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THE INFLUENCE OF FEAR OF MISSING OUT (FOMO), BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SKINTIFIC PRODUCTS AT PT. RADYSA DHARMA ABADI

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Abstract

This study aims to determine and analyze the effect of Fear of Missing Out (FOMO), Brand Image, and Product Quality on Purchase Decisions of Skintific products at PT. Radysa Dharma Abadi, both partially and simultaneously. This research applies a quantitative approach using a survey method, distributing questionnaires to 120 respondents who are consumers of Skintific products at PT. Radysa Dharma Abadi. The data obtained were then analyzed using multiple linear regression analysis with the assistance of SPSS software. The results show that, partially, Fear of Missing Out (FOMO) has a positive and significant effect on Purchase Decision, with a t-count value of 6.517 (sig. 0.000). Brand Image also has a positive and significant effect, with a t-count value of 3.540 (sig. 0.001). Likewise, Product Quality has a positive and significant effect, with a t-count value of 5.389 (sig. 0.000). Simultaneously, the three variables significantly affect Purchase Decision, with an F-count value of 58.482 (sig. 0.000). The Adjusted R Square value of 0.592 indicates that 59.2% of the variation in Purchase Decision can be explained by these three variables, while the remainder is influenced by other factors outside this research model. The results of this study are expected to provide input for PT. Radysa Dharma Abadi in designing more effective marketing strategies, particularly by leveraging consumers' psychological factors, strengthening brand image, and maintaining product quality to increase Purchase Decisions for Skintific products.

Keywords: Fear of Missing Out, Brand Image, Product Quality, Purchase Decision

INTRODUCTION

The beauty industry in Indonesia has experienced very rapid growth in recent years. This is evidenced by the increasing number of skincare products on the market and a high level of public interest in skincare. Growing awareness regarding the importance of maintaining skin health and appearance is a primary factor driving the rising demand for skincare products. Furthermore, advancements in digital technology and the influence of social media have significantly shifted consumer behavior—impacting how individuals seek information, compare products, and ultimately make purchasing decisions. The purchasing decision is a crucial aspect of consumer behavior research. According to Kotler and Keller (2021), a purchasing decision is a process through which a consumer chooses to buy a product or service, involving several stages: problem recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior. Purchasing decisions are influenced not only by consumer needs but also by various other factors, such as psychological and social influences, as well as perceptions of the product.

One skincare brand that is currently quite popular among the public is Skintific, marketed by PT. Radysa Dharma Abadi. The brand has gained widespread recognition through an aggressive digital marketing strategy, which includes the use of influencers and promotions across various social media platforms. Skintific offers a range of products featuring high-quality active ingredients—such as ceramides and niacinamide—that are claimed to repair the skin barrier and deliver optimal results for users. The cosmetics and beauty industry in Indonesia has experienced rapid growth in recent years. This expansion is driven by an increasing public awareness of the importance of self-care—particularly skincare—as an integral part of a modern lifestyle. Beauty products are no longer used exclusively by women; they are now increasingly adopted by men across various age groups. As people's lifestyles shift toward

a greater focus on personal appearance and skin health, the cosmetics industry has emerged as a sector with highly promising prospects. The growth of the cosmetics industry is also supported by the emergence of various local and international brands that continuously innovate to provide high-quality products tailored to consumer needs.

