

From Fear to Sharing: How Digital Marketing Triggers FOMO and Customer Engagement to Drive E-WOM for Nike Shoes In Indonesia

Riza Aqil Wafi^{1✉}, Firdaus², Hendar Prihadi³, Jumai⁴

(1,2,3,4) Department of Management, University of Muhammadiyah Semarang, Indonesia

Abstract: The rapid growth of digital marketing has intensified psychological responses such as Fear of Missing Out (FOMO) and customer engagement, particularly among consumers who actively interact with brands through digital platforms. This phenomenon is increasingly relevant in Indonesia, where global footwear brands such as Nike extensively utilize digital marketing strategies. Grounded in the Stimulus-Organism-Response (S-O-R) framework, this study examines the influence of digital marketing on FOMO, customer engagement, and electronic word of mouth (e-WOM) among Nike consumers in Indonesia. A quantitative approach was employed through a survey involving 200 respondents who had purchased Nike products and were exposed to Nike digital marketing content. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results reveal that digital marketing has a positive and significant effect on FOMO, customer engagement, and e-WOM. Customer engagement also positively and significantly influences e-WOM and mediates the relationship between digital marketing and e-WOM. In contrast, FOMO does not significantly affect e-WOM and fails to mediate the relationship between digital marketing and e-WOM. These findings indicate that customer engagement plays a more important role than FOMO in encouraging consumers to share experiences and recommendations online. The study extends the application of the S-O-R framework by demonstrating that engagement represents a stronger mechanism than psychological urgency in generating e-WOM behavior for high-involvement products. The findings also provide practical implications for engagement-oriented digital marketing strategies.

Article history:

Received: 23 July 2026

Revised: 31 July 2026

Accepted: 02 August 2026

Published: 05 August 2026

Keyword:

Digital Marketing, Fear of Missing Out (FOMO), Customer Engagement, Electronic Word of Mouth (e-WOM), Nike

This is an open-access article under the [CC-BY-SA License](#).



How to cite: Wafi, R. A., Firdaus, F., Prihadi, H., & Jumai, J. (2026). From Fear to Sharing: How Digital Marketing Triggers FOMO and Customer Engagement to Drive E-WOM for Nike Shoes In Indonesia. *Jurnal Ekonomi, Manajemen, dan Bisnis*, 4(3), 909-924. <https://doi.org/10.70716/emis.v4i3.777>

INTRODUCTION

Brands also enterprises now engage with customers in many different ways due to the exponential growth of digital technology. Based on the work of Riyanto (2024), Hootsuite (We are Social): Indonesia Digital Data 2024, the country had more than 212 million internet users in 2024-2025, with each individual spending an average of 7 hours and 42 minutes online every day. This puts Indonesia among the top digital economies in Southeast Asia. According to (Dinova et al., 2022). digital marketing has transformed from an information dissemination channel into a strategic instrument that may influence consumers' thoughts, feelings, and actions in real-time. Brands in the sports industry, such as Nike, are taking advantage of this trend by launching content-driven digital campaigns, forming partnerships with influential people, and using time-sensitive promotional techniques.

A total of 229.43 million people in Indonesia used the internet in 2025, making up 80.66 percent of the population, according to the Indonesian Internet Service Providers Association (APJII) 2025. According to the same poll by the Indonesian Internet Service Providers Association (APJII) 2025 TikTok had a higher use rate of 35.17% compared to YouTube, Facebook, and Instagram. The efficacy

of marketing material that emphasises scarcity and urgency is further supported by the increasing amount of digital media consumption. Research is hindered by the lack of empirical evidence on how digital marketing strategies that use scarcity and urgency affect consumers' psychological states and motivate them to share their experiences (Bläse et al., 2024). Consumers are more influenced by social pressure, particularly FOMO (fear of missing out), to buy things in this era of high internet use and strong exposure to time-limited digital marketing information. According to (Hanushya & Mitra, 2025) this begs the issue of how this kind of psychological pressure manifests and influences the way people in Indonesia share information about products online, especially when it comes to international sportswear companies like Nike.

In the end, this sets off FOMO, a psychological phenomenon that is having an ever-increasing impact on how people use digital platforms to shop. The widespread FOMO on other people's more enjoyable or worthwhile experiences is described by (Groenestein et al., 2024), as an anxiety disorder. Digital marketers use tactics like limited-time deals, unique product editions, stock countdown clocks, and viral content to make customers feel like they need to buy now to FOMO. According to research by Mudjiyanto & Kusuma, (2025) FOMO has major effect on the buying patterns of Indonesian millennials, especially when it comes to buying trendy things that have gone popular online. Marketing campaigns that play on the idea of scarcity and exclusivity to make people feel like they're missing out encourage this phenomenon by getting people to act quickly, whether that's by buying, sharing, or promoting things to their friends and social networks.

As an outside influence, digital marketing material reaches consumers via a variety of digital channels. As an organism, the consumer processes this stimulus on both a cognitive and affective level. FOMO as internal emotional responses, while customer engagement is a cognitive-behavioral response. The result of this reaction is E-WOM, a form of marketing communication where current and former customers share their opinions about product on social media, whether positive or negative (Nadhiroh & Hukama, 2020). With this idea as a guide, we can better comprehend how and why digital content developed with a fear of missing out (FOMO) approach may turn viewers into advocates for the brands we love.

Hakim et al., (2023) defines digital marketing as "a set of marketing activities that reach, engage, and influence consumer behaviour through the use of digital media and platforms," including digital advertising, social media, also video content. The term "Fear of Missing Out" refers a mental condition in which people worry they will not be able to partake in something worthwhile because it is only available to a small number of people, often brought on by seeing limited-time or exclusive material on social (Santoso & Prabowo, 2025). According to (Christiarini et al., 2025) customer engagement occurs when customers show emotional, cognitive, and behavioural investment in a business via digital interactions. This includes acts like enjoying, commenting, sharing, and following company material. According to "e-WOM" is defined as "any informal communication expressed by customers via digital platforms on goods, brands, or shopping experiences, whether positive or bad, that might affect the choices of other consumers (Siregar, 2024).

