

The Influence Of Hedonic And Fear Of Missing Out (Fomo) On The Interest In Buying Lapubu Dolls Among Gen Z In Bandar Lampung, Moderated By Influencers

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Abstract

This study aims to analyze the influence of hedonic motivation and fear of missing out (FOMO) on the purchase interest of Labubu dolls among Gen Z in Bandar Lampung, with the moderating role of influencers. This study uses a quantitative approach and survey method to collect data. The sample in this study was 120 respondents. The analysis tool used and the data to be analyzed statistically using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using Smart PLS software. The results of the study show that hedonic motivation has a positive and significant effect on purchase intention, while FOMO does not show a significant effect. In addition, influencers failed to moderate the influence of both on purchase intention. These findings provide important insights for entrepreneurs in designing the right marketing strategies to attract Gen Z purchase interest and highlight the importance of understanding the psychological factors that influence their purchasing decisions.

Keywords: Hedonic, Fear Of Missing Buying Interest, Labubu Doll, Gen-Z, Influencers

Introduction

In the modern era, the relationship between humans and technology has no boundaries and is becoming easier. Technology tries to make human life easier by helping with all daily activities. (Fiki Fahrur Nizam, nd)

In recent years, the phenomenon of dolls as collectibles and merchandise has become increasingly popular, especially among young people. One of the dolls that is currently on the rise is the Labubu doll, which has unique characteristics and attracts the attention of various segments, especially Generation Z. In the city of Bandar Lampung, Gen Z shows great interest in collectible products such as Labubu. This phenomenon is related to several psychological factors, such as hedonic motivation and fear of missing out (FOMO), which influence their consumption behavior. (Stephanus Solaiman & Christian Haposan Pangaribuan, 2024)

Jumlah Penduduk menurut Kelompok Umur dan Jenis Kelamin, Provinsi LAMPUNG, 2022

Klasifikasi Kelompok Umur	Laki-laki	Perempuan	Total
10-14	385.006	364.177	749.183
15-19	372.685	350.317	723.002
20-24	376.950	357.112	734.062
25-29	378.953	362.256	741.209

Figure 1. BPS Data 2022

The figure above shows the population of Lampung province in 2022 based on age and gender. Gen Z people, who were typically born between 1997 and 2012, are included in this group. Their estimated ages for 2024 are:

- Youngest age: 12 years old (born 2012)
- Oldest age: 27 years old (born 1997)

Therefore, Generation Z is between the ages of 12 and 27. They are the generation that came into existence in the era of rapid development of technology and social media.

Based on the Survey Results, it was found that many Labubu Doll tenants have emerged in shopping centers in Bandar Lampung. This shows that the phenomenon that occurred in the fame of Labubu Dolls has reached the Gen Z age group in Bandar Lampung. There are no boundaries in the interaction between humans and technology today, having access to technology is very important. Technology tries to facilitate society. (Mawey, 2018). In the study (Fiki Fahrur Nizam, nd)

According to rri.co.id, Labubu Dolls were first released as one of the product lines of Pop Mart, a brand known worldwide for its collection of mini figures based on pop culture and art, according to rri.co.id. Labubu comes from a collectible game or toy designer and has become a phenomenon worldwide, including in Indonesia thanks to its popularity among collectors and art enthusiasts. Kasing Lung is a Taiwanese artist who creates labubu. Kasing Lung is known for his extraordinary and extraordinary creations, inspired by strange and mysterious looking creatures, most of which look like cute little monsters. Labubu is one of the most famous characters from Kasing Lung, appearing in many game designs. His small body, sharp teeth, and big eyes are his trademarks, which are often displayed in cute poses or styles. (History and Society, 2024).

When Lisa, a member of Kpop girlband Blackpink, was seen wearing Labubu accessories, Labubu's popularity increased drastically. In fact, Lisa featured a Labubu blind box on her Instagram post. As a result, Labubu has attracted the attention of fans and toy collectors around the world. After Lisa Blackpink's post, fans and art lovers immediately bought Labubu figures. This phenomenon has caused an increase in demand for Labubu dolls. In addition, the price of Labubu has increased from hundreds of thousands to millions of rupiah. (Rendy Adrikin Sadikin & Widya Puspita Sari, 2024)

If you want to buy original Labubu items at Pop Mart, you can also buy these items online at www.popmart.com/id. However, currently Pop Mart offline has also officially opened in Indonesia. The Pop Mart Indonesia store is located at Gandaria City Mall in Jakarta offline. In addition, you can use jastip or titip services. Currently, Labubu doll jastip is increasingly spread on social media. Although easy to find, the price is often more expensive because of the process of getting it. Since then, Labubu has become more famous and has begun to penetrate the Asian market, including Thailand and Indonesia. The prices also vary, ranging from Rp. 200 thousand to tens or even tens of millions, depending on the edition and availability. (Nisa Zarawaki, 2024).