Revenue in the beauty and personal care market in Indonesia has shown a consistent upward trend from 2020 to 2029. In 2020, revenue stood at 6,756.51 million USD and is projected to grow steadily, reaching 11,168.76 million USD by 2029. This indicates that the beauty industry in Indonesia is experiencing positive and sustainable growth, driven by rising public awareness regarding personal care and the evolving trends in skincare among consumers. Furthermore, this trend suggests that the cosmetics market is expanding, with the potential to influence consumer behavior and purchasing decisions. Sales of Skintific products at PT. Radysa Dharma Abadi have also shown consistent growth from 2021 to 2025, in terms of both the number of units sold and the revenue generated. In 2021, sales volume reached 34,048 units and continued to rise, hitting 76,044 units by 2025—more than doubling over the five-year period. This surge is strongly linked to the "Fear of Missing Out" (FOMO) phenomenon, as Skintific's intensive promotional campaigns—driven by influencers and social media—compelled consumers to make purchases so as not to fall behind the viral skincare trend. However, by 2023, sales growth slowed significantly to just 11.4%. This suggests that the FOMO-driven impulse alone was insufficient to sustain purchase levels; instead, other factors—such as brand image and product quality—began to play a role in determining whether consumers would continue to buy the brand or switch to alternatives.

According to Wahida et al. (2024), FOMO (Fear of Missing Out) is an unwanted sense of anxiety that arises from the perception that others are having more satisfying experiences than one's own—often observed through social media. FOMO can be understood as the pressure stemming from the feeling of being left behind by an event or excluded from a positive or memorable collective experience. Data from Google Trends Indonesia for the period between January 2022 and June 2026 shows a significant increase in search interest for the keyword "Skintific." While search volume remained relatively low from 2022 through early 2024, it surged notably starting in mid-2024, reaching a peak search index of 100. This high level of search intensity indicates that Skintific products have become a popular topic of conversation and a sought-after skincare brand among the public. This growing public attention toward a trending product can trigger FOMO—the fear of missing out on trends or experiences currently being enjoyed by others. Such a condition may drive consumers to purchase Skintific products to avoid feeling left behind by emerging trends.

Differences in consumer perception are evident from the results of a pre-survey conducted by the researcher. Such variations in perception can influence consumer purchasing decisions regarding Skintific products. Consequently, further research is required to examine how brand image affects the purchasing decisions for Skintific products at PT. Radysa Dharma Abadi. The survey indicates that a significant portion of consumer reviews for Skintific products at PT. Radysa Dharma Abadi are negative, with low ratings of one or two stars. The most frequent complaints include products that do not match their descriptions or advertisements, textures that are difficult to apply, the emergence of adverse side effects—such as acne, skin bumps, itching, dryness, or a "white cast"—and products that fail to deliver the expected results, even after several weeks of use. Furthermore, there are complaints concerning the scent of the products, discrepancies between the actual product color and its appearance in promotional materials, and a perceived quality that falls short of consumer expectations. This phenomenon indicates a gap between the consumer expectations shaped by promotions and the actual experience of using the product.

On one hand, a product may carry a poor image among a large segment of consumers. This situation reveals a gap between the perception of high quality and the actual experience of some users—a discrepancy that can ultimately influence consumer purchasing decisions. Consequently, consumer reviews do not merely reflect satisfaction levels; they also serve as a crucial indicator for assessing product quality more objectively within the market. While research on the impact of FOMO (fear of missing out), brand image, and product quality on purchasing decisions has been conducted extensively, the findings remain inconsistent, pointing to a clear research gap. Some studies (Puji et al., 2026; Khairun Nisa Ambary, Yuinisa Dwi Alisia Puspikasari, 2025; Primadasari & Sudarwanto, 2021) have found that FOMO significantly influences purchasing decisions, whereas other studies (Tasia et al., 2019; Ajijah et al., 2023; Roziana et al., 2025) report non-significant results. Similar inconsistencies exist regarding the extent to which brand image and product quality affect purchasing decisions.

Based on the background of the problem described above, the researcher has identified several key issues for this study, as follows:

1. Purchasing decisions for Skintific products at PT. Radysa Dharma Abadi have not yet reached an optimal level. This is evidenced by consumer hesitation in selecting products that meet their specific needs, choosing the brand, and finalizing their purchasing decisions, as indicated by the results of a pre-survey.

