THE EFFECT OF FEAR OF MISSING OUT, CELEBRITY ENDORSEMENTS AND ADVERTISEMENTS ON IMPULSIVE BUYING, CASE STUDY: BRAND SKINTIFIC ON THE TIKTOK APPLICATION

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Keywords	ABSTRACT
Fear of Missing Out*; Selebritis Endorse; Advertisement; Impulsive Buying*	This study aims to examine the effect of fear of missing out, celebrity endorsements and advertising on impulsive buying. This study involved 150 respondents domiciled in Ciayumajakuning, selected through a purposive sampling procedure. The analysis method used is a quantitative method. The population of this study is the ciayumajakuning community who have purchased skintific brands on the TikTok application. The results showed that *Fear of missing out* had a significant positive effect on impulsive buying. Then celebrity endorsements have a positive and significant effect on impulsive buying. In addition, advertising has also proven a relationship between *fear of missing out* and celebrity endorsements with impulsive buying. This research provides a deeper understanding of the factors that influence impulsive buying in skintific brands on official TikTok. Thus, this study makes an important contribution in understanding the relationship between *fear of missing out*, celebrity endorsement, advertising and impulsive buying in the context of skintific brands.

INTRODUCTION

The rapid development of the internet makes people from various parts of the world easily connect with each other to communicate. Through the development of social media applications, various social media applications have sprung up such as Facebook, Line, WhatsApp, Twitter, Instagram, LinkedIn, Telegram and so on. The existence of social media can make it easier for internet users to communicate that is not limited by time and place. The use of social media is not only as a medium of communication, social media can also be a place for one's self-actualization.(Komala & Rafiyah, 2022).

The existence of social media makes it easier for people to find out the activities, activities and daily lives of others. FOMO can indicate poor self-regulation in a person that arises due to deficits or unmet psychological needs on an ongoing basis. *Fear of Missing Out* (FOMO) is a phenomenon where individuals feel fear when others gain valuable moments or experiences but the individual is not directly involved in them, so has the desire to always connect with what others are doing through social media (Przybylski, Murayama, Dehaan, &; Gladwell, 2013).(Komala & Rafiyah, 2022).

The emergence of various new trends causes fear of missing information or trends. Przybylski et al., (2013) define *Fear of Missing Out* (FoMO) an anxiety that occurs due to the fear of being left behind when others experience various things such as memorable experiences while an individual does not feel it which then arises the desire to always connect or follow what is happening on social media. The urge to always be connected, connected with anyone, especially friends and other people in any case, is a characteristic of this *Fear of Missing Out* (FOMO). The desire to feel, follow, and always update with various things on social media makes someone can be indicated to experience *Fear of Missing Out*. The factor that causes someone to experience *Fear of Missing Out* according to JWT Intelligence in Sianipar & Kaloeti, (2019) is information disclosure on social media. This will cause a feeling of being left behind for someone who does not participate in doing the activity itself. Basically, FOMO is a problem that occurs in social life where it causes a person to experience fear, worry, and anxiety. In reality, a person can do various things to be able to meet his psychological needs in terms of seeking pleasure for himself obtained by following trends that arise from social media so that he can always connect with others or with his peers. (Muharam et al., 2023).

In the beginning, Skintific came thanks to the vision and passion of a group of experts and researchers in the field of dermatology and beauty science. The founders of this brand have a strong background in research and innovation of skincare products. They realized the huge potential in the skincare market, mainly due to the increasing consumer awareness of the importance of taking care of the skin thoroughly. Since its inception, Skintific has been committed to investing in in-depth product research and development. The company's experts conduct comprehensive clinical and market research studies to understand the most common skin problems faced by consumers and find effective solutions. After years of research and development, Skintific finally launched its first product. The product is supported by the latest technology and carefully selected natural ingredients to provide optimal results for users. This initial product launch was accompanied by an innovative marketing campaign to attract market attention. Success doesn't stop at their first launch, but continues to focus on continuous innovation. They continue to prioritize research and development of new products and improve existing formulas to meet the demands of an ever-evolving market. (Fadhil, n.d.).

