

## The Influence of FOMO and Price on Purchasing Decisions for Fashion Products for Cirebon Students

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### ABSTRACT

The development of information technology and social media has encouraged the emergence of the Fear of Missing Out (FOMO) phenomenon which influences consumer purchasing decisions, especially in fashion products. FOMO makes individuals tend to follow trends without careful consideration, while price remains the main factor. This study analyzes the influence of FOMO and price on purchasing decisions for fashion products among students in Cirebon using quantitative methods and multiple linear regression. The results show that FOMO and price have a significant influence on purchasing decisions, with FOMO having a positive influence. Simultaneously, both influence purchasing decisions by 60%. These findings suggest that marketers need to understand the psychology of Gen Z consumers in designing effective marketing strategies.

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## **INTRODUCTION**

Since the COVID-19 virus hit the world, many new social trends have emerged in the global community. These trends cover various sectors such as the emergence of innovative startups, the growth of e-commerce, the expansion of the Food & Beverage (F&B) business, the development of the fashion industry, and cultural transformation. The rapid development of these trends cannot be separated from the role of social media and the use of information technology and communication networks, which have become a common part of everyday life. Social media is a digital platform that functions as a means to express oneself, interact, or exchange information online between users. (Wahida et al., 2024)

One of the results of the progress of information technology and the internet is the language culture that has developed and been developed in the scope of social media such as Facebook, Instagram, X, and TikTok. The many loanwords that are applied in everyday life such as FOMO, cancel culture, ghosting and many more are examples. FOMO stands for fear of missing out, in terms of language, this sentence explains the fear and anxiety experienced by someone when they do not get the available opportunities (Thi Thuy et al., 2023)

It is not only the advancement of information technology and the internet that produces something. FOMO can also produce something like a purchasing decision. Purchasing decisions are based on many factors found in consumers such as economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. As time goes by and the population grows, consumer needs and desires for goods and services also grow, this affects consumer behavior in purchasing products, consumer behavior includes the activities of searching, buying, using, evaluating, and disposing of products or services (Sinaga, 2023)

In addition to FOMO, price can also influence purchasing decisions. Price is the value of an item expressed in money. In the buyer's decision-making process, price has two main roles, namely as an allocation tool and as a source of information. To achieve this goal, each company must design an effective marketing strategy to increase sales, which includes the use of promotional methods, pricing, and products with strategic characteristics that differentiate them from competitors. In simple terms, price is the amount of money that consumers must pay to sellers in exchange for the goods or services received. Thus, price is the value set by the seller for an item (Sinaga, 2023).

Fashion is one of the many transactions carried out in the world. The definition of fashion or clothing is anything that is worn on the body, either with the intention of protecting the body or beautifying the appearance of the body (Agustina, 2022). Generation Z is a generation that tends to spend its income on buying fashion (Julia et al., 2024) Generation Z is the youngest generation consisting of individuals born between 1997 and 2012, who are currently 25 years old or younger. They grew up in a technology-dominated world, where technology has been around since their birth and has always

been within reach. A study shows that 95% of Generation Z owns or has access to a smartphone, and almost all (97%) use the internet daily, making them highly connected to the digital world and most Generation Z are college students (Slepian et al., 2023).

Along with the development of technology and increasingly widespread internet penetration, Cirebon City has experienced a significant increase in online shopping activities, especially among Generation Z. E-commerce platforms such as Shopee and Tokopedia are the main choices for young consumers to meet their fashion needs. Research shows that price factors, online reviews, and ease of use of e-commerce platforms have a significant influence on purchasing decisions for fashion products on Shopee. In addition, the Fear of Missing Out (FOMO) phenomenon is also increasingly dominant among Generation Z Cirebon. Exposure to influencers on social media and online advertising triggers feelings of fear of missing out on trends, which drives impulsive buying behavior. Research shows that FOMO mediates the relationship between online advertising and impulsive buying, as well as between influencer exposure and impulsive buying in Generation Z in Indonesia (Gunawan et al., 2025).

Thus, the combination of price sensitivity and the influence of FOMO through social media creates a unique phenomenon in the purchasing behavior of fashion products among Generation Z in Cirebon City. This phenomenon emphasizes the importance of understanding these factors in order to formulate effective marketing strategies that are in accordance with the characteristics of local consumers. With the background that has been explained, the researcher wants to conduct a study on "The Influence of FOMO and Price on Fashion Product Purchasing Decisions Among Generation Z" by referring to previous studies in the form of The Impact of The Fear of Missing Out on Purchasing Trendy Fashion Products Among Young Consumers on Social Media Platforms (Thi Thuy et al., 2023) and The Influence of Brand Image, Price and Word of Mouth on Fashion Product Purchasing Decisions Among Generation Z in Kudus Regency (maulfinadifa, nd).

