

## INFLUENCER, VIRAL MARKETING, FOMO REGARDING PURCHASE OF EMINA SKINCARE AT *RUMAH KOSMETIK CARISSA LEMPUYANG*



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### Abstract

This study aims to determine the effect of Influencer Marketing, Viral Marketing, FOMO on the purchase of Emina skincare at Rumah Kosmetik Carissa Lempuyang. The sample in this study was taken using a non-probability sampling method with a purposive sampling technique with a total of 140 respondents. Data collection was carried out by distributing questionnaires with 28 statement items. Data analysis techniques were carried out using Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Determination Coefficient Test, t-test, and F-test. Based on the results of the study, it was found that influencer marketing had a positive and significant effect on purchasing decisions, viral marketing had a positive and significant effect on purchasing decisions, FOMO had a positive and significant effect on purchasing decisions, and influencer marketing, viral marketing, FOMO had a joint effect on purchasing decisions. The independent variable was able to explain 62.2% of the variation in purchasing decisions. Suggestions that can be given by researchers are for Emina to pay more attention to its skincare promotions so that consumer attention is not focused on its cosmetic products alone, it is hoped that Rumah Kosmetik Carissa Lempuyang will continue to promote Emina skincare in order to increase Emina skincare sales. It is hoped that this research will provide benefits for future researchers and can be used as a reference for other researchers in the future.

**Keywords:** Influencer Marketing, Viral Marketing, FOMO (Fear of Missing Out), Purchase Decisions

## INTRODUCTION

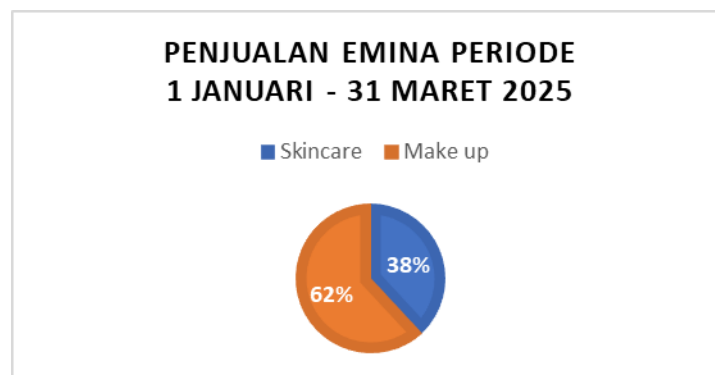
The Indonesian cosmetics and beauty industry is experiencing significant growth, with a projected annual growth rate (CAGR) of 4.33% until 2030 (Statista, 2025). This expansion is fueled by increasing public awareness, not just among women but also men, regarding the importance of skincare for maintaining health and appearance (Ajrina et al., 2024). Within this thriving market, Emina, a local brand under PT. Paragon Technology and Innovation, has positioned itself as an affordable and suitable option for teenagers (Alwi et al., 2024). However, despite this vast potential, a critical problem has emerged: Emina's skincare product sales are significantly underperforming.

This is corroborated by e-commerce data from April to June 2022, which placed Emina in ninth place among best-selling skincare brands, far behind competitors like Somethinc and Scarlett as illustrated in Figure 1.



**Figure 1.**  
**Best-Selling Skincare Brands on E-Commerce**  
Source: Kompas.co.id (2022)

This shows a lack of consumer attention to the skincare products offered by Emina. Furthermore, data from Rumah Kosmetik Carissa Lempuyang for the period of January to March 2025 reveals that skincare constituted only 38% of Emina's total sales, while cosmetics dominated with 62%, as shown in Figure 2.



**Figure 2.**  
**Emina Sales Data for the Period January to March 2025**  
Source: Rumah Kosmetik Carissa (2025)

This study argues that the root of this issue lies in the ineffective and imbalanced implementation of key digital marketing strategies, specifically influencer marketing, viral marketing, and the utilization of the FOMO (Fear of Missing Out) phenomenon.