Dewayani (2024) studied the factors that influence customer purchase choices across different e-commerce platforms in Indonesia. Among these factors were culture, lifestyle, e-WOM, also (FOMO). People who claim that social media marketing, internet reviews, also FOMO all as big impact to consumers' intent to buy have also come to similar conclusions. Although e-WOM had the most impact on TikTok Shop purchases, live streaming, FOMO, and e-WOM all have a role, according to Alfarisi & Sukaris (2024) Evidence from these studies shows FOMO also e-WOM are two sides of the same coin when it comes to influencing Indonesians' online shopping habits. Global shoe brands and other fashion items associated with individuality have been understudied compared to fast-moving consumer goods (FMCG) including skincare products and food and drink, as well as e-commerce in general. Nike represents one of the most prominent global sportswear brands in Indonesia, particularly among younger consumers who actively participate in digital communities and social media

interactions. Beyond functional product attributes, Nike products often carry symbolic meanings related to lifestyle, self-expression, and personal identity. Consequently, consumer responses toward Nike digital marketing campaigns may differ from those observed in studies involving low-involvement products, making the brand an appropriate context for investigating the relationships among digital marketing, FOMO, customer engagement, and e-WOM.

"The Influence of e-WOM on Customer Engagement at Osbond Gym Bekasi regarding the Implementation of COVID-19 Health Protocols" Octavian & Sari (2021) shown that E-WOM has substantial impact to consumer engagement with services. The level of involvement is shown by the number of online discussions, suggestions made, and active participation in communities relevant to the brand. The findings of the analysis showed a substantial correlation between electronic word-of-mouth (e-WOM) and consumer engagement; e-WOM accounted for 69.7 percent of the variance in consumer engagement, with the remaining variance being impacted by other variables. Customer involvement with a brand or organization is positively correlated with the amount of positive e-WOM activity, according to these studies. The use of virtual influencers is one digital engagement strategy that has the potential to greatly affect the way that young Indonesian consumers connect with and talk about companies online Kembau et al., (2024) But much of the earlier research still treats FOMO, consumer engagement, also e-WOM as separate factors or as having weak correlations. Although previous studies have extensively examined the relationships among digital marketing, FOMO, customer engagement, and purchase-related outcomes, the majority of these studies have focused on purchase intention, impulsive buying behaviour, and online transaction decisions. Limited attention has been devoted to understanding how these variables interact within a unified behavioural framework that explains e-WOM generation, particularly in the context of global sportswear brands. Furthermore, empirical evidence from Indonesia remains fragmented, with most studies investigating these constructs separately rather than simultaneously within a single structural model. This gap highlights the need for a more comprehensive examination of the psychological and behavioural mechanisms through which digital marketing influences consumer-generated online communication.

Previous studies have looked at impact of FOMO to buying decisions (Alfarisi & Sukaris, 2024; Dewayani, 2024; Septia & Surianto, 2024), and e-WOM on consumer involvement (Octavian & Sari, 2021), but no one has yet to model digital marketing as an input that causes both FOMO and consumer engagement (as organism-level responses) to occur, which then jointly drive e-WOM as a behavioural outcome. In the context of Indonesian shoe consumption on a worldwide scale, a sector defined by intense participation and personal importance, this becomes even more pertinent. Footwear marketers looking to create digital campaigns that turn psychological urgency and engagement into genuine, user-generated promotion can find practical advice in this study, which tests these constructs among Nike customers and adds to the digital marketing and consumer behaviour literature in economics, management, and business. Given this context, the study objective for examining correlation among digital marketing stimuli, FOMO, customer engagement, also e-WOM among Nike customers in Indonesia.

RESEARCH METHOD

Research Design

This study takes a quantitative approach by surveying participants to investigate the relationships between variables used in the SOR design. The model includes digital marketing as stimulus, FOMO and customer engagement as organism-level responses, also e-WOM as behavioural response. In order to objectively measure the relationships among variables, a quantitative approach was chosen. The explanatory research design, aims explain influence independent variables on dependent and mediating variables by testing pre-formulated hypotheses Sofya et al. (2024). The

independent variable is digital marketing; mediating factors are FOMO and customer engagement; and the dependent variable is e-WOM, with an emphasis on Nike shoe customers in Indonesia.

Population and Sample

Indonesian customers who active on social media also have bought Nike sneakers make up the research population. By using non-probability sampling approach called purposive sampling, line with the research aims, we may be sure that the respondents we choose really fit the study's requirements (Jervis & Selamat, 2023).

They used the purposive sampling technique, which is non-probability, to choose their samples. All participants had to meet a number of requirements before they could be considered for the survey: they needed to be 17 or older, have a social media account, have seen Nike digital marketing content on social media, have bought Nike shoes, and have reviewed or shared information about Nike products online. According to the multivariate sample determination ratio, a minimum of 140 responders (10 x 14 indications) was required, which 10x number parameters (14 indicators). The research aimed to collect data from 200 participants to strengthen the model's endurance.

Data analysis techniques

For quantitative analysis, this research utilises a Likert scale also SEM technique. The variables were assessed 5-point Likert scale, as 1 representing strongly disagreeing -5 (strongly agreeing). Data analysis performed by SmartPLS4 software. Our rationale for using SEM-PLS was that it can handle conceptual frameworks with latent variables and many indicators, doesn't need normal data distribution, and has strong predictive power even with modest sample sizes. Measurement model (outer) also structural model (inner) evaluations were the two primary steps in data analysis. According to Hair et al. (2019). following indicators of validity also reliability were examined in outer model evaluation: convergent validity (measured by outer loadings >0.7 also AVE >0.5), discriminant validity (measured by Fornell-Larcker criteria also cross-loading values), construct reliability (by Cronbach's Alpha also Composite Reliability >0.7). Each path association among variables was tested for a hypothesis using the bootstrapping process in SmartPLS. The t-statistic also p-values shown in the results. At the 5% level of significance, a connection is deemed significant if t-statistic is > 1.96 also the p-value < 0.05.

In addition, the selection of Partial Least Squares Structural Equation Modeling (PLS-SEM) was aligned with the primary objective of this study, which is prediction-oriented and focused on examining complex relationships among latent constructs within the Stimulus-Organism-Response (S-O-R) framework. Compared with covariance-based SEM (CB-SEM), PLS-SEM is considered more appropriate when the research aims to maximize explained variance and develop theoretical understanding rather than confirm an established theory. Furthermore, PLS-SEM demonstrates robustness when analysing models containing multiple mediation relationships and does not require strict assumptions regarding multivariate normality. Following the recommendations of Hair et al. (2019) and Hair and Alamer (2022), the use of PLS-SEM in this study was considered suitable for assessing the predictive relationships among Digital Marketing, Fear of Missing Out (FOMO), Customer Engagement, and Electronic Word of Mouth (e-WOM) among Nike consumers in Indonesia.