With superior product quality and effective marketing campaigns, Skintific managed to get positive responses from consumers. Users of Skintific products began to experience positive benefits and changes in their skin, which then had an impact on the popularity of this brand among consumers. This early success encouraged them to continue to develop the product line by introducing various variants for different skin types and skin problems. In addition, they are also expanding their market reach, both nationally and internationally. Not only focusing on business, Skintific also upholds social responsibility. They are involved in various philanthropic activities and support initiatives aimed at improving people's quality of life, particularly in terms of health and skin care. Through an innovative, research-based approach and commitment to product quality, Skintific has proven itself as a skincare brand capable of achieving resounding success in the marketing world. (Fadhil, n.d.).

The TikTok application is a social media platform that provides a place for users to express themselves through video content. If you look at the development of the TikTok application, it can be a strategic forum and means of reaching consumers by marketing a brand and product, even TikTok can help interact with consumers directly. TikTok is also a means for someone to increase their imagination and creativity in creating content and also in expressing information with a smartphone that is already connected to the internet. All information delivery processes have the aim of influencing the audience and are planned in detail. (Zulfah et al., 2023).

With the increase in shopping through online sites, the TikTok application then presents its latest feature, the TikTok shop feature. The TikTok shop feature is the latest feature from Tiktok which was released in April 2021 which functions to accommodate the creativity of online shop businesses in promoting their products to TikTok user consumers. In the process of buying and selling, the products offered are various types ranging from household appliances, fashion, beauty products, food products,

smartphones and various other items. Various viral beauty products on Tiktok make women in Indonesia interested in trying them. (Zulfah et al., 2023).

One of the beauty brands that stole the attention of TikTok users is Skintific. Skintific is a beauty product originating from Canada and is also one of the new products entering the Indonesian market, from Skintific products itself prioritizing skin health and being able to overcome skin problems. Skintific products are traded online such as Instagram, Shopee, and most recently through the TikTok Shop feature. For social media accounts in promoting their products, they are managed directly by the Skintific brand. (Zulfah et al., 2023).

Based on observations of existing phenomena, Tik Tok social media is currently in great demand by teenagers in addition to being able to relieve fatigue, drive away boredom, provide entertainment and fill free time is also a place for self-actualization. Research on the influence of social media has previously been carried out, one of which was conducted by Khattab Mona (2019) the position of body image, gender and sexuality is considered a product of self-representation. Products from the results of body performance that can be changed and adjusted in shape by following stereotypes of beauty, femininity, and virility, through short Tik Tok videos. (Zayyan & Saino, 2021).

While Yu Han's research (2020) in China marketers and vlogers can reap profits through advertising on Tik Tok around 30%, of all internet users use ad blocking but people do not hate ads on Tik Tok and are instead motivated to make purchases with the results of the study there are five elements, namely entertainment motivation, customer building, reliability and authenticity, and interaction between users. (Zayyan & Saino, 2021).

According to Singh (2012) mentioned that product marketing rules have a combination of several variables including product, price, place, and promotion. The prices offered at the Tiktok shop are fairly affordable with fairly good product quality, so there are some consumers who often shop online at other e-commerce switching to shopping using the Tiktok application. (Zayyan & Saino, 2021).

The appeal *of Fear Of Missing Out* (FOMO) can increase the likelihood of a purchase, as a result of which individuals expect positive emotions to arise after individuals reduce anxiety related to *Fear Of Missing Out* (FOMO) this can increase purchase enjoyment (Mandel &; Nowlis, in Good & Hyman, 2021. According to research conducted by Yaputri et al., (2022), said that the higher the level *of Fear Of Missing Out* (FOMO) felt by an individual, the higher the consumptive behavior that will be carried out by the individual. *Fear Of Missing Out* (FOMO) is a form of emotion that affects daily life, which we unconsciously feel on various occasions. For example, when scrolling through the Tiktok application we see discounted goods, the fear of missing out on discounted goods is one form of *Fear Of Missing Out* (FOMO). From this, researchers are interested in conducting research on the Effect *of Fear of Missing Out.*Against Consumptive Behavior in Female Students Buyers of Tiktok Application Discount Goods. The purpose of this study was to examine the effect *of Fear of missing out* (FOMO) on consumptive behavior in female students buying discounted goods on the Tiktok application. (Safitri & Rinaldi, 2023).