Hedonic motivation refers to the drive to derive pleasure or emotional experience from purchasing a product. Gen Z, or the generation associated with technology and social media, often seeks a more emotional and pleasurable experience when purchasing items, such as Labubu dolls. Online impulse shopping is driven by hedonic desires or other reasons beyond economic reasons, such as liking a product, enjoyment, and social and emotional influences. (Aswin et al., 2022). Meanwhile, FOMO, or the fear of missing out on a trend, is also a major factor driving purchasing decisions, especially in the context of limited edition doll trends or exclusive collectibles. Many Labubu fans in Indonesia showcase their collections, inspiring others to join in. Social media such as Instagram and TikTok play a major role in introducing Labubu to more people. (Noer et al., 2024).

Social media is a type of communication that is done online without having to meet face to face. Almost everyone, from parents to children, loves social media.(De Yusa et al., 2023).

Influencers are crucial to promoting these items. Influencers, who have a large influence on Gen Z through social media platforms like Instagram, TikTok, and YouTube, have the ability to control the FOMO and hedonic effects on purchase intention. They are able to create the perception that having a Labubu doll is part of a “must-follow” trend, while also reinforcing the hedonic urge to purchase.(Norjanah et al., 2024).

Like the influencer on YouTube with the account Medy Renaldy, an influencer known for content about collectibles and lifestyle. In her review, Medy shares her personal experience regarding the design details, quality, and uniqueness of Labubu, which makes it so special. With her interesting delivery style, Medy not only highlights the visual aspects of Labubu, but also how this collection can be an investment for exclusive toy enthusiasts. The review managed to attract the attention of many of her followers, who then began to show interest in having Labubu as part of their collection. Medy Renaldy's influence in building this hype proves how big the role of influencers is in shaping trends and increasing the appeal of products among the younger generation, especially in the collector community.

Measuring FOMO in Gen Z can be done through several methods, such as psychological surveys, digital data analysis, or behavioral experiments. One instrument that is often used is the Fear of Missing Out (FOMO), which includes statements about concerns about missing out on social experiences, measured on a Likert scale. In addition, digital behavior, such as the frequency of checking social media or online interaction patterns, can also be analyzed to understand the level of FOMO. Behavioral experiment methods, such as simulating situations where some people miss out on important information, can also help measure emotional and behavioral responses related to FOMO.(Przybylski et al., 2013)

There is a distinction between FOMO driven by mere curiosity and FOMO driven by purchase intent. “Just curiosity” FOMO tends to be driven by a need to stay socially relevant, such as by following trends or new information without any intention of buying anything. In contrast, “purchase intent” FOMO is more emotional and oriented toward a purchase decision, often driven by marketing strategies such as scarcity or limited offers. An example would be someone who feels compelled to immediately purchase a product in a flash sale because they are worried about missing out. This distinction is important for understanding the motivations behind FOMO in different contexts.(Dossey, 2014)

The virality of Labubu dolls shows several hedonic aspects that trigger buying interest, especially because of their unique design, exclusivity, and social media appeal. These dolls have cute but creepy facial expressions, adorable designs, and interesting backstories that create emotional attachments with collectors. This uniqueness gives consumers aesthetic satisfaction that often goes beyond the practical function of the product itself.

In the case of Labubu dolls, FOMO has driven many fans to make impulsive and unplanned purchases, especially due to limited editions and the influence of trends on social media. This phenomenon is often associated with a product's soaring popularity through influencer promotion, as happened when a BLACKPINK member posted about a Labubu doll on Instagram in 2024. Social media influence and influencer promotion significantly increased the appeal of the product and triggered impulsive behavior among consumers.(R. Dianyah, 2024)

Interest in these dolls is growing. Labubu fans and collectors are eager to own them, even willing to pay more for exclusive variants. Sometimes, limited quantities of dolls sell out within a few moments of their release.



