari et al., 2024).

In the context of Timephoria, Tasya Farasya represents a professional beauty influencer whose reviews may serve as an external stimulus for potential consumers. Her expertise in beauty products and ability to communicate product experiences may reduce uncertainty among consumers who are unfamiliar with an emerging brand. From the S-O-R perspective, influencer-generated information functions as a stimulus that can shape consumers' perceptions and trust and subsequently contribute to their purchasing responses. Empirical findings showing significant relationships between influencer marketing and purchasing decisions provide further support for expecting a positive relationship in the present context (Garg & Bakshi, 2024).

Accordingly, the first hypothesis is proposed as follows:

H1: Influencer Tasya Farasya has a positive effect on the purchase decisions of Timephoria beauty products among university students in Surakarta.

2.3 TikTok Video Content and Purchase Decision

TikTok video content refers to short-form audiovisual content distributed through TikTok to communicate information, entertainment, experiences, recommendations, and product-related messages. Short-form videos have become increasingly relevant to digital marketing because they combine visual information, audio, storytelling, demonstrations, and interactive features within a concise format. For Generation Z consumers, such content can provide an accessible source of product information and enable consumers to observe product demonstrations, tutorials, first impressions, and reviews before purchasing.

The effect of TikTok video content on consumer behavior can also be understood through Uses and Gratifications Theory. This perspective suggests that individuals actively use media to satisfy particular needs, including information acquisition, entertainment, social interaction, and personal gratification. Generation Z consumers may therefore use TikTok not merely for entertainment but also to search for product information and evaluate alternative products before making purchasing decisions. Consequently, content that is informative, useful, entertaining, and easy to understand may receive greater attention and generate more favorable consumer responses.

The effectiveness of short-form video content is closely related to its usefulness, entertainment value, and ease of understanding. Usefulness indicates the extent to which video content helps consumers understand product functions, usage, benefits, and suitability. Entertainment refers to the ability of content to attract and retain consumers' attention through enjoyable presentation, whereas ease of understanding concerns the clarity and simplicity with which product information is communicated. Short-form video content possessing these characteristics may improve consumers' confidence and encourage stronger behavioral intentions toward the advertised product (Liu & Wang, 2023; Luo et al., 2025).

Previous empirical studies provide support for the relationship between short-form content and consumer behavioral outcomes. Short-video content has been found to positively influence consumer purchase intention, while usefulness, entertainment, and ease of use can contribute to trust and purchase intention in social media environments (Liu & Wang, 2023; Luo et al., 2025). Other research has similarly demonstrated that content marketing and social media communication can positively affect purchasing decisions (Safitri et al., 2025).

For Timephoria, TikTok videos displaying product reviews, makeup demonstrations, first impressions, and user experiences can provide consumers with visual information that may not be obtained from conventional product descriptions. Such content may reduce uncertainty regarding a relatively new beauty brand and encourage consumers to evaluate and ultimately purchase its products. Based on the theoretical arguments and previous empirical findings, the following hypothesis is proposed:

H2: TikTok video content has a positive effect on the purchase decisions of Timephoria beauty products among university students in Surakarta.

2.4 Fear of Missing Out (FOMO) and Purchase Decision

Fear of Missing Out (FOMO) represents a psychological condition characterized by concern that other individuals may be experiencing rewarding activities, information, or opportunities from which one is absent. Social media can intensify this condition because users are continuously exposed to information about what other people are purchasing, experiencing, discussing, or recommending. Within digital consumption environments, FOMO may encourage consumers to participate in trends to avoid feeling excluded or left behind.

The psychological foundation of FOMO can be related to Self-Determination Theory, which emphasizes fundamental psychological needs involving autonomy, competence, and relatedness. The need for relatedness is particularly relevant because individuals seek to remain socially connected and feel that they belong to their social environment. When social media repeatedly exposes individuals to popular products and experiences enjoyed by peers or influencers, concerns about being excluded from these experiences can motivate stronger engagement with current trends.