## LITERATURE REVIEW

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

FOMO is anxiety that arises because other people can experience more than one's own experiences. FOMO often arises from social media. And also, FOMO is a social problem that is becoming a problem (Sinta et al., 2023). On social media there are many new things that can be explored. By accessing it, everyone will feel connected and know about what is currently viral and hotly discussed, so that in the end social media becomes an integral part of human life (Muhsanah Muzhar et al., 2024).

There are three factors that trigger FOMO. First, the habit of continuously accessing social media. Second, high internet usage time triggers the desire to always know what is happening. Finally, the desire to always be connected to the virtual world makes someone anxious if they do not know what is happening. Interactive features strengthen this urge,

making it increasingly difficult for individuals to let go. As a result, they continuously monitor information without considering the impact. The combination of these factors increases the risk of FOMO in everyday life (Ditya Perdana, nd).

Consumer purchasing decisions are generally influenced by their behavior. However, consumers who experience FoMO tend to follow trends for fear of being left behind, so they often buy without considering factors such as price, product quality, or personal needs (Wahida et al., 2024b).

### ***Price***

Price is the amount of money that must be given by the customer to the seller in return for the goods purchased. In other words, the price reflects the value of an item set by the seller (Satdiah et al., 2023). Price is caused by two main factors, namely internal and external. The scope of internal factors includes marketing objectives, marketing mix strategies, and the company's capital and operating costs. Meanwhile, external factors include market conditions, demand levels, and competition, which overall shape price dynamics in the business environment (Zhahra Lubis et al., 2024).

As a prospective buyer, a person often considers many factors. Therefore, it is important to know the marketing strategy in order to understand what factors are considered by consumers, so that the products offered can be in accordance with their expectations. In addition, customers are often faced with many choices of products or services. Previous research has shown that price is only the third element considered in purchasing decisions, after product quality and the need for the product. However, there is also research that states that price has a positive and significant influence on purchasing decisions. Conversely, other studies also show that price does not affect purchasing decisions (Piyoh et al., 2024).

### ***Buying decision***

Purchasing decisions are the decision-making process produced by consumers or customers (Maryati & Khoiri. M, 2022). Purchasing decisions are one of the important things before consumers make a purchase. Purchasing decisions are based on several evaluations before consumers really want to buy the goods or services they want, (Devi et al., 2023).

## **METHODOLOGY**

### ***Population and Sample***

The population in the study includes a collection of elements that have certain characteristics and researchers determine the focus of the study (Sugiyono, 2017). The population in this study were students. While part of the population is the sample (Sugiyono, 2017). Sampling using non-probability sampling with the purposive sampling method. The sample was 150 Cirebon students.

### **Data Collection Techniques**

This study utilizes primary data and secondary data as sources of information. Primary data were collected through observation and surveys using questionnaires, while secondary data were obtained from the results of literature studies.

### **Variables and Operational Variables**

#### **1. Variables**

Variables are individual values that have characteristics with the aim of finding conclusions (Sugiyono, 2017). There are two variables in this study, namely:

##### **a. Independent Variable (X)**

Variables that are the causes that give influence. (Sugiyono, 2017). Independent variables are FOMO and Price.

##### **b. Dependent Variable (Y)**

It is a variable that is affected by the presence of independent variables, thus causing certain effects or consequences. (Sugiyono, 2017). Purchasing Decision is a dependent variable.

#### **2. Operational Variables**

The operational variables in this study are FOMO, Price and Purchase Decision. Fear of Missing Out describes a condition in which a person experiences anxiety, fear of missing out, or losing moments, information, trends, to other people's lifestyles that are often only seen through internet media, Price is an amount of money that has been set by the seller which is a burden for the buyer, price includes price affordability, price suitability with product quality, price competitiveness, and price suitability with product benefits, while the purchase decision is a decision made by the buyer to buy goods or services based on the brand, Selection of purchasing channels, Determination of purchase time and Amount.

## **RESEARCH RESULT**

### **Validity and Reliability Test**

Table 1 Product Moment Test

<b>Variables</b>	<b>Statement</b>	<b>Sig. (2-tailed)</b>	<b>Description</b>
FOMO	I'm afraid that I'll miss out current fashion trends	< 0.001	valid
	I Afraid If friends talking I If I No follow fashion trends	< 0.001	valid
	I feel worry will seen out of date when my fashion is always the same	< 0.001	valid
	I feel restless when there is fashion which is booming and I don't buy it	< 0.001	valid