According to Worthman in Zlavia Melia, N (2020) this FOMO phenomenon has naturally occurred where one must always know what is the latest information from others. Social media pages that are growing cause a person's life to be more open, for example, such as showing what is happening and what he has at the moment. The next factor that causes a person to cause FOMO is the unfulfillment of the psychological need for relatedness. An individual's need to feel connected, joined to another individual is the definition of relatedness. A strong, caring, warm emotional state acquires a sense of joy, as a result of which a person has a deeper sense of desire to interact with others whom he considers important. (Muharam et al., 2023). The dimension *of fear of missing out* according to Przybylski et al (2013) states that fear of missing out can be measured using dimensions and indicators, namely: 1) Fear, 2) Worry, 3) Anxiety.

The use of celebrity endorsement services in an advertisement is often used in order to support the sale of a product, well to consumers so that consumers will give a positive response to a product,

especially beauty products (make up and skincare) related to beautiful & handsome models as brand ambassadors of the product. Currently, many beauty brands both make up and skincare have sprung up, therefore it is important for a company to inform its products to the market in a creative, interesting and memorable way for consumers in order to attract consumers in buying a company's products. There are many benefits that a company can get when promoting using celebrities, because celebrities have a fairly high level of popularity, charisma, talent and credibility. Of the four elements, credibility is the most important element for consumers. High credibility illustrates that consumer perceptions of celebrity expertise, knowledge and trust regarding the product are quite high. (Azzahra & Nursholehah, 2022).

Another attempt to evaluate celebrities in advertising is to use the VisCAP (Visibility, Credibility, Attraction, Power) model. The VisCAP method is visibility, credibility, attraction and power (Rossiter &; Smidts, 2012). The VisCAP model can make it easier for marketers to evaluate the feasibility of celebrities in advertising a product (Setiawan, 2018). Through this method, it can be known whether or not celebrities are worthy of promoting their products continuously, if the value is high then celebrities will continue to be used, but if the value is low, of course marketers must look for other celebrities. (Azzahra & Nursholehah, 2022).

Soesatyo and Rumambi (2013: 4) celebrity endorsement is the delivery of messages about a type of product by using people who have been famous or among celebrities with the aim of influencing others because of their achievements. The value of trust used by advertisers is supporters who are widely seen as honest, trustworthy and reliable supporters (Shimp, 2003: 470). Celebrity Endorse itself is a figure (actor, entertainer, or athlete) known to the public for his achievements in different fields from the product class supported by Shimp (2003: 460). (Hasanah & Giyartiningrum, 2022)

Suyanto (2007) said the use of celebrities can influence attitudes and customers towards the products he supports. One form of Endorser is the Typical Person Endorser, which utilizes several people other than celebrities to convey messages about a product. (Hasanah & Giyartiningrum, 2022). Kotler and Keller (2016) celebrity endorser is the use of sources as attractive or popular figures in advertising, so as to strengthen the image of a brand in the minds of customers. (Diana; Tjiptono, 2020). The dimension of *celebrity endorsement* according to (Royan, 2014: 14) states that celebrity endorsement can be measured using dimensions and indicators, namely: 1) Visibilty, 2) Creability, 3) Attraction, 4) Power.

Advertising is a way to spread a message, be it to build brand preference or to speed up the sales process. Based on the description above, advertising is a process that includes the preparation, planning, implementation, and supervision of advertisements. The main purpose of advertising is to increase demand for products by increasing the number of buyers or increasing the level of use of goods among existing buyers. Advertising that exists today has many types. (Durianto, dkk, 2005). Ayu Indah Haryanti, 2018, advertising activities are important if the product wants to successfully get the market. Therefore, the average company spends hundreds of millions or even billions of rupiah per year to advertise its products. (Lukman Hakim &; Oktavia Monalisa, 2022).

Winata & Nurcahya, 2017, with the hope that prospective buyers who initially do not have knowledge of these types of goods become aware and have the desire to get the product. So that the advertised promotion can be understood and its purpose, advertisers, especially commercial companies, are encouraged to design clear concepts and visualizations in the advertisement. While advertising itself can be done through various media, both print, or electronic. Because designing the use of advertising facilities needs to interpret the advantages of each type of media used to obtain coverage, channels and influences caused.(Lukman Hakim &; Oktavia Monalisa, 2022). According to Kotler and Keller (2009: 202). Advertising is all paid off forms of non-personal presentation and promotion of ideas, goods, or services by obvious sponsors. Advertising can be a cost-effective way to distribute a message, whether with the goal of building brand preference or educating people. On the other hand, advertising also serves to build the image of the product in the long run. (J Desia, 2016).