FOMO is especially relevant to Generation Z because this consumer group has grown within highly connected digital environments. In the context of beauty products, consumers may experience FOMO when they repeatedly encounter viral product reviews, influencer

recommendations, limited promotions, or demonstrations showing products widely used by other consumers. Such exposure can generate urgency and encourage consumers to purchase a product even when the original purchasing need is relatively weak. Thus, consumers may purchase trending products partly to maintain social relevance and participate in shared digital experiences.

Previous research provides empirical evidence supporting the role of FOMO in consumer behavior. FOMO has been found to contribute positively to impulsive buying among Generation Z consumers, indicating that greater fear of missing trends may increase consumers' tendency to make rapid purchasing decisions (Janna & Rinonce, 2025). Studies examining TikTok and skincare consumption have similarly identified FOMO as an important factor associated with consumers' purchase intentions (Rinonce & Jannah, 2025). These findings suggest that FOMO can extend beyond social-media engagement and influence actual consumption-related responses.

For Timephoria, frequent exposure to viral product content may create perceptions that the brand represents a current beauty trend that consumers should experience before its popularity declines. Students who observe influencers, peers, and other TikTok users purchasing or reviewing Timephoria products may therefore develop stronger motivation to purchase the products to avoid feeling excluded from the trend. Based on this reasoning, the following hypothesis is proposed:

H3: Fear of Missing Out (FOMO) has a positive effect on the purchase decisions of Timephoria beauty products among university students in Surakarta.

2.5 Electronic Word of Mouth (E-WOM) and Purchase Decision

Electronic Word of Mouth (E-WOM) refers to consumer-generated communication involving opinions, recommendations, experiences, comments, and evaluations of products or services distributed through digital platforms. E-WOM can appear through social media comments, marketplace reviews, ratings, online communities, and other forms of consumer-to-consumer communication. Unlike conventional advertising, E-WOM is often perceived as originating from actual consumer experiences, which may increase its relevance in reducing uncertainty during the purchasing process (Safitri et al., 2025).

The influence of E-WOM can be explained through Information Adoption Theory, which proposes that individuals are more likely to accept and use information when they perceive it as credible, useful, and relevant. Digital reviews can therefore influence purchasing behavior when consumers consider the information sufficiently reliable to support product evaluation. This mechanism is particularly relevant to beauty products because consumers frequently seek evidence regarding product performance, durability, comfort, suitability, and results before deciding to purchase.

E-WOM can be evaluated through several information-related characteristics, including intensity, valence, credibility, information quality, and usefulness. Intensity reflects the frequency and amount of discussion surrounding a product, whereas valence represents whether consumer evaluations are predominantly positive or negative. Credibility concerns the perceived trustworthiness and authenticity of online information, while information quality reflects its clarity, completeness, and relevance. Finally, information usefulness indicates whether online reviews effectively assist consumers in comparing products, reducing uncertainty, and making purchasing decisions.

Positive E-WOM can strengthen consumers' perceptions of product quality and reduce perceived purchasing risk, whereas negative E-WOM may discourage consumers from choosing a product. This mechanism is especially important for emerging beauty brands because potential consumers may have limited previous experience with the brand and therefore rely more heavily on information provided by other users. Previous studies have demonstrated that E-WOM can positively influence purchase intention and purchasing decisions through digital and social-media environments (Kartika & Pandjaitan, 2023; Safitri et al., 2025).

For Timephoria, reviews and comments on TikTok, Shopee, and other digital platforms can provide consumers with information regarding the actual experience of using its products. When such reviews are perceived as authentic, detailed, and useful, consumers may become more confident in choosing the brand. Conversely, negative reviews may encourage consumers to reconsider their purchasing decisions. Based on Information Adoption Theory and previous empirical findings, the

following hypothesis is therefore proposed:
H4: Electronic Word of Mouth (E-WOM) has a positive effect on the purchase decisions of Timephoria beauty products among university students in Surakarta.