	I feel annoyed when I find out that other people are up to date with new fashions. that they use	< 0.001	valid
	A feeling of hatred arises when you find out that someone else bought the fashion first. what's trending	< 0.001	valid
	I feel not enough accepted by socializing Friend-Friend I when My fashion doesn't follow trends	< 0.001	valid
	I feel confident when I wear trendy fashion	< 0.001	valid
	I feel confident when I'm up to date in the media	< 0.001	valid
Price	I will buy moderate fashion trend when the price is affordable	< 0.001	valid
	I feel that fashion is trending suits me	< 0.001	valid
	I feel the price of fashion is currently trend according to quality	< 0.001	valid
	I feel that the prices of trendy fashion have a balanced competitiveness if there are several sellers. sell it	< 0.001	valid
	I feel If fashion local which is being trend The same nice with foreign fashion	< 0.001	valid
	I feel that fashion is trending has its own benefits for me	< 0.001	valid
<b>Variables</b>	<b>Statement</b>	<b>Sig. (2-tailed)</b>	<b>Description</b>
Buying decision	I feel the price of fashion is currently trends have comparable benefits	< 0.001	valid
	I will buy moderate fashion trend if the product has good quality	< 0.001	valid
	I will buy moderate fashion trend if the product is useful	< 0.001	valid
	I will buy moderate fashion trend if the fashion is from a famous brand	< 0.001	valid
	I will buy moderate fashion trend if the fashion brand is famous around me	< 0.001	valid
	I will buy moderate fashion trend if the fashion is in the mall	< 0.001	valid

I will buy fashion that is trending if it is in online shop	< 0.001	valid
I will buy moderate fashion trend when i'm in my free time	< 0.001	valid
I will buy the fashion right away was trending when I first saw it	< 0.001	valid
I will buy moderate fashion trend according to my needs	< 0.001	valid
I will buy moderate fashion trend as much as i want	< 0.001	valid

Validity and reliability testing in a study aims to ensure that the research results are truly accurate and reliable. Validity refers to the extent to which a measuring instrument is able to measure what should be measured, while reliability relates to the level of consistency of the measuring instrument in producing data (Sugiyono, 2017). In the table above, all statements have a Sig value <0.001 while the questionnaire is declared valid when the Sig value <0.01, meaning that all questionnaires are declared valid. The Reliability test can be seen in the following table.

Table 2 Cronbach's Alpha Test

Variables	Alpha Value	Information
FOMO	0.886	Good Reliability
Price	0.788	Acceptable Reliability
Buying decision	0.840	Good Reliability

The table above shows that all variables have an Alpha value > 0.70, meaning that all variables are reliable.

### *Classical Assumption Test of Normality*

The normality test is conducted to determine whether the distribution of the data obtained is normal or not because to conduct a multiple linear regression test requires the data obtained to be normal. In the normality test, the test hypothesis is as follows, if the Sig value > 0.05 then the data is normally distributed, while if the Sig value < 0.05 the data is not normally distributed. In the normality test using SPSS, the Sig value obtained is 0.200 > 0.05, meaning that the data distribution is normally distributed.

### *Linearity Test*

Linearity test is conducted to determine whether a significant linear relationship exists between two variables. A linear relationship is expected to exist between the independent and dependent variables to obtain a good correlation. For the following test hypothesis if the Sig value > 0.05 then the

data is linear, while if the Sig value  $< 0.05$  the data is not linear. In the linearity test, the Sig value was obtained as  $0.056 > 0.05$  for FOMO and  $0.124 > 0.05$  for Price, meaning that there is a linear correlation between the independent and dependent variables.

**Multicollinearity Test**

Multicollinearity test is used to check whether there is a strong correlation between independent variables in the regression model. High correlation between independent variables can lead to inaccurate or biased model estimates. Therefore, a good regression model should have independent variables that are not interrelated / not multicollinear This test is usually done by measuring the Variance Inflation Factor (VIF) and the tolerance coefficient to assess the level of collinearity between variables. The test hypothesis is as follows if the tolerance value  $> 0.10$  there is no multicollinearity, if the tolerance value  $< 0.10$  there is multicollinearity. In the tolerance test, the values obtained for fomo and price are  $0.682 > 0.10$ , while in the VIF test hypothesis as follows if the VIF value  $< 10$  there is no multicollinearity, if  $> 10$  there is multicollinearity, in the VIF test the values obtained for fomo and price are  $1.467 < 10$ . Therefore, the values obtained are in accordance with the test hypothesis, it can be concluded that there is no multicollinearity.