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2. The "Fear of Missing Out" (FOMO) among consumers of Skintific products shows varied perceptions. Although Skintific is popular on social media and in high demand, pre-survey results indicate that most consumers do not necessarily fear missing out on skincare trends; therefore, the extent to which FOMO influences purchasing decisions requires further investigation.
3. The brand image of Skintific is not yet entirely consistent in the eyes of consumers. This is reflected in differences in follower counts compared to competitors on online marketplaces, as well as pre-survey findings suggesting that many consumers do not yet perceive Skintific as a highly trusted brand with a strong image.
4. The product quality of Skintific remains a concern for consumers. This is supported by the presence of low-rated reviews and complaints regarding product benefits falling short of expectations, alongside pre-survey results indicating that some consumers are not yet satisfied with the quality of the products offered.

LITERATURE REVIEW

Purchasing Decision

According to Albar (2020), a purchasing decision is an action or behavior by a consumer—whether or not to carry out a purchase or transaction—and the number of consumers who make such decisions is a key factor in determining whether a company achieves its objectives. According to Monica and Bahrun (2020), consumers are often presented with various options when it comes to using a product. Consequently, consumers must carefully weigh their choices before deciding to make a purchase.

Fear of Missing Out (FOMO)

According to Sofyan et al. (2025), FOMO can be defined as the pressure stemming from the feeling of being left behind—missing out on an event or being excluded from a positive or memorable collective experience. As noted by Dewi et al. (2022), consumer behavior is influenced by various psychological and social factors, as well as the evolution of digital technology, which shape everything from the information-seeking process to the final purchasing decision. In the context of social media, this dynamic can give rise to the "Fear of Missing Out" (FOMO)—an urge to stay up-to-date so as not to miss out on information, trends, or experiences that others are currently enjoying.

Brand Image

Brand image is significant because a positive brand image evokes favorable feelings when customers purchase or use a brand. A brand is a symbol, term, name, design, or a combination thereof, intended to identify the services or products of a seller—or a group of sellers—and to distinguish them from the services or products of competitors (Fitriani et al., 2023). According to Dewa et al. (2022), brand image consists of a set of perceptions, beliefs, and impressions formed in the minds of consumers regarding a brand, shaped through their experiences, information, and the marketing activities carried out by the company.

Product Quality

Fundamentally, product quality is one of the most critical factors in running a business, as it largely determines both the level of consumer satisfaction and the future of the company (Hutabarat, 2023). According to Gultom (2022), product quality refers to a product's ability to perform its intended functions—encompassing durability, reliability, precision, ease of operation and repair, as well as other valuable attributes. As stated by Dewi et al. (2022), product quality is a product's capacity to meet consumer needs and expectations through its characteristics, benefits, reliability, durability, and performance, thereby ensuring consumer satisfaction.

