

The Influence Of Influencer Marketing, Fear Of Missing Out (Fomo), And Social Status On Consumer Purchase Decisions In Marketplaces From The Perspective Of Islamic Economics

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Abstract

This study aims to analyze the influence of Influencer Marketing, Fear of Missing Out (FOMO), and Social Status on consumer purchasing decisions in the marketplace from the perspective of Islamic economics. The rapid development of digital marketplaces and social media has changed consumer behavior patterns, especially among Generation Z, thereby encouraging more consumptive and trend-oriented purchasing behavior. This study uses a quantitative approach with a survey method involving 100 Generation Z respondents in East Lampung Regency, selected through purposive sampling techniques. Data were collected through the distribution of questionnaires and analyzed using IBM SPSS Statistics version 27 through validity tests, reliability tests, classical assumption tests, multiple linear regression, t-tests, and F-tests. The results of the study indicate that Influencer Marketing has a positive and significant effect on purchasing decisions, whereas Fear of Missing Out (FOMO) and Social Status do not have a significant partial effect on purchasing decisions. However, simultaneously, these three variables have a significant effect on consumer purchasing decisions in the marketplace. The coefficient of determination indicates that the three variables can explain 17.3% of purchasing decisions, while the remaining 82.7% is influenced by other factors outside the study. From the perspective of Islamic economics, consumer purchasing decisions should still be based on the principles of balance, necessity, honesty, and avoiding excessive consumption behavior.

Keywords: *Influencer marketing, FOMO, Status social, Keputusan pembelian*

1. Introduction

The development of digital technology has significantly changed the patterns of economic interaction in society, particularly through the growth of e-commerce-based marketplaces that increasingly dominate global trade activities. This transformation not only facilitates buying and selling transactions but also shapes new consumption behaviors influenced by social media, digital algorithms, and data-driven marketing strategies. In the context of the Islamic economy, this phenomenon raises academic concerns regarding how the consumption behavior of Muslim communities is formed amid the wave of digitalization, which tends to encourage impulsive consumption, hedonism, and symbolic orientations toward social status. This condition becomes important to study because the principles of Islamic economics emphasize balance (*tawazun*), simplicity, as well as consumption oriented towards benefit rather than merely fulfilling desires. Therefore, it is necessary to conduct an academic study on the digital factors that influence consumer purchasing decisions in marketplaces from the perspective of Sharia economics.

Global e-commerce growth has shown very rapid development in recent years. A Statista report (MM, 2026) notes that the global e-commerce market value has surpassed 6 trillion US dollars in 2023, with significant growth in the Southeast Asia region, including Indonesia. This growth is supported by increased smartphone usage, digital payment services, as well as the integration of social media with online shopping activities. Platforms such as Shopee, Tokopedia, and Lazada have become main consumption spaces for modern society because they offer easy access, promotions, and a personalized shopping experience.

One rapidly growing digital marketing strategy is Influencer Marketing. This strategy uses public figures or social media creators to influence consumer behavior through content that is considered authentic and relatable to the audience. Research by (Hudders & Lou, 2023) in the Journal of Business Research explains that Influencer Marketing can increase consumer trust and significantly drive purchasing decisions compared to traditional advertising. Research by (Bu et al., 2022) also shows that influencers create a social proof mechanism that strengthens consumers' purchase intentions in the marketplace. In addition, research on the Fear of Missing Out (FOMO) by (Irawan et al., 2026) reveals that anxiety over missing certain trends or opportunities can drive impulsive buying behavior on digital platforms. (Tandon et al., 2021) add that promotional strategies such as flash sales and limited-time offers reinforce the FOMO effect on digital consumers' consumption behavior. On the other hand, (Yang, 2025) found that social status also influences consumer preferences in choosing products and brands in the marketplace as a form of social image on digital media.

Although various previous studies have discussed the influence of Influencer Marketing, FOMO, and social status on purchasing decisions, most research still focuses on conventional marketing perspectives and modern consumer behavior. Studies that integrate these variables with a Sharia economic perspective are still relatively limited, especially in the context of marketplaces in Indonesia. Previous research generally emphasizes increasing sales, brand loyalty, or consumptive behavior without considering Islamic ethical values such as the prohibition of *israf* (excessiveness), *gharar*, as well as the importance of halal consumption and *maslahat*. Thus, there is a research gap that needs to be addressed through an approach that not only looks at the effectiveness of digital marketing strategies, but also assesses their compliance with Islamic economic principles. The advantage of this research lies in the effort to integrate psychological, social, and digital marketing aspects into a single analysis model based on Islamic economics.