2.6 Purchase Decision

Purchase decision represents the consumer's final choice to acquire a particular product after evaluating available information, alternatives, needs, preferences, and expected benefits. The purchasing process involves more than the act of payment because consumers generally move through several stages before making a final decision. These stages include recognizing a need, searching for relevant information, evaluating alternative products, making a purchase, and evaluating the product after consumption. Purchasing decisions may consequently be influenced by cultural, social, personal, psychological, and marketing-related factors.

In contemporary digital markets, the traditional purchase decision process has increasingly become intertwined with social media. Consumers can search for product information, compare brands, observe demonstrations, communicate with other users, and access customer reviews without leaving a social media platform. For Generation Z consumers, this digital environment can substantially influence how alternatives are evaluated and how quickly purchase decisions are made. In the context of this study, purchasing decisions reflect students' choices regarding Timephoria products after receiving and evaluating information from influencers, TikTok video content, FOMO-related social experiences, and E-WOM.

Purchase decisions can be reflected through several dimensions, including product choice, brand choice, purchasing channel, and purchasing time. Product choice represents consumers' decisions regarding which product best satisfies their needs, while brand choice reflects preferences for one brand over competing alternatives. Channel choice concerns where consumers purchase the product, and purchasing-time decisions relate to when consumers consider the transaction appropriate. These dimensions collectively describe consumers' final behavioral choices after evaluating available alternatives (Arianto et al., 2023).

2.7 Conceptual Framework

Based on the theoretical arguments and previous empirical findings, this study proposes that purchasing decisions toward Timephoria beauty products are influenced by four major digital and psychological determinants: influencer influence, TikTok video content, Fear of Missing Out (FOMO), and Electronic Word of Mouth (E-WOM). Previous studies have established significant relationships between influencer marketing and purchasing behavior, short-video content and purchase intention, FOMO and consumption behavior, as well as E-WOM and purchase decisions; however, these relationships have often been examined separately or in different product and geographical contexts (Rinonce & Jannah, 2025; Liu & Wang, 2023; Luo et al., 2025; Safitri et al., 2025).

The proposed framework therefore integrates these four variables to provide a more comprehensive explanation of digital purchasing behavior among Generation Z university students. Influencer influence, TikTok video content, and E-WOM represent important sources of digital marketing and social information, while FOMO captures the psychological pressure that may emerge from continuous exposure to online trends. Purchase decision represents the behavioral outcome of these digital and psychological influences. Accordingly, the proposed framework is expected to explain how social-media-related factors contribute to the purchase decisions of Timephoria beauty products among university students in Surakarta.

The hypotheses examined in this study are therefore formulated as follows: H1, influencer Tasya Farasya has a positive effect on purchase decisions; H2, TikTok video content has a positive effect on purchase decisions; H3, FOMO has a positive effect on purchase decisions; and H4, E-WOM has a positive effect on purchase decisions.

3. Methode

3.1 Research Design and Research Location

This study employed a quantitative research approach using a survey method to examine the factors influencing purchase decisions of Timephoria beauty products among university students in Surakarta. A quantitative approach was selected because it enables researchers to measure relationships between variables objectively through numerical data analysis and statistical testing of

predetermined hypotheses (Rizkalla, 2022). The survey method was considered appropriate because the study aimed to collect consumers' perceptions regarding influencer marketing, TikTok video content, Fear of Missing Out (FOMO), Electronic Word of Mouth (E-WOM), and purchase decisions.

The research was conducted in Surakarta, Indonesia, which was selected because it is recognized as an educational city with a large population of university students from diverse backgrounds. University students in Surakarta represent a relevant research population because they are active social media users who are frequently exposed to digital trends, influencer recommendations, short-form video content, and online consumer reviews that may influence their purchasing behavior. Furthermore, the accessibility of respondents and the efficiency of data collection were additional considerations in selecting Surakarta as the research location.