Figure 3. Pop Mart's revenue development from year to year

In the following year, they reached a revenue of IDR 94.5 trillion in 2023 with a net profit of IDR 16.20 trillion thanks to collaborations with celebrities like Lisa and effective marketing strategies. As one of the most famous K-pop groups worldwide, BLACKPINK has a significant influence in promoting products to their members. Since she has 105 million followers on her Instagram account, Lisa can use that number of followers to sell products she likes, including Labubu. The so-called "Lisa effect" triggers this trend, where anything Lisa wears or uses becomes a global trend.

Materials and Methods

This study uses a quantitative approach with a survey method to test the influence of independent variables, namely Hedonic and Fear of Missing Out (FOMO) on the dependent variable, namely Labubu Doll Purchase Interest among Gen Z in Bandar Lampung, as well as the influence of the moderating variable, namely Influencer. The quantitative method was chosen because this study focuses on testing hypotheses that have been formulated based on existing theories, and the data to be analyzed statistically used is the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through Smart PLS software.

In the research process, data has a crucial role and is the main consideration in determining the method of collecting information. Data, as the main element, is the substance that will be the basis for research analysis. In the context of this research, the approach taken uses primary data as the main source.

Primary data in this study were obtained through questionnaires distributed online to the target population. Distribution was carried out through social media such as Instagram, TikTok, and WhatsApp which are popular platforms among Gen Z. The questionnaire was compiled in the form of closed statements with a 5-point Likert scale.

The population of this study is generation Z (born between 1997-2012) who live in Bandar Lampung who are interested in buying Labubu Dolls.

**Special description of the title. (dispensable)

Considering that not all members of the population can be reached, the sample was taken using the purposive sampling technique, with the following criteria:

- Aged between 18 to 26 years,
- Domiciled in Bandar Lampung.

The determination of the number of samples follows the formula of Hair et al. (2014), which suggests a minimum sample size of 10 times the number of latent variable indicators. In this study, there are 4 latent variables with a total of 12 indicators, so the minimum number of samples needed is 120 respondents.

Results

The processing technique used is the SEM method based on Partial Least Square (PLS) to see the Fit Model of a study (Ghozali, 2006). The stages are as follows:

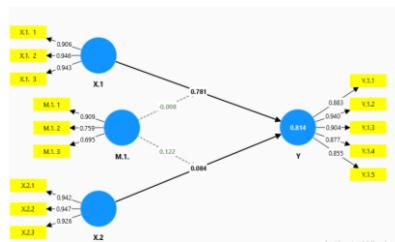


Figure 4 Structural Model (model 1)

Outer Model Testing

Outer model is used to measure construct validity and reliability. Some tests conducted are Convergent validity: Reviewed with Average Variance Extracted (AVE), with the recommended AVE value > 0.50 (Fornell & Larcker, 1981). Discriminant validity: Measured with Heterotrait-Monotrait ratio (HTMT), where a good HTMT value is < 0.90 (Henseler et al., 2015). Reliability: Measured with Composite Reliability (CR) and Cronbach's Alpha, with a good value being > 0.70 (Hair et al., 2014)

Convergent validity

An indicator is stated to meet convergent validity in the good category when the outer loadings value is > 0.70 . The following are the outer loading values of each indicator in the research variable:

Table 1. Outer Loadings

Variables	Indicator	Outer Loadings	Information
<i>Hedonic(X1)</i>	X.1.1	0.906	<i>Valid</i>
	X.1.2	0.946	<i>Valid</i>
	X.1.3	0.943	<i>Valid</i>
<i>Fear Of Missing Out(FOMO) (X2)</i>	X.2.1	0.942	<i>Valid</i>
	X.2.2	0.947	<i>Valid</i>
	X.2.3	0.926	<i>Valid</i>
<i>Purchase Interest (Y)</i>	Y.1.1	0.883	<i>Valid</i>
	Y.1.2	0.940	<i>Valid</i>

	Y.1.3	0.904	Valid
	Y.1.4	0.877	Valid
	Y.1.5	0.854	Valid
Influencers(M)	M.1.1	0.892	Valid
	M.1.2	0.920	Valid
	M.1.3	0.924	Valid

Source: Primary Data Processed 2025

The results of processing on SmartPLS can be seen in Table 1 above. Factor loadings in this study all indicator variables have values > 0.70. This means that the indicator can be considered valid.

Discriminant validity

Discriminant Validity can be determined using the Average Variance Extracted (AVE) method for each indicator that has a criterion of > 0.5 to be considered valid.

