



The Influence of Brand Ambassador, Fear of Missing Out, and Electronic Word of Mouth on Purchasing Decisions

Syena Azkiya Bilqisthy¹, Sunarta^{2*}

^{1,2}Department of Business and Finance, Faculty of Vocational Studies, Universitas Negeri Yogyakarta, 55281, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history: Received June 2, 2026 Received in revised form June 12, 2026 Accepted June 23, 2026 Available online June 27, 2026</p>	<p>The aims of this study are to determine: (1) the influence of brand ambassadors on purchasing decisions; (2) the influence of fear of missing out on purchasing decisions; (3) the influence of electronic word of mouth on purchasing decisions; (4) the influence of brand ambassadors, fear of missing out, and electronic word of mouth on purchasing decisions for Erigo local fashion products on the Shopee marketplace.</p> <p>This study was a quantitative study by using a survey strategy. The study population was consumers who had purchased Erigo local fashion products on the Shopee marketplace. The sample size was 348 respondents. Moreover, the sampling technique used random sampling which was followed by data collection using a questionnaire. The collected data were analyzed by using multiple linear regression with the help of IBM SPSS version 26. The results show that: (1) brand ambassadors have a positive and significant influence on purchasing decisions; (2) fear of missing out has a positive and significant effect on purchasing decisions; (3) electronic word of mouth has a positive and significant effect on purchasing decisions; (4) brand ambassador, fear of missing out, and electronic word of mouth simultaneously have a positive and significant effect on purchasing decisions.</p>
<p>Keywords: brand ambassador, fear of missing out (fomo), electronic word of mouth (ewom), purchase decisions</p>	<p>Penelitian ini bertujuan untuk mengetahui: (1) pengaruh <i>brand ambassador</i> terhadap keputusan pembelian; (2) pengaruh <i>fear of missing out</i> terhadap keputusan pembelian; (3) pengaruh <i>electronic word of mouth</i> terhadap keputusan pembelian; (4) pengaruh <i>brand ambassador</i>, <i>fear of missing out</i>, dan <i>electronic word of mouth</i> terhadap keputusan pembelian produk <i>fashion</i> lokal Erigo pada <i>marketplace</i> Shopee.</p> <p>Penelitian ini merupakan penelitian kuantitatif dengan strategi survei. Populasi penelitian adalah konsumen yang pernah melakukan pembelian produk <i>fashion</i> lokal Erigo pada <i>marketplace</i> Shopee. Jumlah sampel penelitian ini sebanyak 348 responden. Teknik pengambilan sampel menggunakan <i>random sampling</i> kemudian pengumpulan data menggunakan kuesioner. Data yang dikumpulkan dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS versi 26.</p> <p>Hasil penelitian menunjukkan bahwa: (1) <i>brand ambassador</i> berpengaruh positif dan signifikan terhadap keputusan pembelian; (2) <i>fear of missing out</i> berpengaruh positif dan signifikan terhadap keputusan pembelian; (3) <i>electronic word of mouth</i> berpengaruh positif dan signifikan terhadap keputusan pembelian; (4) <i>brand ambassador</i>, <i>fear of missing out</i>, dan <i>electronic word of mouth</i> secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian.</p>

1. Introduction

The development of digital technology has changed marketing patterns and consumer behavior. Companies are shifting from conventional promotional media to digital marketing, which is considered more effective and able to reach a wider consumer. In addition, social

media and e-commerce influence consumer purchasing decisions through information, product reviews, and recommendations available digitally.

The development of digital marketing has also driven the growth of the fashion industry in Indonesia. The development of the fashion industry is driven by increasing awareness of lifestyles and current trends, as well as easy access to information through social media and e-commerce, which have become a lifestyle for today's society [1]. Moreover, according to a 2023 Goodstats survey, Erigo is one of the local fashion brands with the highest popularity in the daily wear category among Indonesians, with a percentage of 27.6%.