Advertising dimensions according to Tjetjep Djatnika (2007), states that advertising can be measured using dimensions and indicators, namely: 1) Attention, 2) Interest, 3) Desire, 4) Action.

Impulse buying is a style of shopping that is based on emotions that originate from within the individual consumers themselves, thus ignoring social and internal factors in the decision making they make. The emotional factor is the most important thing in carrying out these activities. Impulsive buying is synonymous with unplanned purchases. Impulse buying activities are generally carried out by consumers or buyers when the situation is related to situations where people do shopping activities, either retail situations such as supermarkets or hypermarkets that are comfortable, or convenient transportation access to reach the intended place. (ARIFIANTI & GUNAWAN, 2021). According to Develop Good Habits, impulse buying is a behavior of buying something without going through planning and without thinking completely about its functions, goals and consequences. (Ernanda, n.d.).

Impulsive behavior according to Freud (D. Rook &; Fisher, 1995) is often associated with immaturity, primitiveness, ignorance, low intelligence and even social deviation, even impulsive behavior is often identified with speculative thinking patterns and leads to inconsistent behavior (Ainslie, 1975). In the realm of consumption, impulsive behavior is often associated with both negative and positive consequences. Negative consequences are related to their effects on personal finances, post-purchase satisfaction and social reactions, while positive consequences, viewed normatively positively indicate benevolent and generous attitudes such as spontaneous gifting, unplanned greeting of friends. (Uswatun Chasanah & Muhammad Mathori, 2021)

Impulse purchases based on good motivation tend to bring more positive things to normative evaluations (D. W. Rook, 1987). Research into impulse buying has been widely conducted since the 1950s, impulse buying is one of the characteristics of consumers who interact with normative beliefs (D. Rook &; Fisher, 1995). Most studies focus on impulse buying rates across different product categories, while other studies focus on predictors that lead to impulse purchases, for example the role of motivation. Phenomenological investigations make an interesting contribution related to the importance of understanding the nature and characteristics of impulse buying (D. W. Rook, 1987). Likewise, impulse buying studies examine aspects of clinical psychology, education and criminology (Eysenck et al., 1985). *The impulsive* buying dimension according to Coley (in Mulyono, 2013: 90), states that impulsive buying can be measured using dimensions and indicators, namely: 1) Cognitive, 2) Affective.

Based on the above phenomenon, the emergence of competition in cyberspace that offers new ways of shopping virtually has become the answer for the current generation that prioritizes time and cost effectiveness, one of the famous market places is TikTok shop. This is done to attract customers and expand the company's existence because with this consumer decision to buy unplanned (impulsive buying) increases.

Based on the introduction of the above problems, the purpose of this study is to determine the effect *of Fear of Missing Out (FOMO)* on Impulsive Buying, to determine the influence of Celebrity Endorsement on Impulsive Buying, to determine the influence of advertising on Impulsive Buying on social media tiktok shop applications in the regency of Cirebon, Indramayu, Majalengka and Kuningan hereinafter referred to (Ciayumajakuning). So researchers are interested in conducting a study entitled "The Effect *Of Fear Of Missing Out (FOMO),* Celebrity Endorsement, Ads on Impulsive Buying, Case Study: Brand Skintific on the Tiktok Application".