One of the primary causes for Emina's low skincare sales is a suboptimal influencer marketing strategy. Although Emina has partnered with prominent figures like Neona Ayu as a Brand Ambassador and Niana Guerrero as a Global Youth Icon, their promotional focus has been disproportionately skewed towards cosmetic products, such as lipstick collaborations (Instagram, 2024). This has resulted in diminished consumer attention and engagement for the skincare line. Theoretically, influencer marketing is a powerful strategy that leverages individuals with significant influence to shape customer purchasing decisions (Brown & Hayes, 2008). However, Emina's implementation has failed to translate this influence evenly across its product categories. The academic literature on this topic presents inconsistent findings, with some studies showing a positive and significant impact on purchasing decisions (Apriliani & Ekowati, 2023; Devi et al., 2024), while others found an insignificant or non-existent effect (Purnomo et al., 2023). This lack of focused promotion for skincare in Emina's influencer campaigns directly undermines the strategy's potential to drive sales in that crucial category.

Similarly, Emina's viral marketing strategy has been deemed ineffective. The brand has leveraged the popular TikTok platform and created the Emina Shine Society community (formerly Emina Girl Gang Ambassador) to disseminate product information. However, this approach faces two major drawbacks. First, the Key Opinion Leaders (KOLs) invited to review products often promote competing brands simultaneously, creating a conflict of interest that can confuse consumers. Second, the brand's community has suffered from low engagement. Following its rebranding, the Emina Shine Society Instagram account showed a paltry interaction rate on new recruitment posts, garnering only 4,876 likes and 139 comments from its 35.2 thousand followers. This indicates a lack of publicity and consumer enthusiasm. Viral marketing, defined as the word-of-mouth spread of information through social media (Turban et al., 2018; Diawati et al., 2021), has failed to generate significant hype for Emina's skincare products. As with influencer marketing, previous research on viral marketing shows mixed results, with some studies confirming its significant effect (Andora & Yusuf, 2021) and others finding it insignificant (Doloksaribu & Purba, 2024), reinforcing the need to test its effectiveness specifically for Emina skincare.

A third contributing factor is the underutilization of the FOMO (Fear of Missing Out) phenomenon. FOMO is defined as a feeling of anxiety after viewing social media and witnessing others having interesting experiences, which creates a strong desire to follow suit (Przybylski et al., 2013). Emina attempts to capitalize on this with strategies like flash sales, limited-edition products, and pre-orders. However, once again, the primary focus of these promotions is often directed at cosmetic products. Consequently, the sense of urgency and the fear of missing out on trends that should drive purchases are not being effectively established among consumers for its skincare line. The effectiveness of FOMO in driving purchasing decisions is also debated in academia, with some studies showing a positive and significant effect (Hisbullah et al., 2023) and others finding no significant impact (Azahary et al., 2023). This inconsistency, combined with Emina's unfocused implementation, makes FOMO a critical variable for further investigation.

Beyond these digital marketing strategies, other factors also contribute to Emina's low skincare sales. The brand's strong image as a product exclusively for teenagers may limit its potential market compared to brands targeting a broader demographic. Furthermore, the variety of skincare products offered is limited, giving consumers fewer options to tailor to their specific skin needs. The background of this problem, therefore, systematically outlines an inconsistent phenomenon: while the skincare industry is booming, a product line from a well-known brand like Emina is lagging. This study argues that the root of the problem lies in the unbalanced execution of its digital marketing. Purchasing decisions, defined as the process where consumers select their most preferred product or service (Kotler & Keller, 2016), are not being effectively influenced for skincare. Therefore, considering the inconsistent findings of previous studies, this research is highly relevant. It aims to provide clear empirical evidence on the simultaneous influence of influencers, viral marketing, and FOMO on Emina skincare purchases at Rumah Kosmetik Carissa Lempuyang, offering practical recommendations to improve sales performance.

## REVIEW OF LITERATURE

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is an extension of the Theory of Reasoned Action. TPB overcomes the limitations of previous models by adding a component of perceived behavioral control to explain behaviors that are not entirely under the individual's conscious control (Gondo, 2024). This model states that behavioral intention is determined by three main factors: attitude toward the behavior, subjective norms (social pressure), and perceived behavioral control (beliefs about the ease or difficulty of performing the behavior) (Ajzen, 1991). These three components collectively influence intention, which in turn serves as a direct predictor of actual behavior (Rokhayati et al., 2022; Maslim & Andayani, 2023). TPB is particularly relevant for understanding how external factors such as marketing influence purchasing decisions through changes in attitudes and perceived control.