Based on this phenomenon, this study aims to analyze the influence of Influencer Marketing, Fear of Missing Out (FOMO), and social status on consumer purchasing decisions in marketplaces from the perspective of Islamic economics. Specifically, this study examines how each variable affects the purchasing behavior of Muslim consumers and how their influence simultaneously affects purchasing decisions in marketplaces. The research problems in this study include: the influence of Influencer Marketing on purchasing decisions, the influence of FOMO on purchasing decisions, the influence of social status on purchasing decisions, as well as the combined influence of these three variables on consumer purchasing decisions from the perspective of Islamic economics. This study is expected to provide a more comprehensive understanding of the dynamics of Muslim consumer behavior in the digital era.

This study aims to analyze the influence of Influencer Marketing, Fear of Missing Out (FOMO), and social status on consumer purchasing decisions in marketplaces from the perspective of Islamic economics, both partially and simultaneously. This study is important to conduct because the development of marketplaces post-COVID-19 pandemic has increased people's digital shopping activities, which need to be directed according to the principles of ethics, fairness, and consumption balance in Islamic economics. This is supported by the research of (Rosada & Widigdo, 2023) which states that the increase in digital shopping behavior among the public needs to be balanced with the application of Islamic consumption principles to remain in accordance with Sharia ethics. Therefore, this study is expected to provide understanding regarding Muslim consumer behavior in the digital

era and serve as a reference for business actors and consumers in applying marketing strategies that align with Sharia values.

2. Literature Review

Influencer Marketing

Influencer Marketing is a digital marketing strategy that utilizes influential figures on social media to build trust and influence consumers' purchasing decisions. According to (Anggraini & Ahmadi, 2025), influencers have the ability to shape consumers' perceptions through personal and authentic content, thereby increasing buying interest as well as brand loyalty. The effectiveness of Influencer Marketing is influenced by several indicators such as trust, expertise, attractiveness, respect, and similarity with the audience. The study by (Hudders & Lou, 2022) shows that influencer recommendations are considered more credible compared to conventional advertising because they are able to create an emotional connection with their followers. From the perspective of Islamic economics, the practice of Influencer Marketing is permitted as long as it is carried out honestly, transparently, and does not contain elements of fraud, *gharar*, or promotion of non-halal products. Research by (Wahidiah & Latifah, 2021) also emphasizes that influencers who apply Islamic values are able to increase Muslim consumers' trust in the halal products being promoted.

Fear of Missing Out (FOMO)

Besides Influencer Marketing, Fear of Missing Out (FOMO) is a psychological factor that influences consumer behavior in the digital era. Based on the Self-Determination Theory (SDT) developed by Ryan and Deci, FOMO arises due to unmet psychological needs of individuals, especially the need for social connectedness (relatedness). This phenomenon is characterized by feelings of fear, worry, and anxiety when someone feels left out of trends, experiences, or social activities carried out by others. (Rinonce & Jannah, 2025) explain that individuals with a high level of FOMO tend to actively follow developments on social media and are more likely to make impulsive purchases so as not to miss out on trends or popular experiences. In the context of the marketplace, strategies such as flash sales, limited-time offers, and influencer promotions increasingly strengthen consumer FOMO behavior. However, from an Islamic perspective, consumption behavior influenced by FOMO needs to be controlled so that it does not lead to excessive behavior (*israf*) and wastefulness, which are contrary to the principle of balance in Shariah economics, as explained in QS. Al-Hadid verse 20:

اعْلَمُوا أَنَّمَا الْحَيَاةُ الدُّنْيَا لَعِبٌ وَلَهُمْ زِينَةٌ وَتَفَاخُرٌ بَيْنَكُمْ وَتَكَاثُرٌ فِي الْأَمْوَالِ وَالْأَوْلَادِ

The verse explains that humans should not get caught up in boastful behavior and compete in worldly matters.

Social status

Social status is also an important factor that influences consumer purchasing decisions. Soerjono Soekanto explains that social status is a person's position in society, reflected through education, occupation, and income level. In modern consumption practices, social status is often manifested through the ownership of branded products or certain lifestyles as symbols of prestige and social recognition. Research by (Wang et al., 2023a) found that social status encourages consumers to buy certain products to enhance self-image and gain social acceptance. From the perspective of Islamic economics, Islam does not forbid a person from owning wealth and enjoying the results of their efforts; however, the use of wealth must be carried out in balance and avoid excessiveness and arrogance.