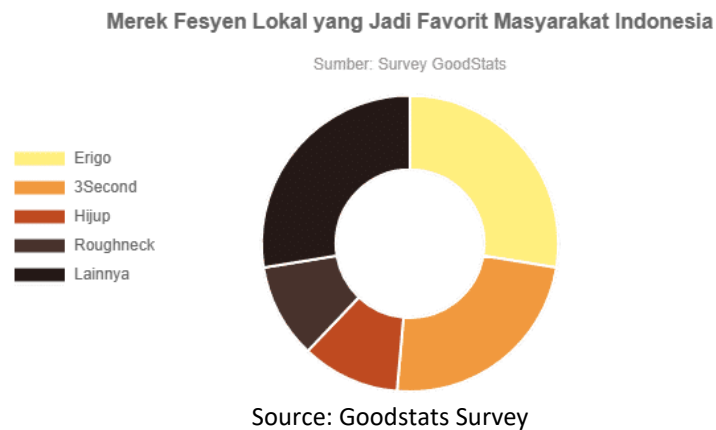


Fig. 1. Local Fashion Brands that are Favorites of Indonesian People

Erigo's marketing strategy is supported by the use of social media, collaborations with public figures, and the use of e-commerce platforms, including Shopee. According to Goodstats data from the Indonesian Internet Service Providers Association (APJII) in 2025, Shopee is the most widely accessed e-commerce platform in Indonesia, with a share of 53.22%.



Source: Indonesian Internet Service Providers Association (APJII) in Goodstats

Fig. 2. Frequently Accessed E-Commerce in Indonesia

The Erigo Official Shop account on Shopee has 7.6 million followers. This increase in consumer engagement has been accompanied by increased sales of Erigo products, as shown in Table 1.

Table 1. Erigo Product Sales Data from Shopee Platform

Year	Number of Products Sold	Increase	in %
2020	8.217 Pcs	-	-
2021	14.831 Pcs	6.614	80%
2022	19.563 Pcs	4.732	32%
2023	28.824 Pcs	9.261	47%
2024	719.447 Pcs	690.623	2.396%

Source: Scraping data from the Shopee platform 2026[2],[3].

In addition to collaborating with public figures, Erigo uses brand ambassadors in order to increase product appeal among consumers. Defined as a pervasive apprehension that others might be having rewarding experiences from which one is absent, FoMO is characterized by the desire to stay continually connected with what others are doing [4]. Furthermore, consumer purchasing decisions are influenced by Electronic Word of Mouth (E-WoM) in the form of reviews, comments, and testimonials on social media and marketplaces.

Previous research which had been conducted by Agustina, Hinggo, and Zaki [2]; Pangestu [5]; Apriliani and Setyawati [6] showed that brand ambassadors, FoMO, E-WoM, brand image, and brand trust have a positive and significant influence on purchasing decisions.

1.1. Literature Review

Based on established marketing theory and supported by the increasing phenomenon of digital marketing in the local fashion industry, this study model can be illustrated as shown in Figure 3.

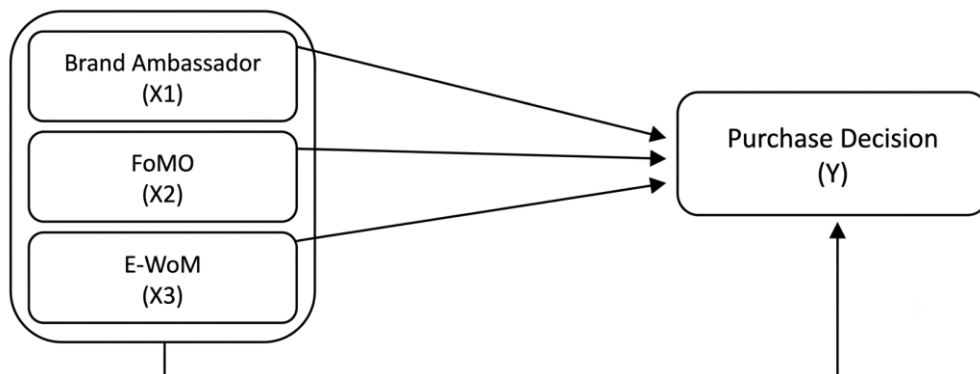


Figure 3. Research Paradigm/Model

According to the conceptual model outlined previously, the following research hypotheses are suggested.