Hypothesis

H1: "Digital marketing has a positive and significant effect on FOMO among Nike consumers in Indonesia. Digital marketing activities featuring time-limited promotions, limited-edition products, and exclusive social media content create perceptions of scarcity and urgency, thereby heightening the Fear of Missing Out (FOMO) among consumers. These findings are supported by research from Azhari & Roosdhani (2025) which demonstrates that Social Media Marketing Activities (SMMA) positively influence FOMO, acting as a mediating variable in purchase decisions"

H2: "Digital marketing has a positive and significant effect on customer engagement among Nike consumers in Indonesia. Kaihatu (2020) found that digital marketing influences the purchase intention

of fashion products among Generation Z through the mediation of customer engagement, indicating a strong direct relationship between digital marketing activities and the level of consumer engagement with the brand"

H3: "FOMO has a positive and significant effect on e-WOM among Nike consumers in Indonesia. Rahayu et al. (2025) found that FOMO behavior positively and significantly influences consumer decisions in the context of online shopping; this aligns with findings that FOMO drives consumers to promptly share or recommend products to others as a form of social validation"

H4: "Customer engagement has a positive and significant effect on e-WOM among Nike consumers in Indonesia. Octavian & Sari (2021) demonstrated a very strong relationship between customer engagement and e-WOM, I. N. D. Siregar et al. (2026) found that customer engagement on social media is the most dominant factor driving e-WOM behavior and customer loyalty"

H5: "Digital marketing has a positive and significant effect on electronic word of mouth (e-WOM) among Nike consumers in Indonesia. Digital marketing activities via social media encourage consumers to interact, share experiences, provide reviews, and recommend products to other users on digital platforms Sari & Setiyati (2025). The more effective the digital marketing strategy implemented by the company, the higher the consumer tendency to generate electronic word of mouth (e-WOM) communication"

H6: "FOMO mediates the influence of digital marketing on e-WOM among Nike consumers in Indonesia. Based on the Stimulus-Organism-Response (S-O-R) theory, digital marketing activities acting as the stimulus do not merely influence consumer behavior directly; rather, they first shape a psychological state known as Fear of Missing Out (FOMO) Sampurno et al. (2024). This state drives consumers to engage more actively, share experiences, and disseminate product information through e-WOM"

H7: "Customer engagement mediates the influence of digital marketing on e-WOM among Nike consumers in Indonesia. Deccasari & Ardian (2025) demonstrated that customer engagement mediates the impact of digital marketing on consumer decisions, reinforcing the argument that consumer engagement serves as a crucial pathway bridging digital marketing stimuli with e-WOM behavioral outcomes"

RESULTS AND DISCUSSION

Respondent Characteristics

Two hundred people who were eligible to participate in the study were sent a questionnaire; these people were people who had bought Nike sneakers and had seen Nike ads on social media. When broken down by gender, more women than men participated (54% vs. 46%). Most of the participants were between ages of 18 and 25 (61.5% of the total), followed by those aged 35 and above (19.5%), those aged 26 to 35 (13.5%), and the rest of the population (5.5%). Eighty percent of those who took the survey said they had bought Nike items from the company directly; twenty percent said they had seen Nike ads on social media but hadn't bought anything.

The respondent profile also reflects characteristics that are highly relevant to the context of digital consumer behaviour. As the study specifically targeted Nike consumers who actively use social media and have been exposed to Nike's digital marketing content, the respondents represent a consumer segment that frequently interacts with brand-related information in digital environments. Such characteristics strengthen the relevance of examining digital marketing, FOMO, customer engagement, and e-WOM within the Indonesian footwear market, where social media platforms increasingly serve as primary channels for information exchange, brand interaction, and consumer participation in online communities (Riyanto, 2024).

Outer Model

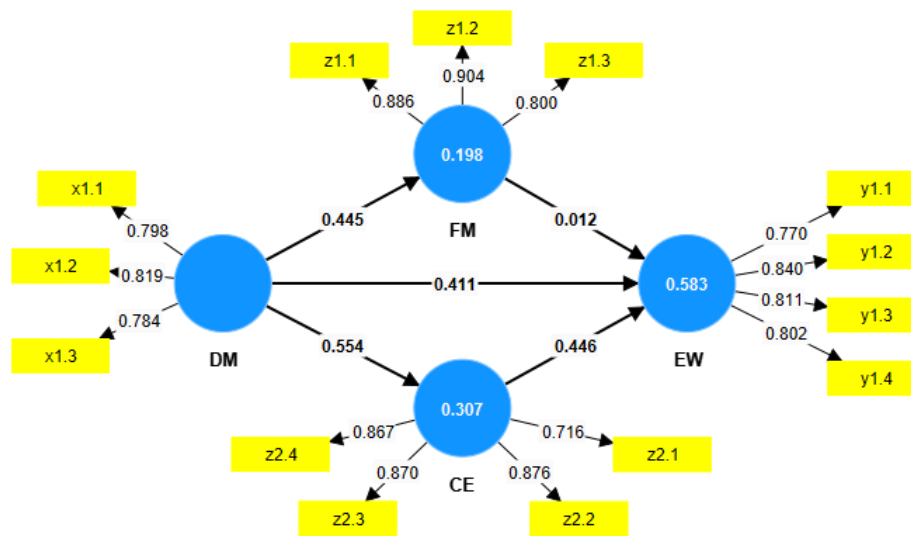


Figure 1. Outer Model

Outer Model Assessment: Convergent Validity

The parameters said to have convergent validity if there is a strong relationship between it and the concept it measures. By calculating AVE value for each construct also outer loading values each parameters that construct, SEM-PLS determines convergent validity. Indicators are deemed acceptable when their outer loading values are > 0.70 , also the necessary AVE values > 0.50 , as stated by Hair et al. (2019), This means that the construct can account for over 50% of the indicators' variation.

Table 1. Outer Loading and AVE Values

Variable	Indicator	Outer Loading	AVE	Note
Digital Marketing	DM1	0,798	0,640	Valid
	DM2	0,819		
	DM3	0,784		
Fear of Missing Out	FM1	0,886	0,747	Valid
	FM2	0,904		
	FM3	0,800		
Customer Engagement	CE1	0,716	0,697	Valid
	CE2	0,876		
	CE3	0,870		
	CE4	0,867		
Electronic Word of Mouth	EW1	0,770	0,650	Valid
	EW2	0,840		
	EW3	0,811		
	EW4	0,802		

Source: Primary data processed using SmartPLS 4.0 (2026)

Discriminant Validity

Assuring the study's dimensions are conceptually separate from one another and that their indicators do not overlap across constructs is the goal of discriminant validity (Hair et al., 2019).