3.2 Population and Sample

The population of this study consisted of active university students in Surakarta. The population was selected because students represent Generation Z consumers who actively engage with social media platforms and are exposed to digital marketing activities related to beauty products. The research population included students from ten leading universities in Surakarta based on the EduRank 2026 ranking, covering both public and private universities.

Because the total population size was unknown, this study applied purposive sampling to select respondents who met specific research criteria. Purposive sampling is a sampling technique in which respondents are selected based on predetermined characteristics relevant to the research objectives (Campbell et al., 2020). The criteria for respondents were: (1) active university students in Surakarta, (2) active users of social media platforms, and (3) individuals who had purchased Timephoria beauty products.

The sample size was determined using the Leedy formula with a 95% confidence level and a 5% margin of error. Based on the calculation, the minimum required sample size was 96.04 respondents, which was rounded and increased to 110 respondents to improve data adequacy. Therefore, this study analyzed data obtained from 110 respondents who had previous experience purchasing Timephoria products.

3.3 Data Source and Data Collection

This study used primary data collected directly from respondents through questionnaires. Primary data refers to data obtained directly from the original source by researchers for specific research purposes. The questionnaire was distributed to respondents who fulfilled the predetermined criteria. The questionnaire items were measured using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). The four-point scale was applied to eliminate neutral responses and encourage respondents to provide clearer opinions regarding the statements provided in the questionnaire. In addition to questionnaires, this study also utilized literature studies from relevant books and academic journals to support theoretical development and variable measurement.

3.4 Research Variables and Measurement

This study examined four independent variables and one dependent variable. The independent variables consisted of influencer influence, TikTok video content, Fear of Missing Out (FOMO), and Electronic Word of Mouth (E-WOM), while purchase decision was used as the dependent variable. The influencer variable referred to the influence of Tasya Farasya as a beauty influencer who actively provides reviews and promotional content related to Timephoria beauty products on TikTok. Influencer effectiveness was measured using four indicators: trustworthiness, expertise, similarity, and attractiveness (Karimkhan & Chapa, 2025).

TikTok video content was measured based on three indicators: usefulness, entertainment, and ease of understanding. These indicators represent the extent to which TikTok content provides valuable information, creates enjoyment, and communicates product information clearly to consumers (Liu & Wang, 2023). FOMO was measured through three dimensions: social anxiety, desire to stay connected, and fear of being out of the loop. This variable reflects consumers' psychological concerns regarding being excluded from ongoing trends or popular consumption experiences (Gupta & Sharma, 2021).

E-WOM was measured through five indicators: intensity, valence of opinion, credibility, information quality, and information usefulness. These dimensions represent the

characteristics of online consumer communication that may influence consumers' perceptions and purchasing decisions (Liu & Wang, 2023; Luo et al., 2025). The dependent variable, purchase decision, was measured using four indicators: product choice, brand choice, channel choice, and purchasing time. These indicators describe consumers' decision-making processes when selecting and purchasing products (Ayu et al., 2022).

3.5 Instrument Testing

Before conducting hypothesis testing, the research instrument was evaluated through validity and reliability tests. Instrument testing is necessary to ensure that measurement items accurately represent research variables and produce consistent results. Validity testing was conducted to determine whether questionnaire items appropriately measured the intended constructs. The validity test was assessed using significance values, where questionnaire items were considered valid when the significance value was below 0.05 (Sari et al., 2021). Reliability testing was conducted using Cronbach's Alpha to evaluate the internal consistency of the questionnaire. An instrument was considered reliable when the Cronbach's Alpha value exceeded 0.60.

3.6 Data Analysis Technique

The collected data were analyzed using descriptive and inferential statistical analysis. Descriptive analysis was applied to describe respondent characteristics and summarize respondents' responses toward each research variable through frequency distributions and average scores.