- H1: Brand Ambassadors influence purchase decisions for Erigo local fashion products on the Shopee marketplace.
- H2: Fear of Missing Out (FoMO) influence purchase decisions for Erigo local fashion products on the Shopee marketplace.
- H3: Electronic Word of Mouth (E-WoM) influence purchase decisions for Erigo local fashion products on the Shopee marketplace.
- H4: Brand Ambassador, Fear of Missing Out (FoMO), and Electronic Word of Mouth (E-WoM) simultaneously influence the purchasing decision of local fashion product Erigo on the Shopee marketplace.

2. Method

This study used a quantitative approach with a survey strategy. Data were obtained through an online questionnaire by using Google Forms. The study population consisted of consumers who had purchased Erigo local fashion products on the Shopee marketplace. The sample size was calculated by using the Krejcie and Morgan Table [12], for a population in the range of 700,000–750,000 with a 5% validity rate, resulting in a sample size of 348 respondents.

The sampling technique used was random sampling which was followed by data collection using a questionnaire. The collected data were analyzed by using multiple linear regressions with IBM SPSS version 26.

3. Results and Discussion

3.1. Respondent Demographics (Descriptive Statistics)

Based on the collected data, the respondent profile shows a clear demographic concentration. The majority of respondents were female, at 69.8%, and respondents were predominantly aged 21-25, at 81.9%. In terms of occupation, students were majority at 67.2%. Furthermore, income levels showed that the majority of respondents earned less than Rp 1,000,000, at 24.4%.

Furthermore, 38.8% of respondents had purchased Erigo local fashion products twice on the Shopee marketplace. This profile indicates that the research sample was dominated by young consumers; particularly, students, with income characteristics consistent with the respondents' age group and an interest in purchasing local fashion products on marketplace platforms.

3.2. Prerequisite Test

Before hypothesis testing, several statistical assumptions are tested in order to ensure validity in the regression model. There are at least four prerequisite tests for each step of inferential statistical analysis, as follow;

3.2.1. Normality Test

The Kolmogorov-Smirnov test was used in order to assess the data distribution. As shown in Table 2, the significance value of 0.200 is greater than 0.05 which indicates that the data are normally distributed.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Significance	Description
Asymp. Sig. (2-tailed)	0.200	Normal

Source: Primary data 2026

3.2.2. Linearity Test

The linearity test assesses whether the relationship between the independent and dependent variables is linear. Table 3 shows that all significance values are above 0.05 which emphasizes a linear relationship.

Table 3. Linearity Test Results

Variable	Significance	Description
Brand Ambassador	0.247	Linear
FoMO	0.133	Linear
E-WoM	0.066	Linear

Source: Primary data 2026

3.2.3. Multicollinearity Test

Multicollinearity was assessed by using Tolerance and Variance Inflation Factor (VIF). Table 4 shows that all tolerance values are above 0.1 and VIF values are below 10 which emphasize the absence of multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Brand Ambassador	0.856	1.169	No Multicollinearity
FoMO	0.889	1.125	No Multicollinearity
E-WoM	0.882	1.134	No Multicollinearity

Source: Primary data 2026

3.2.4. Heteroscedasticity Test

The Glejser test was used in order to detect heteroscedasticity. Table 5 shows that all significance values are above 0.05. It indicates that there are no signs of heteroscedasticity or homoscedasticity.

Table 5. Heteroscedasticity Test Results

Variable	Significance	Description
Brand Ambassador	0.967	There is no heteroscedasticity
FoMO	0.053	There is no heteroscedasticity
E-WoM	0.700	There is no heteroscedasticity

Source: Primary data 2026

3.3. Hypothesis Testing Results

3.3.1. Multiple Linear Regression Analysis

The multiple linear regression model shows significant results as shown in Table 6.