METHODS

The scope of this study consists of *fear of missing out,* celebrity endorsement, advertising and impulsive buying. The study used quantitative methods with an associative approach. The data collection method in this study uses primary data obtained by distributing online questionnaires in the form of google forms to respondents. By using Likert scale. This Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena with

questions in the 5-point class, where 5 points (SS = Strongly Agree), 4 points (S = Agree), point 3 (N = Neutral), point 2 (TS = Disagree), and point 1 (STS = Strongly Disagree) (Sugiono, 2012). The sampling technique uses non-propability sampling techniques with. Sugiyono (2018: 218) said that the non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for every element or member of the population to be selected as a sample. Sugiyono, (2017: 85) said that purposive sampling is a sampling technique with certain considerations. Purposive sampling is a technique used in this study, because the study used respondents with generation z criteria and Tiktok users in Indonesia (Sugiyono 2017, 2013). The population in this study is the ciayumajakuning community and generation z who have purchased skintific brands on the tiktok shop application whose population number is unknown. The sampling technique in this study was determined by the requirements (Hair JR et.al., 2010) which stated that the samples taken were at least 5-10 then multiplied by the number of indicators used in the study. This study used 30 indicators so that the number of samples used was 5×30 = 150 respondents. Then Hair JR et al also mentioned that the number of samples that are suggestive to use SEM analysis techniques is 100-200. (Rudi Iskandar, 2018)

RESULTS

This study uses Partial Least Square (PLS) data analysis technique with SmartPLS 4.1.0.1 program The following is the PLS program model scheme tested:
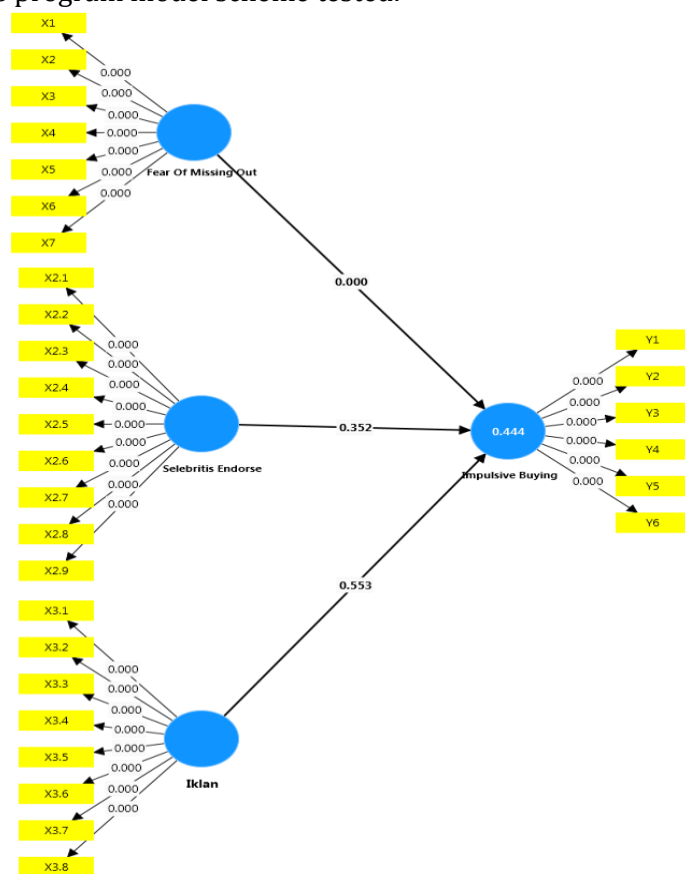

Figure 1. Outer Model
Source: Primary Analysis Data, 2024

Outer model testing is used to determine the specification of the relationship between latent variables and indicators, this test includes validity, reliability and multicollinearity. The next stage is the convergent validity test. An indicator is declared to meet convergent validity in the good category if the outer loading value > 0.7. Here is the outer loading value of each indicator on the research variable.

Table 1. Outer Loading Value

Variable	Indicator	*Outer Loading*
Fear Of Missing Out (X1)	X1.1X1.2	0.918
	X1.3 X1.4	0.874
	X1.5	0.842
		0.800
		0.828
	X1.6X1.7	0.856
		0.867
Celebrity Endorsement (X2)	X2.1	
	X2.2X2.3X2.4	0.792
	X2.5	0.812
	X2.6	0.755
	X2.7	0.757
	X2.8	0.767
	X2.9	0.768
		0.755
		0.743
Ads (X3)	X3.1	0.731
	X3.2	0.710
	X3.3	0.798
	X3.4	0.792
	X3.5	0.722
	X3.6	0.804
	X3.7	0.846
	X3.8	0.799
Impulsive Buying (Y)	Y.1	0.782
	Y.2	0.815
	Y.3	0.726
	Y.4	0.921
	Y.5	0.921
	Y.6	0.806

Source: Primary Analysis Data

The table above shows each indicator of many research variables that have an outer loading value of > 0.70. The data above shows that there are no indicators or variables whose outer loading value is below 0.70 so that all indicators are declared feasible or valid for research use and can be used for further analysis. (James W, Elston D, 20 C.E.).