Table 2. Discriminant Validity of the Average Variance Extracted (AVE) Method

Variables	Average Variance Ex- tracted(AVE)	Information
Hedonic	0.869	Valid
Fear Of Missing Out(FOMO)	0.881	Valid
Purchase Interest	0.796	Valid
Influencers	0.832	Valid

Source: Primary Data Processed 2025

As seen in the data in table 2 above, it can be seen that the AVE value of the Hedonic variable > 0.5 with a value of 0.869, for the Fear Of Missing Out (FOMO) variable > 0.5 with a value of 0.881, for the Purchase Interest variable > 0.5 with a value of 0.796, and for the Influencer variable > 0.5 with a value of 0.832. This shows that each variable has good discriminant validity.

Composite Reliability

Variables can be said to meet composite reliability when the composite reliability value of each variable is > 0.70. The following are the Composite Reliability values of each variable

Table 3. Composite Reliability

Variables	Composite Reliability	Information
Hedonic	0.952	Realizable
Fear Of Missing	0.957	Realizable

<i>Out(FOMO)</i>		
Purchase Interest	0.951	<i>Realizable</i>
<i>Influencers</i>	0.937	<i>Realizable</i>

Source: Primary Data Processed 2025

Based on the data in table 3 above, it can be seen that the Composite Reliability value of the Hedonic variable is > 0.7 with a value of 0.952, for the Fear Of Missing Out (FOMO) variable it has a value > 0.7 which is 0.957, for the Purchase Interest variable it has a value > 0.7 which is 0.951, and the Influencer variable also has a value greater than 0.7 which is 0.937. This shows that each variable has a Composite Reliability > 0.70 , indicating that the four variables are reliable.

Cronbach's Alpha

The reliability test of Composite Reliability above can be strengthened by the Cronbach's Alpha value. A variable can be said to be reliable if it has a Cronbach's Alpha > 0.70 . The following are the Cronbach's Alpha values of each variable.

Table 4 Cronbach's Alpha

Variables	Composite Reliability	Information
<i>Hedonic</i>	0.924	<i>Realizable</i>
<i>Fear Of Missing Out(FOMO)</i>	0.932	<i>Realizable</i>
Purchase Interest	0.936	<i>Realizable</i>
<i>Influencers</i>	0.899	<i>Realizable</i>

Source: Primary Data Processed 2025

Based on the data in table 4 above, it can be seen that the Cronbach's Alpha value of the Hedonic variable > 0.7 with a value of 0.954, for the Fear Of Missing Out (FOMO) variable it has a value > 0.7 which is 0.932, for the Purchase Interest variable it has a value > 0.7 which is 0.936, and the Influencer variable also has a value greater than 0.7 which is 0.899. This shows that each variable has a Cronbach's Alpha > 0.70 , indicating that the three variables are reliable.

Inner Model Testing

The purpose of inner testing is to test the relationship between constructs, significance, and R-Square of the research model. The structural model is evaluated using R-Square to determine the significance of the structural path coefficient parameters and the t-test dependency construct.

R-Square

The purpose of the inner model is to test the relationship between constructs, significance, and R-square values of the research model. Structural evaluation of the model uses R-Square for the t-test of construction and the significance of structural coefficient parameters.

Table 5 R-Square Values

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Purchase Interest (Y)	0.845	0.836

Source: Primary Data Processed 2025

Based on table 5, it can be seen that the R-Square value of Purchase Interest (Y) is 0.845, meaning that this value shows that the hedonic variables and Fear Of Missing Out (FOMO) have an effect on Purchase Interest of 84.5% (strong).

Table 4.1F-Square

	Hedonic (X1)	Purchase Inter- est (Y)	Fear Of Missing Out (FOMO) (X2)	Influencers (M)
Hedonic (X1)		0.291		
Purchase Inter- est (Y)				
Fear Of Missing Out (Fomo) (X2)		0.247		
Influencer (M)				

Source: Primary Data Processed 2025

Based on table 4.9, it can be seen that the hedonic influence (X1) on Purchase Interest (Y) is 0.291 (moderate). The influence of Fear Of Missing Out (FOMO) (X2) on Purchase Interest (Y) is 0.247 (moderate).

Hypothesis Testing

Testing is done by looking at the t-statistic and p-value from the bootstrapping results, to test the significance of the influence of the independent variable on the dependent, as well as influencer moderation.