Before regression analysis, classical assumption tests were performed, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. These tests were conducted to ensure that the regression model met statistical requirements and produced reliable estimation results.

Hypothesis testing was performed using multiple linear regression analysis. Multiple regression analysis was used because the research model involved several independent variables predicting one dependent variable (Lamidi et al., 2023). The regression model was formulated as follows: Purchase Decision = α + β1 Influencer + β2 TikTok Video Content + β3 FOMO + β4 E-WOM + The significance of individual independent variables was examined using the t-test, while the simultaneous influence of all independent variables was evaluated using the F-test. The coefficient of determination (R^2) was used to determine the extent to which independent variables explained variations in purchase decisions.

4. Results and Discussion

4.1 Respondent Characteristics

The respondent characteristics were analyzed to describe the demographic profile of participants involved in this study. This analysis provides an overview of the respondents' background, including gender, age, beauty product expenditure, and purchasing frequency of Timephoria products. The demographic characteristics are presented in Table 1.

Table 1. Respondent Characteristics Based on Demographic Information

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	126	100.00
Age	18–20 years	18	14.29
	21–23 years	104	82.54
	24–26 years	4	3.17
Beauty product expenditure	< IDR 300,000	49	38.89
	IDR 301,000–550,000	55	43.65
	IDR 551,000–750,000	16	12.70
	> IDR 751,000	6	4.76
Purchase frequency	1–2 times	72	57.14
	2–3 times	45	35.71
	>3 times	9	7.14

Source: Primary data processed, 2026

Table 1 shows that all respondents were female consumers of Timephoria products. The majority of respondents were aged 21–23 years (82.54%), with the highest proportion spending IDR 301,000–550,000 on beauty products (43.65%). Most respondents had purchased Timephoria products 1–2 times (57.14%), indicating that respondents had direct experience with the product.

4.2 Validity Test

The validity test was conducted to evaluate whether each questionnaire item accurately measured the intended research variables. The Pearson Product Moment correlation method was used, where items were considered valid when the significance value was below 0.05. The validity test results for all research constructs are presented in Table 2.

Table 2. Validity Test Results

Variable	Number of Items	Significance Value	Result
Influencer Tasya Farasya (X1)	5	0.000	Valid
TikTok Video Content (X2)	6	0.000	Valid
Fear of Missing Out (X3)	6	0.000	Valid
Electronic Word of Mouth (X4)	6	0.000	Valid
Purchase Decision (Y)	5	0.000	Valid

Source: Primary data processed, 2026

Table 2 indicates that all research variables obtained significance values of 0.000, which are lower than the required threshold of 0.05. Therefore, all questionnaire items were declared valid. These results confirm that the instrument was appropriate for measuring the research constructs.

4.3 Reliability Test

Reliability testing was performed to determine the consistency of the measurement instruments used in this study. Cronbach's Alpha coefficient was applied, where a value greater than 0.60 indicates acceptable reliability. The reliability results are presented in Table 3.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Result
Influencer Tasya Farasya (X1)	0.627	Reliable
TikTok Video Content (X2)	0.768	Reliable
Fear of Missing Out (X3)	0.902	Reliable
Electronic Word of Mouth (X4)	0.733	Reliable
Purchase Decision (Y)	0.627	Reliable

Source: Primary data processed, 2026

Table 3 demonstrates that all variables obtained Cronbach's Alpha values above 0.60. This indicates that all measurement items had acceptable internal consistency. Therefore, the questionnaire was considered reliable for further statistical analysis.

4.4 Classical Assumption Test

Before conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model met statistical requirements. The tests included normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The results of the classical assumption tests are summarized in Table 4.