Discrimination Validity Test

Furthermore, assessing the validity of the discriminant (discriminant validity) is by looking at the value of AVE (Average Variance Extracted) > 0.5 so that it can be said to be valid in terms of discriminant validity. Here are the AVE values of each variable of this study:

Table 2. Value Average Variance Extracted

Variable	*AVE (Average Variance Extracted)*	Information
Fear Of Missing Out (X1)	0.746	Valid
Celebrity Endorsement (X2)	0.601	Valid
Ads (X3)	0.704	Valid
Impulsive Buying (Y)	0.586	Valid

Source : Primary Analysis Data, 2024

Based on the table above, each variable in this study shows an AVE *(Average Variance Extrancted)* value of > 0.5. Each variable in this study had their respective values for *Fear Of Missing Out* of 0.746, Celebrity Endorsement of 0.601, Advertising of 0.704 and for Impulsive Buying of 0.586. This shows that each variable in this study can be said to be *valid* in terms of discriminant validity. (Nurhalizah et al., 2023)

Reliability Test

Furthermore, reliability tests show the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct. Reliability testing in this study used Composite Reliability and Cronbach Alpha. A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.7. Below is the composite reliability value of each variable in this study:

Tabel 3. Composite Reliability

Variable	*Composite Reliability*
Fear Of Missing Out (X1)	0.945
Celebrity Endorsement (X2)	0.930
Ads (X3)	0.916
Impulsive Buying (Y)	0.923

Source: Primary Analysis Data, 2024

From the table above, it can be shown that the composite reliability value of all research variables is > 0.7. With a Fear Of Missing Out value of 0.945, Celebrity Endorsement of 0.930, advertising of 0.916 and for Impulsive Buying of 0.923. This shows that each variable meets composite reliability. So it can be concluded that the overall variable has a high level of reliability. Furthermore, the second reliability test is Cronbachs Alpha. Cronbachs Alpha is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. The construct is said to be reliable if the Cronbach alpha value is more than 0.60. Below is the value of Cronbachs Alpha in this study.

Table 4. Cronbach Alpha

Variable	*Cronbachs Alpha*
Fear Of Missing Out (X1)	0.943
Celebrity Endorsement (X2)	0.947
Advertisement (X2)	0.914
Impulsive Buying (Y)	0,915

Source : Primary Analysis Data, 2024

Based on the table above, it shows that the cronbach alpha value of all variables in this study is above > 0.6, which means that the cronbach alpha value has been qualified so that all constructs can be said to be reliable. Furthermore, the multicollinearity test can be seen from the value of tolerance and variance inflation factor (VIF). Multicollinearity can be detected by a cut-off value that shows a tolerance value of > 0.1 or equal to a VIF value of < 5. Below are the VIF values in this study.

Table 5. Colinearity Statistic (VIF)

	Impulsive Buying
Fear Of Missing Out (X1)	2,363
Celebrity Endorse (X2)	3,301
Advertisement (X3)	2,319
Impulsive Buying (Y)	

Source : Primary Analysis Data, 2024

From the table above, the results of Collinierity Statistics (VIF) to see the multicollinearity test with the results of the variable Fear Of Missing Out against impulsive buying large 2.363. Then the value of the celebrity endorse variable against impulsive buying was 3.301. Then the value of advertising

against impulsive buying amounted to 2,319. Each variable has a cut-off value of > 0.1 or equal to the value of VIF < 5, so it does not violate the multicollinearity test.

Uji Inner Model

Evaluation of the inner model can be done by looking at the R-Square.

Table 6. R-Square

Variable	R-Square
Impulsive Buying	0,444

Table 6 gives a value for Impulsive Buying of 0.444 which means the variables Feqar Of Missingf Out, Celebrity Endorsement and Advertising in influencing Impulsive Buying by 44.4%.