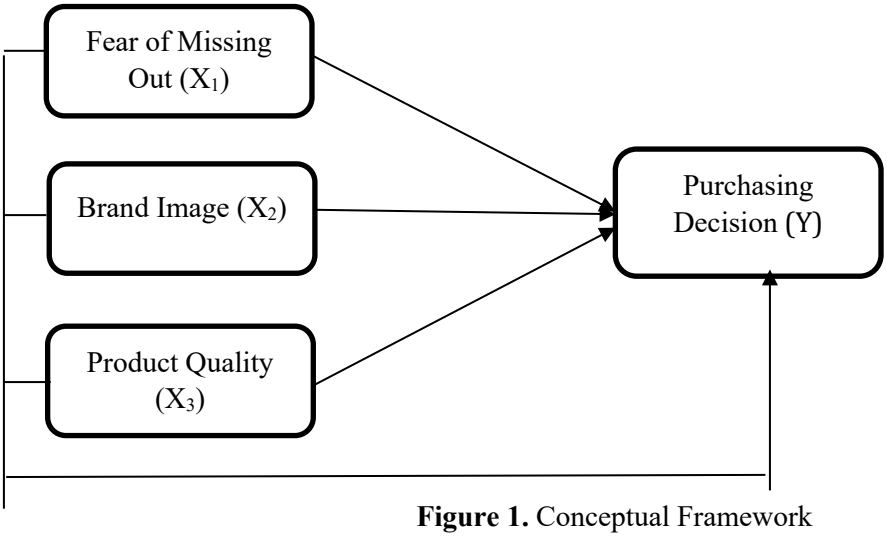


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Fear of Missing Out (FOMO) has a partial and significant effect on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi.
2. H2: Brand image has a partial and significant effect on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi.
3. H3: Product quality has a partial and significant effect on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi.
4. H4: Fear of Missing Out (FOMO), brand image, and product quality have a simultaneous effect on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi.

METHOD

The research approach used an associative approach, with a quantitative method. The research is conducted at PT. Radysa Dharma Abadi, located at Jl. Panglima Denai No. 116 E, Amplas, Medan. The study is scheduled to take place from March 2026 to August 2026. The population for this research consists of all consumers who have purchased Skintific products from PT. Radysa Dharma Abadi. To determine the sample size, the author employs the Lemeshow formula; this formula is used because the total population size is unknown or infinite.

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

$$n = \frac{1.96^2 . 0.5(1 - 0.5)}{0.1^2}$$

$$n = \frac{1.96^2 . 0.25}{0.0025}$$

$$n = \frac{3.8416 * 0.25}{0.01}$$

$$n = 96.04 = 100$$

Using the Lemeshow formula mentioned above, the calculated sample size (n) is 96.04, which is then rounded up to 100. To account for potential issues—such as questionnaires not being returned, being left incomplete, or failing to meet the criteria for analysis (i.e., being invalid)—this minimum sample size is increased by 20%. Based on this calculation, the total sample size for this study is 120 respondents, consisting of consumers who have purchased Skintific products from PT. Radysa Dharma.

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RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Fear of Missing Out, Brand Image, Product Quality, Purchasing Decision

Statement Items	r-count	r-table	Description
FOMO1	0.776	0.361	Valid
FOMO2	0.802	0.361	Valid
FOMO3	0.832	0.361	Valid
FOMO4	0.806	0.361	Valid
FOMO5	0.773	0.361	Valid
FOMO6	0.831	0.361	Valid
FOMO7	0.743	0.361	Valid
FOMO8	0.762	0.361	Valid
FOMO8	0.772	0.361	Valid
FOMO10	0.816	0.361	Valid
BI1	0.809	0,361	Valid
BI2	0.803	0,361	Valid
BI3	0.832	0,361	Valid
BI4	0.806	0,361	Valid
BI5	0.809	0,361	Valid
BI6	0.828	0,361	Valid
BI7	0.766	0,361	Valid
BI8	0.784	0,361	Valid
BI9	0.851	0,361	Valid
BI10	0.866	0,361	Valid
PQ1	0.781	0,361	Valid
PQ2	0.727	0,361	Valid
PQ3	0.837	0,361	Valid
PQ4	0.743	0,361	Valid
PQ5	0.806	0,361	Valid
PQ6	0.825	0,361	Valid
PQ7	0.717	0,361	Valid
PQ8	0.711	0,361	Valid
PQ9	0.776	0,361	Valid
PQ10	0.770	0,361	Valid
PD1	0,562	0,361	Valid
PD2	0.812	0,361	Valid
PD3	0.796	0,361	Valid
PD4	0.772	0,361	Valid
PD5	0.819	0,361	Valid
PD6	0.750	0,361	Valid
PD7	0.791	0,361	Valid
PD8	0.803	0,361	Valid
PD8	0.757	0,361	Valid
PD10	0.763	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

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Table 2. Reliability Test Results Fear of Missing Out, Brand Image, Product Quality, Purchasing Decision