Consumer Decision-Making Theory explains the cognitive process consumers go through before making a purchase. According to Kotler et al. (2022) and Wardhana (2024), this process includes five stages: 1) Problem recognition (identifying needs), 2) Information search (searching for product data), 3) Alternative evaluation (comparing options), 4) Purchase decision (whether to buy or not), and 5) Post-purchase behavior (satisfaction or regret). Sulchan (2024) emphasizes that decision-making involves choosing between two or more options. Firmansyah (2018) simplifies it into four stages (without explicit information search), emphasizing that decisions are the result of an interrelated analysis of environmental input, cognitive/affective processes, and behavioral actions.

The first applied theory in this study is influencer marketing, which refers to a marketing strategy that utilizes individuals known as influencers who possess the ability to influence their followers on social media to promote products (Brown & Hayes, 2008; Anggraini & Ahmadi, 2025). This strategy is measured through three main indicators, namely engagement which reflects the level of audience interaction with content, reach which refers to the extent of content distribution, and impressions which indicate the frequency with which content is viewed by users (Andini, 2024).

The second applied theory is viral marketing, defined as an internet-based word-of-mouth marketing strategy designed to spread messages rapidly and widely in a manner resembling the spread of a virus (Turban et al., 2018; Diawati et al., 2021). Viral marketing is measured using three indicators, namely messengers who serve as the spreaders of the message, messages which encompass the engaging content being distributed, and the environment which refers to the contextual conditions that support the widespread dissemination of content (Haryanto & Azizah, 2021).

The third applied theory is FOMO or Fear of Missing Out, a psychological phenomenon characterized by anxiety or fear of missing out on information, experiences, or current trends, which is often triggered by exposure to social media (Przybylski et al., 2013; McGinnis, 2020; Fitri et al., 2024). FOMO is measured through four indicators, namely missed experiences, which reflect the feeling of having missed important events, compulsion, which refers to habitual checking behavior on social media, comparison with friends which involves evaluating one's own experiences against those of others, and being left out which captures the sensation of exclusion from ongoing social activities (Kaloeti et al., 2021).

**Purchase Decision:** The process of selecting the product/service deemed most satisfying among available alternatives (Kotler & Keller, 2016; Widjanarko et al., 2023). Indicators include problem recognition, information search, evaluation of alternatives, and purchase decision (Firmansyah, 2018).

## RESEARCH METHOD

This research was conducted at Carissa Cosmetics House on Jalan Gunung Lempuyang, Denpasar, due to its strategic location near schools and residential areas, facilitating data collection. The population comprised all consumers who purchased Emina skincare at the store (number unknown). A sample of 140 respondents was drawn using non-probability sampling with a purposive sampling technique based on the following criteria: knowledge of the store, prior purchase of Emina skincare, and exposure to Emina advertisements. The sample size was determined using the formula of Hair et al. (2018) (number of indicators  $\times$  10).

The data used were quantitative, consisting of questionnaire responses and sales data. Data sources included primary data (Google Form questionnaire and store sales data) and secondary data (e-commerce sales data and literature review). Data collection was conducted using an electronic questionnaire with a Likert scale of 1–4.

The research instrument was tested for validity (criterion:  $r > 0.30$ ) and reliability (Cronbach's alpha  $> 0.60$ ) (Sugiyono, 2023). Data analysis includes: a.) Classical Assumption Tests: Normality (Kolmogorov-Smirnov), multicollinearity ( $VIF < 10$ ), and heteroscedasticity (Glejser test and graph) (Ghozali, 2021). b.) Multiple Linear Regression Analysis: Equation  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$ , where  $Y$  = Purchase Decision,  $X_1$  = Influencer Marketing,  $X_2$  = Viral Marketing,  $X_3$  = FOMO. c.) Statistical Tests: Coefficient of Determination ( $R^2$ ), t-test (significance  $< 0.05$ ), and F-test (significance  $< 0.05$ ) (Ghozali, 2021).

## RESULTS AND DISCUSSION

### Respondent Characteristics

The total number of respondents in this study was 140, all consumers of Rumah Kosmetik Carissa Lempuyang. Based on the data collected, the respondent profile revealed several dominant characteristics. In terms of gender, the majority of respondents were female, at 139 (99.3%), while only one male respondent (0.7%). This aligns with the target market for Emina skincare products, which generally targets female consumers. In terms of age, the majority of respondents were between 21 and 25 years old, at 78 (55.7%). The 15 to 20 age group comprised 35 (25.0%), and the 26 to 30 age group comprised 27 (19.3%). This indicates that the majority of respondents were young adults, Emina's primary market segment.