**Heteroscedasticity Test**

The heteroscedasticity test is used to check whether the residual variance in the regression model is constant or changing. If the residual variance remains constant, the model is said to have homoscedasticity, while if it varies, the model has heteroscedasticity. The presence of heteroscedasticity can reduce the accuracy of model estimation, so this test is important to do. The test hypothesis is as follows if the Sig value  $> 0.05$  then there is no heteroscedasticity, while if the Sig value  $< 0.05$  the data has heteroscedasticity. Good data is data that does not have heteroscedasticity. In the test, the Sig value was obtained as  $0.602 > 0.05$  on FOMO and)  $0.176 > 0.05$  on price. This means that there is no heteroscedasticity

**Multiple Regression Analysis**

Table 3 Multiple Linear Regression

Coefficients <sup>a</sup>						
Unstandardized Coefficients				Standardized Coefficients	t	Sig.
	Model	B	Std. Error			
(Constant)	4.346	1,459			2,978	.003
FOMO (X1)	.322	.067		.302	4.812	.000
PRICE (X2)	.819	.091		.567	9,034	.000

a. Dependent Variable: KP (Y)

In the table above, the constant value is =4.346, FOMO(X1) =0.322 and price (X2) =0.819 so that the multiple linear regression model is as follows  $Y=4.364+0.322X1 +0.891X2$ .

**T-Test (Partial Test)**

Table 4 T-Test (Partial Test)

Unstandardized Coefficients		Coefficients <sup>a</sup>			
Model	B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	4.346	1,459		2,978	.003
FOMO (X1)	.322	.067	.302	4.812	.000
PRICE (X2)	.819	.091	.567	9,034	.000

a. Dependent Variable: KP (Y)

Partial T-test was conducted to determine the effect of FOMO/price on purchasing decisions partially/individually, the T-test hypothesis is as follows if the Sig value <0.05 then there is an effect of FOMO/price on purchasing decisions, if the Sig value > 0.05 then there is no effect of FOMO/price on purchasing decisions. While the results of the partial T-test are as follows in the FOMO results obtained a Sig value of 0.000 < 0.05 means there is an influence of FOMO on purchasing decisions, and a price Sig value of 0.000 < 0.05 means there is an influence of price on purchasing decisions.

**F Test (Simultaneous Test)**

Table 5 F Test (Simultaneous Test)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1802.858	2	901,429	112,825	.000 <sup>b</sup>
Residual	1174.475	147	7,990		
Total	2977.333	149			

a. Dependent Variable: KP (Y)

Simultaneous F test is conducted to determine the effect of FOMO and price on purchasing decisions simultaneously, the F test hypothesis is as follows if the Sig value <0.05 then there is an effect of FOMO and price on purchasing decisions, if the Sig value > 0.05 then there is no effect of FOMO and price on purchasing decisions. While the Sig value obtained a value of 0.000 <0.05 means that there is an effect of FOMO and price on purchasing decisions simultaneously.

**Determination Coefficient Test (R)**

Table 6 table of Determination Coefficient (R) test

<b>Model Summary<sup>b</sup></b>				
model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778a	.606	.600	2,827

- a. Predictors: (Constant), PRICE (X2), FOMO (X1)
- b. Dependent Variable: KP (Y)

In the table above, the R square value is 0.606 or 60%. This means that the contribution of the FOMO and price variables to purchasing decisions has a direct impact, while the remaining 40% is an external variable that influences purchasing decisions.

**DISCUSSION**

***FoMO on Purchasing Decisions***

In this study, FoMO has an effect on purchasing decisions with a sig value in the partial T test of  $0.000 < 0.05$ , meaning that FoMO has an effect on purchasing decisions, this is in line with research conducted by Sucisandi et al in a study entitled "Fear of Missing Out (Fomo) Phenomenon Against Purchasing Decisions at the Viral Karen's Diner Restaurant Jakarta". This is because because pattern think consumer tend influenced by information around him, (Wachyuni et al., 2024).

***Price on Purchasing Decisions***

In this study, price influences purchasing decisions. With a sig value in the partial T test of  $0.000 < 0.05$ , it means that price influences purchasing decisions, this is in accordance with research conducted by Gunarsi et al. in a study entitled "The Influence of Price on Consumer Purchasing Decisions at the Pelita Jaya Buyungon Amurang Store". (Gunarsih, 2021)

**CONCLUSION AND RECOMMENDATION**

After conducting research with the title "The Influence of Fomo and Price on Fashion Product Purchase Decisions among Cirebon Students", the following conclusions were obtained.

1. There is an influence of FOMO on purchasing decisions among Cirebon students
2. There is an influence of price on purchasing decisions among Cirebon students

**ADVANCED RESEARCH**

Based on the findings of the study titled "*The Influence of FOMO and Price on Fashion Product Purchase Decisions among Cirebon Students*", it can be concluded that both Fear of Missing Out (FOMO) and price significantly influence students' purchasing decisions. This reflects the behavioral dynamics of young consumers

who are increasingly engaged with digital trends and social media, where social pressure to stay up-to-date can drive impulsive buying behavior. At the same time, price sensitivity indicates that despite emotional triggers like FOMO, rational considerations such as value and affordability remain crucial in decision-making. Therefore, further research is recommended to explore the interaction between emotional and rational factors, and to include additional variables such as brand image, product quality, and the influence of social media influencers to gain a more comprehensive understanding of consumer behavior in today's digital age.

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