Variabel	Cronbach Alpha	Provision	Description
Fear of Missing Out	0.934	0,60	Reliable
Brand Image	0.944	0,60	Reliable
Product Quality	0.923	0,60	Reliable
Purchasing Decision	0.928	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of fear of missing out, brand image, product quality and purchasing decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	120
Mean	0.0000000
Std. Deviation	4.57037941
Absolute	0.041
Positive	0.041
Negative	-0.038
Test Statistic	0.041
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	4.482	1.356		3.305	.001
Fear of Missing Out	-.020	.037	-.058	-.538	.592
Brand Image	-.025	.036	-.072	-.693	.490
Product Quality	.019	.037	.050	.505	.614

Sources: SPSS versi 25 (2026)

The significance values for the variables are as follows: 0.592 for Fear of Missing Out (FOMO) (where 0.592 > 0.05), 0.490 for Brand Image (where 0.490 > 0.05), and 0.614 for Product Quality (where 0.614 > 0.05); this indicates that heteroscedasticity is not present.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	1.432	2.323		.616	.539		
Fear of Missing Out	.411	.063	.447	6.517	.000	.728	1.374
Brand Image	.218	.061	.233	3.540	.001	.795	1.258
Product Quality	.342	.063	.338	5.389	.000	.872	1.147

Sources: SPSS versi 25 (2026)

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It is known that the results of the multicollinearity test for the fear of missing out, brand image, product quality variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.432	2.323		.616	.539		
Fear of Missing Out	.411	.063	.447	6.517	.000	.728	1.374
Brand Image	.218	.061	.233	3.540	.001	.795	1.258
Product Quality	.342	.063	.338	5.389	.000	.872	1.147

Sources: SPSS versi 25 (2026)

Y = 1.432 + 0.411 X1 + 0.218 X2 + 0.342 X3

1. The regression equation shows a constant value (α) of 1.432, which means that when the influences of Fear of Missing Out (FOMO) (X1), Brand Image (X2), and Product Quality (X3) are held constant, the value is 1.432.
2. he regression equation shows a regression coefficient (b1) of 0.411, indicating that Fear of Missing Out (FOMO) has a positive influence on Purchase Decision. This means that every one-unit increase in the Fear of Missing Out (FOMO) variable will affect the Purchase Decision by 0.411, assuming that other variables not included in this study remain constant.
3. The regression equation shows a regression coefficient (b2) of 0.218, indicating that Brand Image has a positive influence on Purchase Decision. This means that every one-unit increase in the Brand Image variable will affect the Purchase Decision by 0.218, assuming that other variables not included in this study remain constant.
4. The regression equation shows a regression coefficient (b3) of 0.342, indicating that Product Quality has a positive influence on Purchase Decision. This means that every one-unit increase in the Product Quality variable will affect the Purchase Decision by 0.342, assuming that other variables not included in this study remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	1.432	2.323		.616	.539		
Fear of Missing Out	.411	.063	.447	6.517	.000	.728	1.374
Brand Image	.218	.061	.233	3.540	.001	.795	1.258
Product Quality	.342	.063	.338	5.389	.000	.872	1.147

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. Based on the table above, the *t*-calculated value for the "Fear of Missing Out" (FOMO) variable is 6.517, contributing 42.20%. The results show that 6.517 > 1.980, with a significance (*Sig*) probability for FOMO of 0.00 < 0.05. Since this value is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; therefore, the "Fear of Missing Out" (FOMO) variable has a positive and significant influence on the purchasing decision variable for Skintific products at PT. Radysa Dharma Abadi.
2. Based on the table above, the *t*-calculated value for the "Brand Image" variable is 3.540, contributing 22.92%. The results show that 3.540 > 1.980, with a significance (*Sig*) probability for Brand Image of 0.001 < 0.05. Since this value is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; therefore, the "Brand Image" variable has a positive and significant influence on the purchasing decision variable for Skintific products at PT. Radysa Dharma Abadi.
3. Based on the table above, the *t*-calculated value for the "Product Quality" variable is 5.389, contributing 34.89% to the purchasing decision (Y). The results show that 5.389 > 1.980, with a significance (*Sig*) probability for Product Quality of 0.000 < 0.05. Since this value is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; therefore, the "Product Quality" variable has a positive influence on the purchasing decision variable for Skintific products at PT. Radysa Dharma Abadi.