Discriminant Validity Test (Fornell-Larcker Criterion)

Table 2. Discriminant Validity Test Results (Fornell-Larcker Criterion)

Construct	CE	DM	EW	FM
CE (Customer Engagement)	0,835			
DM (Digital Marketing)	0,554	0,800		
EW (Electronic Word of Mouth)	0,682	0,663	0,806	
FM (Fear of Missing Out)	0,711	0,445	0,512	0,864

Source: Processed using SmartPLS 4.0 (2026)

All of the major diagonal AVE square root values are larger than the inter-construct correlation values in the corresponding rows and columns of Table 2. Of the four constructs, FM (Fear of Missing Out) had highest square root AVE value at 0.864, followed by CE (Customer Engagement) at 0.835, EW (Electronic Word of Mouth) at 0.806, and DM (Digital Marketing) at 0.800. With values ranging from 0.445 to 0.711, the inter-construct correlations are more than any of these AVE square root values. With a value of 0.711, the inter-construct correlation between CE and FM was the strongest; nonetheless, it is still much lower than the square root of AVE for CE (0.835) or FM (0.864). Likewise, DM and EW have a weaker connection ($r = 0.663$) than DM (0.800) and EW (0.806), which are square roots of AVE.

Discriminant Validity Test (HTMT)

Table 3. Discriminant Validity Test Results (Heterotrait-Monotrait Ratio/HTMT)

Construct Relationship	HTMT Value	Note
Digital Marketing ↔ Electronic Word of Mouth	0,861	Valid
Fear of Missing Out ↔ Digital Marketing	0,543	Valid
Fear of Missing Out ↔ Electronic Word of Mouth	0,594	Valid
Customer Engagement ↔ Digital Marketing	0,690	Valid
Customer Engagement ↔ Electronic Word of Mouth	0,801	Valid
Customer Engagement ↔ Fear of Missing Out	0,837	Valid

Source: Processed using SmartPLS 4.0 (2026)

Table 3 shows all inter-construct HTMT values < 0.90 Hair & Alamer (2022), confirming discriminant validity model also lending credence to findings of Fornell-Larcker test in the same table. The correlations between digital marketing also e-wom had highest HTMT values at 0.861, followed by customer engagement and FOMO at 0.837, and finally customer engagement and electronic word of mouth at 0.801. All three of these numbers are above average, but they are still $<$ critical value of 0.90, which means that the concepts do not significantly overlap. Among all the construct pairings evaluated, the one between FOMO and digital marketing had the lowest HTMT value (0.543), indicating that the two constructs are the most dissimilar from each other.

Reliability Test Results

Table 4. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Keterangan
Digital Marketing (DM)	0,720	0,720	0,842	Reliabel
Fear of Missing Out (FM)	0,835	0,885	0,898	Reliabel
Customer Engagement (CE)	0,855	0,876	0,902	Reliabel
Electronic Word of Mouth (EW)	0,820	0,820	0,881	Reliabel

Source: Processed using SmartPLS 4.0 (2026)

All of the study's constructs have reliability values higher than 0.70, which is the suggested level by Hair et al. (2019), namely, > 0.70 . This indicates that all research instruments possess a satisfactory level of internal consistency and are suitable for use in hypothesis testing.

Classical Assumption Test

As study by Hair et al. (2019), in order to rule out significant multicollinearity problems, the VIF value must be < 5.0 . On the other hand, $VIF < 3.0$ is proposed by a few academics as a more cautious criterion. A VIF value < 5.0 is used as the main standard in this investigation.

Multicollinearity Test

Table 5. Multicollinearity Test Results (Collinearity Statistics VIF)

Construct	Indicator	VIF	Note
Digital Marketing (DM)	DM1	1,481	No Multicollinearity
	DM2	1,546	No Multicollinearity
	DM3	1,302	No Multicollinearity
Fear of Missing Out (FM)	FM1	1,846	No Multicollinearity
	FM2	2,681	No Multicollinearity
	FM3	1,973	No Multicollinearity
Customer Engagement (CE)	CE1	1,682	No Multicollinearity
	CE2	2,623	No Multicollinearity
	CE3	2,473	No Multicollinearity
	CE4	2,229	No Multicollinearity
Electronic Word of Mouth (EW)	EW1	1,499	No Multicollinearity
	EW2	1,961	No Multicollinearity
	EW3	1,875	No Multicollinearity
	EW4	1,729	No Multicollinearity

Source: Processed using SmartPLS 4.0 (2026)

All indicators in this research exhibit VIF values lower than the suggested threshold < 5.0 , according to Table 5. Indicator x1.3 had the lowest VIF value at 1.302 and indicator z1.2 the highest at 2.681. Because no VIF value is beyond the acceptable range (1.302 - 2.681), we can rule out the possibility of multicollinearity in the external model. This data shows that there is little to no overlap between the indicators within each construct also they continue to have their own unique correlations.

Model Fit Assessment (Inner Model)

To find out how well model explaining variance in endogenous variables, we evaluate structural model, also called the inner model. R^2 , Q^2 , and f^2 are the components of the evaluation that make up predictive relevance and effect size, respectively.

Coefficient of Determination (R-Square)

R^2 is a measure of degree which model's exogenous variables can explaining variance of endogenous variables. Greater predictive power is shown by larger R^2 values, which may take on values between 0 and 1. An R^2 value of 0.67 is considered high, 0.33 is considered moderate, also 0.19 is considered poor Chin Wynne W. (1998).

Table 6. Coefficient of Determination (R-Square) Test Results

Endogenous Variable	R-Square	Adjusted R-Square	Category
Fear of Missing Out (FM)	0,198	0,194	Weak
Customer Engagement (CE)	0,307	0,303	Weak
Electronic Word of Mouth (EW)	0,583	0,577	Moderate

Source: Processed using SmartPLS 4.0 (2026)

According to Table 6, the highest R-Square value was obtained by (E-Wom) With a modest construct score of 0.583, can see the variables Digital Marketing, FOMO also Customer Engagement account for 58.3% of the variation in EW, while factors outside of this research model affect the remaining 41.7%. FOMO (FM) construct (0.198) also (CE) construct (0.307) both have weak R-Square values, suggesting that other factors outside the model influence the formation of FOMO and Customer Engagement among Nike consumers in Indonesia. This suggests that Digital Marketing

explains only a small portion of the variance in these two constructs. The moderate explanatory power obtained for e-WOM suggests that the proposed S-O-R model captures a substantial portion of consumer online communication behaviour. Nevertheless, the remaining unexplained variance indicates that additional factors, such as brand trust, perceived product quality, brand community participation, and consumer satisfaction, may also contribute to the formation of e-WOM behaviour among Nike consumers. This finding provides opportunities for future model development and theoretical refinement.