Table 6. Hypothesis Testing

Variables	Path Coefficient	T-statistic	P-value
M → Y	0.462	4.811	0.000
X1 → Y	0.496	5.213	0.000
X2 → Y	0.015	0.154	0.87.8
M × X1 → Y	0.036	0.369	0.712
M × X2 → Y	0.023	0.217	0.828

Source: Primary Data Processed 2025

Path coefficients measure the strength of the relationship between latent variables. T-statistic and P-value are used to test significance, T-statistic ≥ 1.96 and P-value ≤ 0.05 indicate a significant relationship at the 5% significance level. The relationships tested: M → Y (Moderation to dependent variable), X1 → Y (Independent variable 1 to dependent), X2 → Y (Independent variable 2 to dependent), Moderation interaction M × X1 → Y, Moderation interaction M × X2 → Y. in testing the variable M → Y, it can be seen from the T-Statistic

value of 4.811 (≥ 1.96 , significant) then the P-Value value of 0.000 (≤ 0.05 , significant) it can be concluded that the Moderation Variable (M) has a Positive and Significant Effect on the Dependent Variable (Y). In the next Variable test $X1 \rightarrow Y$, it can be seen from the T-Statistic value of 5.213 (≥ 1.96 , significant) and the P-Value value of 0.000 (≤ 0.05 , significant) then it can be concluded that the independent variable X1 has a positive and significant influence on the dependent variable. The next Variable test $X2 \rightarrow Y$ based on the T-Statistic value = 0.154 (< 1.96 , not significant) and the P-Value value = 0.878 (> 0.05 , not significant) then it can be concluded that the independent variable X2 does not have a significant influence on the dependent variable. The next Variable Test, namely the Moderation Interaction $M \times X1 \rightarrow Y$, can be seen from the T-Statistic value = 0.369 (< 1.96 , not significant) and the P-Value value = 0.712 (> 0.05 , not significant) it can be concluded that the Interaction of Variable M does not have a significant influence on variables X1 and Y. The Next Moderation Interaction $M \times X2 \rightarrow Y$, can be seen from the T-Statistic value = 0.217 (< 1.96 , not significant) and the P-Value value 0.828 (> 0.05 , not significant) from these results it can be concluded that the Interaction of Variable M does not have a significant influence on variables X2 and Y.

Discussion

Hedonic Influence on Purchase Intention

The results of the analysis show that Hedonic has a positive influence on Labubu Doll Purchase Interest. From the results of the test, the first hypothesis is accepted, which means that partially Hedonic has a positive and significant effect on Labubu Doll Purchase Interest. This explains that the more hedonic a person is, the more the Gen-Z in Bandar Lampung will increase their purchase interest.

The Influence of Fear of Missing Out (Fomo) on Purchase Intention

The results of the analysis show that FOMO has no influence on the interest in buying Labubu dolls. From the results of the test, the second hypothesis is rejected, which means that FOMO has no effect and is not significant on the interest in buying Labubu dolls. This explains that high Fear Missing Out has no influence on the interest in buying Labubu dolls among Gen-Z in Bandar Lampung.

Influencers Moderate Hedonic Influence on Purchase Intention

The results of the analysis show that influencers do not moderate or weaken the influence of hedonic on the interest in buying Labubu dolls. From the results of the study, the third hypothesis is rejected, which means that influencers do not moderate or weaken the influence of hedonic on the interest in buying Labubu dolls. This shows that influencers weaken the hedonic influence on the interest in buying Labubu dolls on Gen-Z in Bandar Lampung

Influencers Moderate the Influence of Fear of Missing Out (FOMO) on Purchase Interest

The results of the analysis show that influencers do not moderate or weaken the influence of Fear Of Missing Out (Fomo) on the interest in buying Labubu dolls. From the results of this study, the fourth hypothesis is rejected, which means that influencers do not moderate or weaken the influence of Fear Of Missing Out (Fomo) on the interest in buying Labubu dolls. This shows that influencers weaken the influence of Fear Of Missing Out (Fomo) on the interest in buying Labubu dolls among Gen-Z in Bandar Lampung.

Conclusion

Based on the description of the results of hypothesis testing and discussion of this research, the following conclusions can be drawn:

1. Hedonic Has a Positive and Significant Influence on the Interest in Buying Labubu Dolls Among Gen-Z in Bandar Lampung.
2. Fear Of Missing Out (FOMO) Has No Influence on Purchase Interest of Labubu Dolls Among Gen-Z in Bandar Lampung.
3. Influencers Do Not Moderate or Weaken Hedonic Influence on Purchase Interest of Labubu Dolls Among Gen-Z in Bandar Lampung.
4. Influencers Do Not Moderate or Weaken the Influence of Fear Of Missing Out (FOMO) on Purchase Interest of Labubu Dolls Among Gen-Z in Bandar Lampung.

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