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Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	1409.445	3759.584	3	1253.195	58.482
Residual	1920.021	2485.716	116	21.429	
Total	3329.467	6245.300	119		

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value (F-count) is 58.482. This value is then compared against the F-table value; for a sample size of n = 120 and a significance level (α) of 0.05, the F-table value is 2.68. Since 58.482 > 2.68, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that the variables Fear of Missing Out (FOMO) (X1), Brand Image (X2), and Product Quality (X3) simultaneously exert a significant, positive influence on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi. This is further supported by a significance value of 0.000, which is less than the α level of 0.05 (0.000 < 0.05).

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.776[a]	.602	.592	4.62910

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the adjusted R-squared value is 0.592, which indicates that 59.2% of the variation in purchasing decisions (Y) for Skintific products at PT. Radysa Dharma Abadi is explained by the variables Fear of Missing Out (FOMO) (X1), Brand Image (X2), and Product Quality (X3). The remaining portion is influenced by other variables not examined in this study.%.

Discussion

The Influence of Fear of Missing Out on Purchasing Decision

The t-test results indicate that the Fear of Missing Out (FOMO) variable (X1) has a calculated t-value of 6.517, with a significance level of 0.000. This calculated t-value is greater than the t-table value of 1.980 (6.517 > 1.980), and the significance level is below the 0.05 error threshold (0.000 < 0.05). Consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; thus, the first hypothesis (H1)—which posits that Fear of Missing Out (FOMO) has a partial and significant effect on purchasing decisions for Skintific products at PT. Radysa Dharma Abadi—is supported. These findings are consistent with research by Amelia et al. (2026), who found that FOMO has a positive and significant impact on Skintific product purchasing decisions among Gen Z, as well as research by Kinasih et al. (2023), which also focused on Skintific products. Similar findings were reported by Fauziah et al. (2025) regarding skincare products; by Amira and Fietroh (2025) and Wibowo et al. (2025) regarding Glad2Glow skincare products; and by Sampurno et al. (2024), all of whom concluded that FOMO exerts a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decision

The t-test results indicate that the Brand Image variable (X2) has a calculated t-value of 3.540, with a significance level of 0.001. This calculated t-value is greater than the t-table value of 1.980 (3.540 > 1.980), and the significance level is less than 0.05 (0.001 < 0.05). Consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; thus, the second hypothesis (H2)—which posits that Brand Image has a partial and significant effect on the purchasing decision for Skintific products at PT. Radysa Dharma Abadi—is supported. These findings are consistent with the research of Kinasih et al. (2023), who found that brand image has a positive effect on the purchasing decision for Skintific products, as well as with studies by Amira and Fietroh (2025), Wibowo et al. (2025), Nurvita and Saputro (2024), and Sepfiani et al. (2023) concerning skincare products. Similar results were also observed by Ramadhani et al. (2022) regarding Emina products, Alida and Tanjung (2024) concerning Bukalapak users, and Setiawan et al. (2025) regarding the Honda PCX 160.

The Influence of Product Quality on Purchasing Decision

The t-test results indicate that the Product Quality variable (X3) has a calculated t-value of 5.389, with a significance level of 0.000. This calculated t-value is greater than the t-table value of 1.980 (5.389 > 1.980), and the significance value is less than 0.05 (0.000 < 0.05). Consequently, the null hypothesis (H0) is rejected and the alternative

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hypothesis (Ha) is accepted; thus, the third hypothesis (H3)—which posits that Product Quality has a significant partial effect on the purchasing decisions for Skintific products at PT. Radysa Dharma Abadi—is accepted. These findings are consistent with research by Amelia et al. (2026), who found that product quality has a positive and significant effect on purchasing decisions for Skintific products, as well as with studies by Sepfiani et al. (2023) and Ahmad et al. (2022) regarding MS Glow products, and by Nurvita and Saputro (2024) regarding Somethinc products. Furthermore, these results are supported by research from Ramadhani et al. (2022), Chairunnisa et al. (2025), Aghitsni and Busyra (2022), and Aldini et al. (2022), all of which state that product quality has a positive and significant partial effect on purchasing decisions.