Predictive Relevance (Q-Square)

According to Hair et al. (2019), model has high out-of-sample predictive power since all endogenous variables have positive Q^2 values (>0) according to the predictive relevance (Q^2) test utilising the blindfolding process.

Tabel 7. Predictive Relevance (Q-Square)

Endogenous Variable	Q^2	Note
Fear of Missing Out (FM)	0,136	Possesses predictive relevance
Customer Engagement (CE)	0,205	Possesses predictive relevance
Electronic Word of Mouth (EW)	0,367	Possesses predictive relevance

Source: processed using SmartPLS 4.0 (2026)

The model has strong predictive relevance for all endogenous variables, as shown Table 7, as all endogenous constructs this model have Q^2 values above zero (Hair et al., 2019). After customer engagement (0.253), electronic word of mouth (0.367), and FOMO (0.136), the order of importance was Q^2 . This trend is in line with R^2 values in Table 6, which demonstrate model is more effective at predicting EWO behaviour than FOMO behaviour. Since FOMO is believed to be a complex concept impacted by a wide range of personal psychological characteristics, it becomes more challenging to account for its fluctuation using a univariate predictor variable like digital marketing (Groenestein et al., 2024), in isolation. In this research, all of the endogenous factors were shown to have sufficient predictive power. The positive Q^2 values across all endogenous constructs indicate that the model possesses satisfactory predictive capability beyond mere explanatory performance. This result strengthens the suitability of PLS-SEM for the present study because the research objective is not only to explain relationships among constructs but also to predict consumer behavioural outcomes within digital marketing environments.

Effect Size (f-Square)

To quantify the relative impact of an external variable on an internal variable, one uses effect size (f^2). The f^2 value revealed much each predictor variable explaining endogenous variable's variation. A value of 0.02 little, 0.15 medium, also 0.35 high, according to Cohen, J. (1988).

Table 8. Effect Size (f-Square) Test

Results	f-Square	Category
DM → FM	0,247	Moderate
DM → CE	0,442	Large
DM → EW	0,279	Moderate
FM → EW	0,000	No Effect
CE → EW	0,202	Moderate

Source: processed using SmartPLS 4.0 (2026)

Correlation among Digital Marketing also Customer Engagement (DM → CE) has highest f-square value at 0.442, which is considered a large effect, according to Table 8. This means that out of all the relationships in the model, Digital Marketing is the most important in explaining the variance in Customer Engagement. The correlations between DM and FM (0.247) and DM and EW (0.279) are

both found in the medium effect category, suggesting that they have a considerable influence, but it is not as strong as the impact on Customer Engagement. On the other hand, the f-square value of 0.000 for FM → EW connection assumed there is no influence, which supports the rejection of hypothesis H3. The association between CE and EW has a medium impact, with f-square 0.202, as highlights importance Customer Engagement as the main factor driving Electronic Word of Mouth among Nike customers in Indonesia.

Hypothesis Testing

For each association among constructs, SEM-PLS evaluates path coefficients, t-statistics, also p-values test hypotheses. A p-value < 0.05 also t-value > 1.96 are conditions for accepting a hypothesis, as stated by (Hair et al. 2019)

Table 9. Results of Direct Hypothesis Testing (Direct Effects)

Hypothesis	Relationship	Path Coefficient	t-Statistic	p-Value	Result
H1	DM → FM	0,445	8,134	0,000	Accepted
H2	DM → CE	0,554	10,550	0,000	Accepted
H3	FM → EW	0,012	0,191	0,849	Rejected
H4	CE → EW	0,446	5,182	0,000	Accepted
H5	DM → EW	0,411	5,549	0,000	Accepted

Source: processed using SmartPLS 4.0 (2026)

Four of the five direct effect hypotheses were found to be valid, while one was found to be rejected, as shown in Table 9. There was a positive and substantial direct impact digital marketing on three variables: E-WOM (H5), customer engagement (H2), and fear of missing out (H1: $\beta = 0.445$; $t = 8.134$; $p = 0.000$). Electronic Word of Mouth was also shown to be positively and significantly impacted by Customer Engagement (H4: $\beta = 0.446$; $t = 5.182$; $p = 0.000$). In contrast, results showed E-WoM was unaffected by Fear of Missing Out (H3: $\beta = 0.012$; $t = 0.191$; $p = 0.849$), leading to the rejection of H3. There were no other direct associations in the model that predicted consumer engagement as well as the one between digital marketing and customer engagement (H2), which had the greatest path coefficient value.

Mediation Hypothesis Testing (Indirect Effects)

Table 10. Results of Mediation Hypothesis Testing (Indirect Effects)

Hypothesis	Relationship	Path Coefficient	t-Statistic	p-Value	Result
H6	DM → FM → EW	0,005	0,186	0,852	Rejected
H7	DM → CE → EW	0,247	4,413	0,000	Accepted

Source: processed using SmartPLS 4.0 (2026)

According to Table 10, among Nike buyers in Indonesia, e-WOM is not mediated by FOMO, FOMO. Contrary to other studies on FMCG, this one does not show FOMO to be a motivating factor for buyers (Dewayani, 2024; Septia & Surianto, 2024).). The fact that Nike sneakers are high-involvement, identity-signaling items probably explains this disparity; customers don't share their experiences out of FOMO, but rather because they have a stronger emotional connection to the brand (customer engagement). According to Baron & Kenny (1986), the rejection of H6 is in line with the rejection of H3, which states correlation among digital marketing and e-WOM was not significant ($t = 0.191$). In absence of statistically big direct correlation among mediator also the dependent variable, meaningful mediation cannot take place. Rejecting H6 is therefore a reasonable and justified statistical conclusion.