The respondent characteristics also demonstrated homogeneity in terms of their relevance to the research object. All respondents, or 100%, resided in Denpasar and the surrounding area. More importantly, all of them had seen or watched Emina advertisements, were familiar with the location of Carissa Cosmetics House on Jalan Gunung Lempuyang, and had purchased Emina skincare products there. Overall, the respondent profile represents a highly relevant sample that meets the research criteria. They are young female consumers in the target location who have direct exposure to Emina marketing and experience purchasing the skincare products studied, thus providing high credibility to the data for further analysis.

### Research Instrument Testing Results

According to Sugiyono (2023), validity testing is a test of the accuracy between the research object and the data reported by the researcher. Research can be considered valid if there is a similarity between the research object and the reported data. The measurement criteria used are if the  $r$  value is positive and the  $r$  value is  $> 0.30$ , then the questionnaire item can be declared valid. Based on the results of the research instrument validity test, all items for each variable in this study showed a calculated  $r$  value greater than 0.30. These variables include:

1. Influencer marketing (X1) with 6 statement items.
2. Viral marketing (X2) with 6 statement items.
3. Fear of missing out (X3) with 8 statement items.
4. Purchase decision (Y) with 8 statement items.

All these items were declared valid because their calculated  $r$  values exceeded the minimum standard of 0.30. Reliability Test Results According to Sugiyono (2023), reliability testing is the extent to which an instrument can produce consistent results over time. In this study, the researcher used the Cronbach's Alpha method. A questionnaire is considered reliable if the statistical test results show an Alpha  $\alpha$  value  $> 0.60$ . The reliability test results show:

1. The influencer marketing variable (X1) with 6 instruments had a Cronbach's Alpha value of 0.836.
2. The viral marketing variable (X2) with 6 instruments had a Cronbach's Alpha value of 0.839.

3. The fear of missing out variable (X3) with 8 instruments had a Cronbach's Alpha value of 0.940.
4. The purchasing decision variable (Y) with 8 instruments had a Cronbach's Alpha value of 0.893.

All variables in this study demonstrated Cronbach's Alpha values above the minimum standard of 0.60, indicating that all instruments were reliable.

### **Descriptive Statistical Test Results**

This study presents the results of descriptive statistical tests to analyze respondents' responses to the research variables. The assessment was conducted quantitatively using an interval scale, with assessment categories determined based on the class interval formula according to (Sugiyono, 2023). The assessment criteria were divided into four categories: Strongly Disagree (1.00-1.75), Disagree (1.76-2.50), Agree (2.51-3.25), and Strongly Agree (3.26-4.00).

#### **Influencer Marketing (X1)**

The influencer marketing variable showed very positive results, with an average overall score of 3.33, falling into the Strongly Agree category. This high score was driven by respondents' perception that Emina skincare promotional content from influencers frequently appeared on their social media (average score of 3.44). However, aspects of active interaction, such as commenting on or sharing content, showed a slightly lower score, at 3.11, falling into the Agree category.

#### **Viral Marketing (X2)**

Similar to influencer marketing, the viral marketing variable also received a positive response, with an average score of 3.32 (Strongly Agree). Respondents most strongly agreed with the statement that they frequently encounter positive reviews or comments about Emina on various online platforms (score 3.41). Conversely, the level of trust in content from celebrities or influencers showed the lowest score, although still in the Agree category, with a score of 3.22.

#### **Fear of Missing Out (FOMO) (X3)**

Respondents indicated a lower level of agreement compared to the previous two variables, with an average score of 3.05 in the Agree category. The strongest aspect was the urge to constantly check social media to avoid missing out on promotions (score 3.16). Meanwhile, feelings of lack of confidence if they haven't used Emina products, like friends, showed the lowest score (2.94).

#### **Purchase Decision (Y)**

Finally, the purchase decision variable showed the most positive results, with an average overall score of 3.39 (Strongly Agree). Respondents strongly agreed that Emina provides skincare products, that they seek information about Emina, and that they compare Emina with other brands before purchasing (all three with a score of 3.46). The desire to try a product due to dissatisfaction with previous products and following Emina's social media accounts or influencers showed slightly lower scores, at 3.29.

## Classical Assumption Test Results

This study conducted a series of classical assumption tests as a prerequisite before conducting regression analysis, which, according to Ghozali (2021), are necessary for a model to be considered sound and unbiased. These tests include normality tests, multicollinearity tests, and heteroscedasticity tests.