The Influence of Fear of Missing Out, Brand Image and Product Quality on Purchasing Decision

The F-test results show an F-calculated value of 58.482 with a significance level of 0.000. This F-calculated value is greater than the F-table value of 2.68 (58.482 > 2.68), and the significance level is less than 0.05 (0.000 < 0.05). Consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted; thus, the fourth hypothesis (H4)—which posits that Fear of Missing Out (FOMO), brand image, and product quality simultaneously influence purchasing decisions for Skintific products at PT. Radysa Dharma Abadi—is supported. Previous research has identified various other factors, including advertising appeal (Amelia et al., 2026), live streaming (Chairunnisa et al., 2025), influencer marketing (Amira and Fietroh, 2025), price and brand trust (Ramadhani et al., 2022), and discounts (Anthony et al., 2025). The variation in the combinations of these factors accounts for the differences in the magnitude of their simultaneous effects across various studies. The practical implication of these findings is that PT. Radysa Dharma Abadi should implement an integrated marketing strategy rather than relying on a single factor. Strategies centered on trends and FOMO can be utilized to drive initial purchases, while a consistent brand image helps build trust, and product quality—aligned with the brand's claims—encourages repeat purchases. Given that purchasing decisions are often triggered by specific situational factors, the company needs to strengthen consumer confidence that Skintific is the right choice, ensuring that purchasing decisions evolve beyond mere responses to fleeting trends and develop into long-term brand loyalty.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Fear of Missing Out (FOMO) (X1) has a significant partial effect on the purchasing decision (Y) for Skintific products at PT. Radysa Dharma Abadi.
2. Brand image (X2) has a significant partial effect on the purchasing decision (Y) for Skintific products at PT. Radysa Dharma Abadi.
3. Product quality (X3) has a significant partial effect on the purchasing decision (Y) for Skintific products at PT. Radysa Dharma Abadi.
4. Fear of Missing Out (FOMO) (X1), brand image (X2), and product quality (X3) have a significant simultaneous effect on the purchasing decision (Y) for Skintific products at PT. Radysa Dharma Abadi.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Regarding Fear of Missing Out (FOMO) (X1): Since FOMO has been shown to have a significant impact and the most dominant contribution (25.99%) to Purchase Decisions, PT. Radysa Dharma Abadi is advised to continue optimizing marketing strategies that leverage FOMO—for instance, through time-limited promotional programs (flash sales), limited-stock offers, or "low-stock" campaigns.
2. Regarding Brand Image (X2): As Brand Image has been shown to have a significant impact, contributing 13.55% to Purchase Decisions, the company is advised to strengthen and maintain the consistency of the Skintific brand image across all digital marketing channels—such as Shopee and TikTok Shop—by enhancing customer interaction, fostering positive reviews and testimonials, and collaborating with influencers relevant to the target market.
3. Regarding Product Quality (X3): Since Product Quality also has a significant impact, contributing 19.66% to Purchase Decisions, the company is advised to maintain and continuously improve the quality of Skintific products, as product qualit is a fundamental factor linked to long-term customer satisfaction and loyalty.
4. For future researchers: It is recommended to incorporate other variables that may influence Purchase Decisions—such as price, promotions, brand trust, or word-of-mouth—given that the variables examined in this study (FOMO, Brand Image, and Product Quality) account for only 59.2% of the variation in Purchase Decisions, leaving 40.8% influenced by factors outside the scope of this research.

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