Hypothesis Test

The next stage of hypothesis testing is to test the hypothesis in this study by using the path coefficient value table for direct and specific influence.

Bootstrap Testing Methods

Next, test the path coefficient using the bootsraping process to see the value of t statistics or p values (critical ratio) and the original sample value obtained from the process. A p value < 0.05 indicates there is a direct influence between variables while a p value of > 0.05 indicates no direct influence between variables. In this study, the significance value used was t-statistic 1.96 (significant level = 5%). If the value of t-statistic > 1.96 then there is a significant effect. Below is the path coefficient value of the test result.

Table 7. Path Coefficient (Direct Effect)

Hypothesis		*Original Sample*	*t-Statistics*	*P Values*	Information
Fear Of Missing Out (X1) -> Impulsive Buying (AND)	H1	0,708	7,909	0,000	**Significant Positive**
Celebrity Endorse (X2) -> Impulsive Buying (AND)	H2	0,117	0,930	0,553	**Insignificant Positive**
Ads (X3) -> Impulsive Buying (Y)	H3	0,070	0,593	0,352	**Insignificant Positive**

Source : Primary Analysis Data, 2024

Based on table 6 above, the interpretation is as follows:

1. The first hypothesis tests whether Fear Of Missing Out has a positive and significant effect on impulsive buying. From the table above shows a t-statistic value of 7.909 with an influence of 0.708 and a p-value of 0.000. With a t-statistic value of >1.96 and a p value of <0.05, it can be concluded that hypothesis one is accepted where there is a positive and significant influence between Fear Of Missing Out and Impulsive Buying

2. The second hypothesis examines whether celebrity endorsements have a positive and significant effect on impulsive buying. From the table above shows a t-statistic value of 0.930 with an influence of 0.117 and a p-value of 0.553. With a t-statistic value of <1.96 and a p value of >0.05, it can be

concluded that hypothesis two is rejected where there is a positive and insignificant influence between Celebrity Endorsement on Impulsive buying.

3. The third hypothesis tests whether advertising has a positive and significant effect on impulsive buying From the table above shows a t-statistic value of 0.593 with an effect of 0.070 and a p-value of 0.352. With a t-statistic value of <1.96 and a p value of <0.05, it can be concluded that hypothesis three is rejected where there is a positive and insignificant influence between advertising and impulsive buying.

Influence Fear Of Missing Out Towards Impulsive Buying

The results of this study show: Most of Skintific consumers are loyal consumers and they have repeatedly made purchases on Skintific products. So that consumers of Skintific products influence some reviews given by other consumers.

The Influence of Celebrity Endorsements on Impulsive Buying

The results of this study showed: Celebrity Endorsement has no effect and is not significant on impulsive buying. Where the results of the research they did were celebrity endorsements had no effect and were not significant on impulsive buying. These results imply that the intention to buy skintific products is not influenced, so consumers of skintific products are interested in making purchases not because they believe that the product can provide the promised benefits. This research is in line with research conducted by Valentino et al., (2022). Then it can be concluded that this study supports previous research.

The Effect of Advertising on Impulsive Buying

The results of this study show that advertising has no effect and is not significant on impulsive buying.

CONCLUSION

The conclusion of this study is that Fear Of Missing Out has a positive and significant effect on impulsive buying with a t-statistic value of 7.909 with a magnitude of 0.708 and a p-value of 0.000 < 0.05. With a t-statistic value of >1.96 and a p value of <0.05, it can be concluded that hypothesis one is accepted where there is a positive and significant influence between Fear Of Missing Out and Impulsive Buying. Celebrity endorsements have a positive and significant effect on impulsive buying with a t-statistic value of 0.930 with a magnitude of 0.117 and a p-value of 0.553. With a t-statistic value of <1.96 and a p value of >0.05, it can be concluded that hypothesis two is rejected where there is a positive and insignificant influence between Celebrity Endorsement on Impulsive buying. Then the advertisement has a positive and significant effect on Impulsive Buying From the table above shows a t-statistic value of 0.593 with a large influence of 0.070 and a p-value of 0.352. With a t-statistic value of <1.96 and a p value of <0.05, it can be concluded that hypothesis three is rejected where there is a positive and insignificant influence between advertising and impulsive buying.

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