Table 4. Classical Assumption Test Results

Test	Indicator	Result	Decision
Normality	Monte Carlo Sig. > 0.05	0.200	Normal distribution
Multicollinearity	VIF < 10	Fulfilled	No multicollinearity
Heteroscedasticity	Sig. > 0.05	Fulfilled	No heteroscedasticity
Autocorrelation	Sig. > 0.05	0.371	No autocorrelation

Source: Primary data processed, 2026

Table 4 shows that the regression model fulfilled all classical assumption requirements. The results indicate that the data were normally distributed and free from multicollinearity, heteroscedasticity, and autocorrelation problems. Therefore, the regression model was suitable for hypothesis testing.

4.5 Descriptive Statistics

Descriptive statistical analysis was conducted to identify respondents' perceptions toward each research variable. The analysis presents the average score of influencer influence, TikTok video content, FOMO, E-WOM, and purchase decision variables. The descriptive statistics are presented in Table 5.

Table 5. Descriptive Statistics of Research Variables

Variable	Mean Score	Category
Influencer Tasya Farasya (X1)	3.36	High
TikTok Video Content (X2)	3.30	High
FOMO (X3)	2.87	High
E-WOM (X4)	3.26	High
Purchase Decision (Y)	3.33	High

Source: Primary data processed, 2026

Table 5 indicates that all research variables obtained high average scores. The influencer variable obtained the highest mean score, followed by purchase decision and TikTok video content. These results indicate that respondents generally showed positive perceptions toward digital marketing factors related to Timephoria.

4.6 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of influencer, TikTok video content, FOMO, and E-WOM on purchase decisions. The analysis was performed to test the proposed hypotheses and determine the contribution of each independent variable toward purchase decisions. The regression results are presented in Table 6.

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Table 6. Multiple Linear Regression Results

Variable	Coefficient (β)	t-value	Sig.
Influencer Tasya Farasya (X1)	-0.084	-1.268	0.207
TikTok Video Content (X2)	0.219	3.593	0.000
FOMO (X3)	-0.017	-0.630	0.530
E-WOM (X4)	0.519	8.189	0.000

Source: Primary data processed, 2026

Table 6 shows that TikTok video content and E-WOM had significant positive effects on purchase decisions. Meanwhile, influencer influence and FOMO did not significantly affect purchase decisions because their significance values exceeded 0.05. Among all variables, E-WOM showed the strongest influence based on the highest regression coefficient.

4.7 Model Feasibility Test

The feasibility of the regression model was evaluated using the F-test and coefficient of determination (Adjusted R^2). The F-test was used to determine whether all independent variables simultaneously influenced purchase decisions, while Adjusted R^2 was used to measure the explanatory power of the model. The results are presented in Table 7.

Table 7. Model Testing Results

Test	Result	Interpretation
F-value	60.948	Significant
Sig. F	0.000	Model Fit
Adjusted R^2	0.668	66.8% Explained Variance

Source: Primary data processed, 2026

Table 7 indicates that the regression model was statistically significant with a significance value below 0.05. The Adjusted R^2 value shows that the independent variables explained 66.8% of the variation in purchase decisions. The remaining 33.2% was explained by other factors outside the research model.

The Effect of Influencer Tasya Farasya on Purchase Decisions

The results of this study indicate that influencer Tasya Farasya does not have a significant effect on the purchase decisions of Timephoria beauty products among university students in Surakarta. This finding indicates that although Tasya Farasya has strong popularity, expertise, and credibility as a beauty influencer, these characteristics are not sufficient to directly encourage consumers to purchase Timephoria products. Consumers may consider other factors, such as product quality, price, product suitability, and personal experience before making purchasing decisions.

The insignificant effect of influencer marketing suggests that consumers do not rely solely on influencer recommendations when deciding to purchase beauty products. Influencer credibility can increase consumer awareness and shape initial perceptions of a brand; however, the final purchasing decision may depend on consumers' evaluation of product benefits and personal needs. The effectiveness of persuasive communication is influenced by source credibility, including expertise, trustworthiness, and attractiveness, but credibility alone does not always guarantee behavioral changes among consumers (Hovland & Weiss, 1951).