Discussion

The Influence of Digital Marketing on Fear of Missing Out (H1)

According to study's findings, digital marketing significantly and positively affects Nike customers in Indonesia's Fear of Missing Out ($\beta = 0.445$; $t = 8.134$; $p = 0.000$). According to these

results, customers' FOMO (Fear of Missing Out) levels rise in proportion to the frequency and severity of Nike's digital marketing initiatives, such as time-sensitive discounts, limited-edition goods, exclusive content, and scarcity-based campaigns.

The results are in line with what is predicted by SOR model, which is theoretical foundation this investigation. As an external stimulus, digital marketing is received by consumers via different digital channels inside the SOR framework. The consumer, in their role as an organism, processes this signal intellectually and emotionally, and the result is fear of missing out (FOMO) hamiarso aji Sampurno et al. (2024).). Customers' FOMO may be effectively stoked by limited-time offers, countdown clocks, and other scarcity-and urgently-focused marketing tactics (Groenestein et al., 2024).

These findings also support the conclusions drawn from earlier studies by Azhari & Roosdhani (2025), which showed that SMMA had a favourable effect on FOMO and mediate purchasing choices. FOMO has a substantial effect on the purchasing habits of Indonesia's millennials, according to research by Mudjiyanto & Kusuma (2025) This true when impulsive purchase of viral items. Therefore, these results show that digital marketing tactics that make products seem rare or exclusive are still successful in today's digital world.

The Influence of Digital Marketing on Customer Engagement (H2)

The study's findings show that in Indonesia, digital marketing significantly and positively affects customer involvement with Nike products ($\beta = 0.554$; $t = 10.550$; $p = 0.000$). Digital marketing stands out as the top predictor of customer involvement, as shown by the greatest path coefficient value among all direct connections in the model. Outcome revealed Nike's digital marketing has strong impact on consumer engagement in digital media on an emotional, cognitive, and behavioural level. This includes video content, interactive campaigns, personalised messaging, and community-based promotional strategies.

There is a strong direct correlation between digital marketing activities also level consumer engagement with brand, which is supported by study also research of Kaihatu (2020), who discovered that digital marketing influences purchase intention for fashion products among Generation Z through the mediation of customer engagement. Christiarini et al. (2025) provides more evidence for this idea by defining customer engagement as the active participation of customers in digital interactions with a company, including acts like enjoying, commenting, sharing, and following brand content.

These results show that digital marketing stimulus with relevant, interactive, and personalised material may cause a significant consumer engagement, which is a "organism" reaction, under the SOR framework. Exposure to compelling digital marketing material causes consumers to form an emotional connection for the brand, which motivates them to actively engage with the company online. Investing in high-quality, interactive digital marketing techniques can immediately boost consumer engagement, a crucial asset for establishing long-term brand loyalty. These results contain major practical implications for Nike marketers.

The Influence of Fear of Missing Out on Electronic Word of Mouth (H3)

According to study findings, among Nike customers in Indonesia, e-WOM is unaffected by FoMO ($\gamma = 0.012$; $t = 0.191$; $p = 0.849$). This discovery, which stands as a major departure from the previous work, disproves hypothesis H3. These findings contradict those of a prior study by Rahayu et al. (2025) which indicated FoMO significantly influenced online shoppers' choices. In a similar vein, Dewayani (2024) discovered that of all the factors influencing online shopping in Indonesia, FoMO was the most important. This disparity in results is, in large part, explained by the fact that the product contexts are different.

Nike sneakers are a great way to show off your own style and personality. Nike items are bought by consumers for more than just practical reasons; they are also a kind of social prestige, self-expression, and lifestyle. Customers are less likely to feel compelled to express their opinions on high-involvement items out of FoMO and more motivated by genuine happiness, emotional investment,

and a sense of belonging to the brand community. Contrarily, prior research that found that FOMO affected consumer behaviour tended to concentrate on fast-moving consumer goods (FMCG) like skincare, food, and drinks, where impulse buys are common and easily influenced by FoMO (Alfarisi & Sukaris, 2024; Dewayani, 2024; Septia & Surianto, 2024).

Another possible explanation for the insignificant relationship between FOMO and e-WOM lies in the behavioural characteristics of Indonesian Nike consumers. Although digital marketing activities may successfully create a sense of urgency and exclusivity, consumers do not necessarily translate such psychological pressure into online advocacy behaviour. For high-involvement products such as Nike footwear, consumers tend to share opinions and recommendations only after developing confidence in product quality, personal satisfaction, and brand experience. This finding indicates that FOMO may stimulate attention and purchase interest, but it is insufficient to encourage consumers to voluntarily generate e-WOM. Instead, consumers appear to rely more heavily on authentic experiences and emotional attachment to the brand before engaging in online recommendations. This interpretation is consistent with the stronger role of customer engagement observed in the present study and reinforces the argument that engagement serves as a more effective mechanism than FOMO in transforming digital marketing exposure into e-WOM behaviour (Hanushya & Mitra, 2025; Christiarini et al., 2025).

The Effect of Customer Engagement on Electronic Word of Mouth (H4)

Among Nike customers in Indonesia, customer involvement significantly and positively affects e-WOM ($\beta = 0.446$; $t = 5.182$; $p = 0.000$), according to study findings. According to these results, customers are more likely to share their experiences, write reviews, and suggest Nike items to others online if they connect with the company more actively in digital media.

This confirms what previous research: there is a strong correlation among customer engagement also e-WOM. Octavian & Sari (2021) and Siregar et al. (2026) found that engagement with customers on social media was the most important factor in influencing e-WOM behaviour and customer loyalty. These results validate the organismic reaction, namely consumer engagement prompted by digital marketing stimuli, which results in a behavioural response, e-WOM, according to SOR model.

The Influence of Digital Marketing on Electronic Word of Mouth (H5)

Digital marketing heavily also positively impacted E-WOM among Nike customers in Indonesia, according to the study findings ($\beta = 0.411$; $t = 5.549$; $p = 0.000$). The results show that social media marketing campaigns can get people talking, sharing stories, writing reviews, and recommending things to other people online—all without the need for psychological processes like fear of missing out or customer involvement.

This confirms what Sari & Setiyati (2025)) found: that customers more likely spreading word about business online if their digital marketing efforts are successful. Customers more likely spreading Nike items online if the marketing material they see is interesting, useful, and relevant to their lives. Video material that is both amusing and inspirational has a way of becoming viral, pushing people to share it with their friends and family even in the absence of a preexisting psychological trigger like FOMO. The results also revealed there are two ways in which digital marketing affects e-WOM: directly (H5) and indirectly (H7) via consumer involvement. This highlights how crucial it is to have all-encompassing digital marketing strategy to encourage consumers to provide information.