1. Normality Test: According to Sugiyono (2023), this test aims to determine whether the data in the regression model is normally distributed. Using the Kolmogorov-Smirnov test, the results showed a significance value (Asymp. Sig.) of 0.200. Since this value is greater than 0.05, it can be concluded that the residual data is normally distributed and there are no deviations (Ghozali, 2021).
2. Multicollinearity Test: This test is conducted to detect correlations between independent variables (Ghozali, 2021). The analysis results show that the Tolerance values for all independent variables (Influencer Marketing, Viral Marketing, and FOMO) are above 0.10, and the Variance Inflation Factor (VIF) values are all well below the threshold of 10. Thus, the regression model is free from multicollinearity.
3. Heteroscedasticity Test: This test aims to determine whether there is inequality in residual variance from one observation to another (Ghozali, 2021). The test results were performed using two methods:
  - a. Scatterplot Graph: The residual points are randomly distributed without forming a specific pattern above and below the zero axis, indicating the absence of heteroscedasticity.
  - b. Glejser Test: The significance value (Sig.) for all independent variables is above 0.05. This means that no independent variables significantly influence the residual variables, thus the model is free from heteroscedasticity.

## Hypothesis Testing

To test the research hypothesis, a series of statistical analyses were conducted to determine the effect of the independent variables (Influencer Marketing, Viral Marketing, and FOMO) on the dependent variable (Purchase Decision). The analysis began with a multiple linear regression test, which, according to Ghozali (2021), is used to test the effect of several independent variables on one dependent variable. The results produced a regression equation:  $Y = 4.959 + 0.249X_1 + 0.643X_2 + 0.181X_3$ . This equation shows that all three independent variables have a positive influence on purchasing decisions. Among the three, Viral Marketing ( $X_2$ ) has the largest coefficient (0.643), meaning it has the strongest influence on purchasing decisions. Furthermore, the analysis of the coefficient of determination ( $R^2$ ) shows that the R Square value is 0.622. This means that the variables Influencer Marketing, Viral Marketing, and FOMO together explain 62.2 percent of the variation in Emina skincare product purchasing decisions, while the remaining 37.8 percent is influenced by factors outside this research model.

To test the influence of each variable individually, a t-test (partial test) was conducted. The analysis results show that:

1. Influencer Marketing has a calculated t-value (2.484) greater than the t-table (1.65613), indicating a positive and significant influence on purchasing decisions.

2. Viral Marketing has a calculated t-value (6.735) greater than the t-table (1.65613), indicating a positive and significant influence on purchasing decisions.
3. FOMO (Fear of Missing Out) has a calculated t-value (3.629) greater than the t-table (1.65613), indicating a positive and significant influence on purchasing decisions.

Finally, an F-test (ANOVA) was conducted to examine the influence of the three independent variables simultaneously. The results showed an F-count of 74.534, which was significantly higher than the F-table value (2.67). Thus, it can be concluded that Influencer Marketing, Viral Marketing, and FOMO collectively have a positive and significant influence on consumer purchasing decisions for Emina skincare products at Rumah Kosmetik Carissa Lempuyang.

## CONCLUSION

Based on research conducted to analyze the factors influencing Emina skincare purchases at Rumah Kosmetik Carissa Lempuyang, it can be concluded that influencer marketing, viral marketing, and fear of missing out (FOMO) significantly influence consumer purchasing decisions. The results of the regression analysis indicate that all three variables partially have a positive and significant influence. Viral marketing proved to be the most influential variable, indicated by the highest beta coefficient of 0.643. This was followed by influencer marketing with a beta coefficient of 0.249 and fear of missing out (FOMO) with a beta coefficient of 0.181. The significance of all three variables was confirmed by a calculated t-value greater than the t-table and a significance value below the 0.05 threshold.

Simultaneously, these three independent variables were also proven to have a positive and significant influence on purchasing decisions. This is evidenced by the results of the F-test, which showed an F-value of 74.534 with a significance level of 0.000. The coefficient of determination ( $R^2$ ) analysis of 0.622 indicates that this research model is able to explain 62.2% of the variation in purchasing decisions, while the remainder is influenced by other factors not examined. Overall, these findings confirm that a digital marketing strategy utilizing influencers, viral marketing, and the FOMO phenomenon is an effective combination to drive consumer purchasing decisions for Emina skincare products.

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