This finding is consistent with previous research showing that influencer marketing does not always significantly affect purchase decisions because consumers tend to consider additional information before making purchasing decisions (Kurniawan et al., 2023). However, this finding differs from previous research indicating that Tasya Farasya significantly influences consumer purchasing decisions through her credibility as a beauty influencer. The differences may occur because influencer effectiveness depends on product characteristics, consumer involvement, and the level of trust between followers and influencers.

For emerging beauty brands such as Timephoria, influencer marketing should not only focus on influencer popularity but also emphasize authentic reviews, transparent product demonstrations, and reliable information delivery. Influencer collaboration will be more effective when consumers perceive the information as relevant and aligned with their personal needs.

The Effect of TikTok Video Content on Purchase Decisions

The findings of this study demonstrate that TikTok video content has a positive and significant effect on purchase decisions for Timephoria beauty products. This result indicates that informative, attractive, and easily understood video content can encourage consumers to evaluate and purchase products. TikTok has become an important platform for Generation Z consumers because it provides short-form visual content that combines entertainment and product information.

The significant influence of TikTok video content can be explained through the Uses and Gratifications Theory, which states that individuals actively use media to fulfill specific needs, including information, entertainment, and social interaction. In the context of beauty

products, TikTok videos allow consumers to observe product demonstrations, reviews, tutorials, and user experiences before making purchasing decisions. These characteristics reduce uncertainty and increase consumers' confidence toward products.

The results support previous studies showing that TikTok content significantly influences consumer purchasing decisions because visual and interactive content can increase consumer engagement and product interest (Godey et al., 2020). Similar findings indicate that TikTok marketing activities provide consumers with useful information and emotional experiences that contribute to purchasing behavior (Aji et al., 2020). The effectiveness of TikTok content is also strengthened by its algorithmic system, which allows relevant product information to reach consumers based on their interests.

The practical implication of this finding is that Timephoria should continue developing creative TikTok marketing strategies. Content such as product comparisons, honest reviews, makeup tutorials, and product demonstrations can strengthen consumer understanding and encourage purchasing decisions. Digital marketing strategies based on informative and engaging content are increasingly important for beauty brands competing in social media environments.

The Effect of Fear of Missing Out (FOMO) on Purchase Decisions

The results show that Fear of Missing Out (FOMO) does not significantly influence purchase decisions for Timephoria beauty products among university students in Surakarta. This finding indicates that although Timephoria has gained popularity through social media trends, consumers do not necessarily purchase the product simply because they are afraid of missing current beauty trends. Consumers may still prioritize rational considerations, such as product compatibility, quality, and personal preferences. This finding suggests that social pressure and the desire to follow trends are not always strong enough to influence purchasing decisions. FOMO occurs when individuals feel anxiety about missing experiences, information, or social opportunities that others are participating in. However, in the context of beauty products, consumers often require stronger personal justification because product usage is closely related to individual preferences, skin conditions, and expected benefits.

The insignificant effect of FOMO is consistent with previous studies showing that social media-related psychological factors may not always lead to purchase decisions because consumers still consider perceived value, product relevance, and personal preferences before purchasing (Purnamaningsih & Rizkalla, 2020; Wibowo et al., 2023). However, this finding differs from previous research showing that FOMO significantly influences consumer purchase decisions because social media exposure and social influence create psychological pressure that encourages individuals to follow trending products and participate in popular consumption activities (Wang et al., 2023; Sesar et al., 2022).

The results indicate that viral trends alone are insufficient to generate sustainable purchasing decisions for beauty products. Therefore, Timephoria should focus on creating product value, strengthening consumer trust, and providing meaningful experiences rather than relying solely on urgency-based marketing strategies.