The Mediating Role of Fear of Missing Out (H6)

Research revealed digital marketing influences E-WOM without impact FOMO ($\beta = 0.005$; $t = 0.186$; $p = 0.852$). Consistent with the rejection of H3 (correlation among digital marketing also e-WOM was not big impact), this discovery leads to the rejection of hypothesis H6. According to (Baron & Kenny, 1986), if the direct link from the mediator to the dependent variable is not substantial, then there cannot be significant mediation in mediation analysis.

The failure of H6 to hold water further supports the conclusion FOMO psychological mechanism fails motivate people share knowledge when it comes to high-involvement items such as Nike. Customers who buy Nike products are less likely to feel pressured to share information than those who buy other brands; instead, they share information because they are satisfied with it or because they are emotionally invested in it. Unlike the research of Sampurno et al. (2024) which found that digital marketing activity directly effects consumer behaviour and first forms a psychological state (FOMO) that drives e-WOM behaviour, this data suggests that digital marketing activity functions differently. It is probable that variations in the analysed goods' attributes are to blame for this disparity.

The Mediating Role of Customer Engagement (H7)

Digital marketing influences electronic word-of-mouth via consumer involvement, according to the study findings ($\beta = 0.247$; $t = 4.413$; $p = 0.000$). The outcomes provide credence to hypothesis H7 and show that the model's major mediating mechanism is customer involvement, since the indirect impact value (0.247) is much greater than H6's (0.005). The outcomes same as previous studies found substantial correlation between customer engagement and e-WOM, as well as with research that showed customer engagement mediates impact digital marketing to consumer choices (Deccasari & Ardian 2025; Octavian & Sari 2021) According to the SOR model, these results prove that customer engagement (O) is the organismic reaction that results from the digital marketing stimulus (S), which in turn causes e-WOM (R) to be generated.

The stronger mediating role of customer engagement compared with FOMO suggests that consumers are more likely to generate e-WOM when they develop meaningful interactions with the brand rather than merely experiencing psychological urgency. This finding reinforces the growing argument in digital marketing literature that sustainable online advocacy emerges from long-term relational engagement rather than short-term promotional pressure. Therefore, customer engagement should be viewed as a strategic asset capable of transforming marketing exposure into voluntary consumer advocacy.

CONCLUSION

Research demonstrates digital marketing has positive also big impact to FOMO, customer engagement, also e-WOM among Nike consumers in Indonesia. Furthermore, customer engagement is shown to positively influence e-WOM and mediate the effect digital marketing to e-WOM. Conversely, FOMO does not heavily affect e-WOM and does not affect correlation among digital marketing also e-WOM. These outcome assumed that, in context Nike footwear, customer engagement have more vig position than FOMO for driving consumers sharing their experiences and recommendations online. Therefore, it is recommended that the company develop digital marketing strategies that enhance customer engagement to foster positive e-WOM.

From a theoretical perspective, this study contributes to the development of the Stimulus-Organism-Response (S-O-R) framework by demonstrating that customer engagement functions as a stronger organismic response than Fear of Missing Out in explaining e-WOM behaviour among Nike consumers. The findings indicate that not every psychological response generated by digital marketing activities automatically leads to online advocacy behaviour. While digital marketing successfully stimulates both FOMO and customer engagement, only customer engagement exhibits a significant influence on e-WOM. From a managerial perspective, the findings suggest that companies should prioritise engagement-oriented digital marketing strategies rather than relying exclusively on scarcity-based promotional tactics. Interactive campaigns, user-generated content initiatives, online communities, and personalised communication may be more effective in encouraging consumers to share positive experiences and recommendations. For global footwear brands such as Nike, strengthening emotional connections with consumers appears to be a more sustainable approach for generating positive e-WOM.

Several limitations should be acknowledged. First, the study focused exclusively on Nike consumers in Indonesia, which may limit the generalisability of the findings to other product categories and consumer segments. Second, the cross-sectional design captures consumer perceptions at a single point in time and therefore cannot fully explain behavioural changes over longer periods. Third, additional behavioural characteristics such as purchase frequency, social media usage intensity, and preferred social media platforms were not incorporated into the structural model and may provide further explanatory power.

Future studies are encouraged to compare different product categories, particularly between high-involvement and low-involvement products, to determine whether the role of FOMO differs across consumption contexts. Researchers may also consider employing longitudinal approaches and multi-group analyses to examine how consumer psychological responses evolve over time and across demographic segments. Such investigations would contribute to a deeper understanding of digital consumer behaviour in increasingly dynamic online environments. In addition, respondent behavioural characteristics such as purchase frequency, preferred social media platforms, and daily social media usage intensity were not examined in greater detail. These factors may moderate the relationships observed in this study and therefore warrant further investigation.

REFERENCES

- Alfarisi, A. R., & Sukaris, S. (2024). The influence of live streaming, fear of missing out (FOMO), and e-WOM on purchase decisions in TikTok Shop. *Jurnal Ilmiah Manajemen Kesatuan*, 12(6), 2677–2686.
- Azhari, M., & Roosdhani, M. R. (2025). The influence of social media marketing activities (SMMA) on purchasing decisions mediated by fear of missing out (FOMO) and brand love. *Journal of Management: Small and Medium Enterprises (SMEs)*, 18(1), 759–772. <https://doi.org/10.35508/jom.v18i1.20760>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024). Non-sustainable buying behavior: How the fear of missing out drives purchase intentions in the fast fashion industry. *Business Strategy and the Environment*, 33(2), 626–641. <https://doi.org/10.1002/bse.3509>
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295–336.
- Christiarini, R., Natalya, N., & Purwianti, L. (2025). Social media marketing and brand loyalty in the Indonesian fashion market: Mediating role of consumer brand engagement and brand awareness. *Journal of Enterprise and Development (JED)*, 7(3), 595–610. <https://doi.org/10.20414/jed.v7i3.14386>
- Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. routledge.
- Deccasari, D. D., & Ardian, G. Y. (2025). Pengaruh Digital Marketing Terhadap Customer Retention Dengan Customer Engagement Sebagai Variabel Mediasi Pada Produk Clothing Line Erigo Di Kota Malang. *Dinamika Ekonomi: Jurnal Ekonomi dan Bisnis*, 18(1), 41–59. <https://doi.org/10.53651/jdeb.v18i1.572>
- Dewayani, Y. I. (2024). Analisis Diskriminan Pengaruh Budaya, Gaya Hidup, E-Wom, Dan Fomo Terhadap Keputusan Pembelian Online Berdasarkan Platform E-Commerce Pada Mahasiswa FKIP UNS. *Innovative: Journal Of Social Science Research*, 4(4), 10236–10244. <https://doi.org/10.31004/innovative.v4i4.13861>
- Dinova, F., Tovtora, D., Rauf, A., & Zatira, D. (2022). Analysis Digital Marketing and Product Attributes on the Purchase Decision of Nike Shoes. *DIGIBIS: Digital Business Journal*, 1(1), 39–51. <https://doi.org/10.31000/digibis.v1i1.6601>