Table 6. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient (b)	Significance	T
(Constant)	4.465	0.027	2.228
Brand Ambassador	0.347	0.000	8.898
FoMO	0.157	0.000	3.960
E-WoM	0.234	0.000	7.485

Source: Primary data 2026

The regression equation is as follow:

$$Y = 4.465 + 0.347X_1 + 0.157X_2 + 0.234X_3$$

Description:

- Y = Purchasing Decision
- X1 = Brand ambassador
- X2 = FoMO
- X3 = E-WoM

Interpretation:

- The constant (4.465) shows that if the brand ambassador, fear of missing out, and electronic word of mouth variables are equal to zero, then the purchase decision has a positive value of 4.465.
- Brand ambassador (X1 = 0.347) shows that the better the consumer's perception of the brand ambassador, the higher the purchase decision will be by 0.347.
- Fear of Missing Out (X2 = 0.157) shows that the higher the level of fear of missing out experienced by consumers, the higher the purchase decision will be by 0.157.
- Electronic Word of Mouth (X2 = 0.234) shows that the more positive the electronic word of mouth received by consumers, the higher the purchase decision will be by 0.234.

3.4. Partial Hypothesis Testing (T-Test)

All variables have a t-count value greater than t-table (1.966) and a significance of $0.000 < 0.05$, which proves that all variables have a positive and significant effect as in Table 7.

Table 7. T-Test Results

Variable	T	Significance	Description
Brand Ambassador	8.898	0.000	Positive Influence
FoMO	3.960	0.000	Positive Influence
E-WoM	7.485	0.000	Positive Influence

Source: Primary data 2026

- H1: Brand Ambassadors influence purchasing decisions for Erigo local fashion products on the Shopee marketplace. H1 is accepted. This finding is supported by the studies of Lukitaningsih and Lestari [7], Aprianti and Tjiptodjojo [8], and Rohim [9], which show that brand ambassadors, brand image, and brand trust partially and simultaneously influence purchasing decisions.
- H2: Fear of Missing Out (FoMO) influence purchasing decisions for Erigo local fashion products on the Shopee marketplace. H2 is accepted. This finding is supported by the studies of Pangestu [5] and Akmaliah [10], which show that Fear of Missing Out (FoMO) partially and simultaneously influences purchasing decisions.
- H3: Electronic Word of Mouth (E-WoM) influence purchasing decisions for Erigo local fashion products on the Shopee marketplace. H3 is accepted. This finding is supported by the studies of Darmawan and Setiawan [11] and Apriliani and Setyawati [6], which show that Electronic Word of Mouth (E-WoM) partially and simultaneously influences purchasing decisions.

3.5. Simultaneous Hypothesis Testing

The results of the F test emphasize that all independent variables simultaneously influence purchasing decisions as shown in Table 8.

Table 8. F Test Results

	F	Significance	Description
Regression	86.749	0.000	Simultaneous Influence

Source: Primary data 2026

H4: Brand Ambassador, Fear of Missing Out (FoMO), and Electronic Word of Mouth (E-WoM) simultaneously influence the purchasing decision of local fashion product Erigo on the Shopee marketplace. H4 is accepted.

3.6. Coefficient of Determination (R²)

The Adjusted R Square value of 0.426 or 42.6% of the variation in purchasing decisions can be explained by the brand ambassador, FoMO, and E-WoM variables as shown in Table 9.

Table 9. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of Estimate
1	0.656	0.431	0.426	1.900

Source: Primary data 2026

4. Conclusions

It can be concluded that this study shows that brand ambassadors, Fear of Missing Out (FoMO), and Electronic Word of Mouth (E-WoM) have a positive and significant influence on purchasing decisions for Erigo products on the Shopee marketplace. Brand ambassadors are the variable with the greatest influence on consumer purchasing decisions. In addition, the findings of this study are expected to serve as considerations for companies in developing more effective digital marketing strategies in order to increase purchasing decisions and strengthen the competitiveness of local fashion products in Indonesia.

Conflict of Interest

The funders had no role in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results.

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