The Effect of Electronic Word of Mouth (E-WOM) on Purchase Decisions

The results indicate that Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions for Timephoria beauty products. This finding shows that online reviews, consumer comments, testimonials, and digital recommendations play an important role in shaping consumer perceptions and encouraging purchasing decisions. Among the variables examined, E-WOM showed the strongest influence, indicating that consumers highly consider information provided by other users.

The influence of E-WOM can be explained through Information Adoption Theory, which states that individuals tend to accept information when it is perceived as credible, useful, and relevant to their needs (Sussman & Siegal, 2003). In the beauty industry, consumer-generated reviews provide practical information regarding product effectiveness, product suitability, and potential weaknesses. Therefore, E-WOM can reduce uncertainty and increase consumer confidence before purchasing products.

This finding supports previous studies showing that E-WOM significantly affects purchase decisions because consumers perceive online reviews as more authentic compared with company-generated

promotional messages. Similar findings demonstrate that digital consumer communication influences consumer attitudes and purchasing behavior, particularly in online shopping environments (Sari & Wijaya, 2026).

The practical implication is that Timephoria should actively manage its online reputation by encouraging positive customer experiences and responding appropriately to negative reviews. Maintaining positive E-WOM can strengthen brand trust and support consumer decision-making in competitive beauty markets.

Overall Research Findings and Novel Contribution

This study demonstrates that digital marketing factors influence consumer purchase decisions differently. TikTok video content and E-WOM significantly influence purchase decisions because both provide consumers with direct information, product experiences, and social validation. Meanwhile, influencer credibility and FOMO do not significantly influence purchasing decisions, indicating that Generation Z consumers tend to evaluate beauty products more critically before making purchases.

The findings contribute to digital marketing literature by integrating four important factors, namely influencer marketing, TikTok video content, FOMO, and E-WOM, within the context of an emerging beauty brand. Previous studies have generally focused on established beauty brands or examined digital marketing factors separately, while this study examines these variables simultaneously in the context of Timephoria as a newly popular beauty brand among Generation Z consumers in Surakarta.

This study also provides practical implications for beauty companies in designing digital marketing strategies. Companies should prioritize informative content creation and consumer-generated communication because these factors have stronger effects on purchase decisions compared with influencer popularity and trend-based psychological motivations. Effective digital marketing strategies should therefore combine engaging content, credible information, and authentic consumer experiences to build sustainable consumer relationships.

5. Conclusion

This study examined the effects of influencer Tasya Farasya, TikTok video content, Fear of Missing Out (FOMO), and Electronic Word of Mouth (E-WOM) on the purchase decisions of Timephoria beauty products among university students in Surakarta. The findings indicate that TikTok video content and E-WOM significantly influence purchase decisions, demonstrating that informative, engaging, and consumer-generated digital information plays an important role in shaping Generation Z consumers' purchasing behavior. In contrast, influencer Tasya Farasya and FOMO do not significantly affect purchase decisions, suggesting that consumers do not rely solely on influencer recommendations or social pressure from trending products when evaluating beauty products.

This study provides theoretical implications by expanding the understanding of digital consumer behavior through the integration of influencer marketing, TikTok content, FOMO, and E-WOM within the context of an emerging beauty brand. The findings highlight that digital information quality and consumer experiences may have a stronger influence on purchasing decisions compared with popularity-based marketing strategies. Practically, Timephoria should prioritize developing informative TikTok content and encouraging authentic consumer reviews to strengthen consumer trust and purchase intention.

However, this study has several limitations. The research was limited to university students in Surakarta, with respondents selected based on specific criteria, so the findings may not fully represent all Timephoria consumers. In addition, this study only examined four independent variables and relied on self-reported questionnaire data, which may be influenced by respondents' perceptions.

Future research is recommended to include other factors that may influence beauty product purchasing decisions, such as product quality, price perception, brand image, brand trust, and customer experience. Future studies may also expand the research population, increase sample size, and compare different beauty brands or consumer segments to obtain broader empirical findings.

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