- Groenestein, E., Willemsen, L., van Koningsbruggen, G. M., & Kerkhof, P. (2024). Exploring the dimensionality of fear of missing out: associations with related constructs. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace (online)*, 18(1), 1-20. <https://doi.org/10.5817/CP2024-1-4>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook* (p. 197). Springer Nature.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research methods in applied linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hakim, M. A. A. U., Sembiring, R. I., Ikhwan, N., & Hellyani, C. A. (2023). Pengaruh Implementasi Digital Marketing Terhadap Citra Merek Nike. *Jurnal Publikasi Ilmu Manajemen*, 2(3), 56-68. <https://doi.org/10.55606/jupiman.v2i3.2052>
- hamiarso aji Sampurno, D., Yahya, A., Purnamasari, P., & Wulandari, A. (2024). Fear of Missing Out as Intervening in Digital Marketing and Brand Image to Purchase Decision. *KENTAL: Jurnal Kewirausahaan Dan Bisnis Digital*, 1(1), 38–56. Retrieved from <https://journal.lppmpelitabangsa.id/index.php/kental/article/view/1898>
- Hanushya, S., & Mitra, A. (2025). The Impact of Social Media on (Fear of Missing Out) Fomo-Driven Consumer Behaviour-A Study of Sneaker Customers. *Journal of Communication and Management*, 4(04), 1-9. <https://doi.org/10.58966/JCM2025441>
- Jervis, H., & Selamat, F. (2023). Pengaruh Faktor Keluarga, Ciri Kepribadian, dan Efikasi Diri terhadap Intensi Berwirausaha Mahasiswa/i Perguruan Tinggi Swasta DKI Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 5(1), 28–37. <https://doi.org/10.24912/jmk.v5i1.22510>
- Kaihatu, T. S. (2020). Purchase intention of fashion product as an impact of digital marketing, mediated by customer engagement in the generation z. *Jurnal Manajemen Pemasaran*, 14(2), 61–66. <https://doi.org/10.9744/pemasaran.14.2.61-66>
- Kembau, A. S., Kolondam, A., & Mandey, N. H. J. (2024). Virtual influencers and digital engagement: key insights from indonesia's younger consumers. *Jurnal Manajemen Pemasaran*, 18(2), 123–136. <https://doi.org/10.9744/pemasaran.18.2.123-136>
- Mudjiyanto, B., & Kusuma, P. (2025). Fomo, Impulsive Buying, dan Perilaku Konsumtif Gen Z. *KOMVERSAL*, 7(1), 244–258.
- Nadhiroh, A., & Hukama, L. D. (2020). Pengaruh electronic word of mouth, credibility celebrity endorser, dan visibility celebrity endorser dewi sandra terhadap brand image wardah cosmetics (Studi kasus mahasiswi fakultas ekonomi dan bisnis Universitas YARSI). *Jurnal Pundi*, 3(3), 259–270.
- Octavian, V., & Sari, W. P. (2021). Pengaruh E-Wom Terhadap Customer Engagement Pelanggan Osbond Gym Bekasi Dalam Penerapan Protokol Kesehatan Covid-19. *Prologia*, 5(2), 405-410. <https://doi.org/10.24912/pr.v5i2.10243>
- Rahayu, R. R., Syahbudin, F., & Fitri, A. (2025). Pengaruh E-WoM dan Perilaku FoMO pada Keputusan Pembelian Impulsif Produk Fesyen di Shopee (Studi kasus Anggota KASEI Jabodetabek). *GREAT: Jurnal Manajemen Dan Bisnis Islam*, 2(1), 23–33. <https://doi.org/10.61111/great.v2i1.847>
- Riyanto, A. D. (2024). *Hootsuite (We are Social): Data Digital InHootsuite (We are Social): Data Digital Indonesia 2024*. <https://Andi.Link>, 1–22.
- Santoso, R., & Prabowo, N. A. (2025). Pengaruh Fear Of Missing Out (Fomo), Lifestyle Dan Word Of Mouth (Wom) Terhadap Keputusan Pembelian Iphone Pada Gen Z Kabupaten Sidoarjo. *GEMAH RIPA: Jurnal Bisnis*, 5(02), 386–398. <https://doi.org/10.69957/grjb.v5i02.2215>

- Sari, N., & Setiyati, R. (2025). Pengaruh Electronic Word Of Mouth (E-WOM) dan Social Media Marketing Activities terhadap Purchase Intention Dimediasi Brand Image. *Jurnal Riset Manajemen*, 3(1), 175–193. <https://doi.org/10.54066/jurma.v3i1.2981>
- Septia, M. T., & Surianto, M. A. (2024). The impact of social media marketing, reviews and fear of missing out on purchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(6), 2667–2676.
- Siregar, A. I. (2024). Studi Literature: Hubungan E-WOM dan Keputusan Pembelian. *Jurnal Ilmu Multidisplin*, 3(1), 50–58. <https://doi.org/10.38035/jim.v3i1>
- Siregar, I. N. D., br Sinaga, C. N., Saribu, E. D., Harahap, I. S., Filardhi, M. A., & Sitepu, Y. R. (2026). Analisis Pengaruh Customer Engagement di Tiktok dan Electronik Word Of Mouth (e-WOM) Terhadap Loyalitas Pelanggan pada Brand Momoyo. *IKRAITH-EKONOMIKA*, 9(1), 542–552. Retrieved from <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/5965>
- Sofya, A., Novita, N. C., Afgani, M. W., & Isnaini, M. (2024). Metode survey: Explanatory survey dan cross sectional dalam penelitian kuantitatif. *Edu Society: Jurnal Pendidikan, Ilmu Sosial Dan Pengabdian Kepada Masyarakat*, 4(3), 1696-1708. <https://doi.org/10.56832/edu.v4i3.556>