Purchase decision

Purchase decision is the consumer's process of determining a choice of a product through stages of need recognition, information search, evaluation of alternatives, until the purchase decision. (Handayani et al., 2022) explain that purchase decisions are influenced by internal factors such as motivation, perception, and attitude, as well as external factors such as social environment, culture, and digital marketing. Previous research generally only discusses the influence of Influencer Marketing,

FOMO, or social status separately on consumer behavior. Meanwhile, research that integrates these three variables from the perspective of Islamic economics is still limited, especially in the context of marketplaces in Indonesia. Therefore, this study was conducted to fill this gap by analyzing the influence of Influencer Marketing, FOMO, and social status on consumer purchasing decisions based on Islamic economic values, so it is expected to provide both theoretical and practical contributions to the development of Sharia-based digital marketing.

3. Research Methods

This study uses a quantitative approach with a survey method to analyze the influence of Influencer Marketing, Fear of Missing Out (FOMO), and Social Status on consumer purchasing decisions on marketplaces from a Sharia economic perspective. The research object is focused on Generation Z in East Lampung Regency who are active on social media and have shopped on marketplaces. The study population amounts to 354,510 individuals based on data from the Central Bureau of Statistics (BPS), while the research sample consists of 100 respondents determined using Slovin's formula with a 10% margin of error. The sampling technique uses non-probability sampling with a purposive sampling method based on certain criteria, namely Generation Z aged 13–28 years, actively using social media, having shopped on a marketplace, and being in the education or working age range. The research data consists of primary data obtained through the distribution of Google Form questionnaires and secondary data sourced from books, journals, scientific articles, and other supporting references.

The data collection technique was conducted through a questionnaire with a four-point Likert scale and literature study. Furthermore, the data were analyzed using the assistance of IBM SPSS Statistics version 27 through several stages, namely data quality tests in the form of validity and reliability tests, classical assumption tests including tests of normality, linearity, and multicollinearity, as well as hypothesis testing using t-tests and F-tests. Validity testing was conducted to determine the accuracy of the research instruments, while reliability testing was used to measure the consistency of the instruments. Classical assumption tests aim to ensure that the data meet the requirements for regression analysis, while the t-test is used to determine the partial effect of the independent variables on the dependent variable, and the F-test is used to determine the simultaneous effect of the independent variables on the dependent variable.

4. Result and Discussion

Validity Test

Table 1. Validity Test

variable	indicators	R calculate	R table	Signifikan 2-tailed	description
Influencer marketing (X1)	X1.1	0,353	0,195	0,001	VALID
	X1.2	0,585		0,001	VALID
	X1.3	0,618		0,001	VALID
	X1.4	0,720		0,001	VALID
	X1.5	0,576		0,001	VALID
	X1.6	0,717		0,001	VALID
	X1.7	0,741		0,001	VALID
Fear of Missing Out (X2)	X2.1	0,817	0,195	0,001	VALID
	X2.2	0,793		0,001	VALID
	X2.3	0,731		0,001	VALID
	X2.4	0,838		0,001	VALID
	X2.5	0,809		0,001	VALID
	X2.6	0,843		0,001	VALID
	X2.7	0,831		0,001	VALID
	X3.1	0,876	0,195	0,001	VALID

Social status (X3)	X3.2	0,757		0,001	VALID
	X3.3	0,898		0,001	VALID
	X3.4	0,893		0,001	VALID
	X3.5	0,868		0,001	VALID
	X3.6	0,848		0,001	VALID
	X3.7	0,871		0,001	VALID
Purchase decision (Y)	Y.1	0,679	0,195	0,001	VALID
	Y.2	0,669		0,001	VALID
	Y.3	0,612		0,001	VALID
	Y.4	0,651		0,001	VALID
	Y.5	0,771		0,001	VALID
	Y.6	0,557		0,001	VALID
	Y.7	0,449		0,001	VALID

Source: Processing Results Using SPSS Version 27 (2026)

Based on the validity test results in the table above, it shows that all indicators are declared valid. This can be seen from the calculated r values being greater than the table r values and the (Sig. 2 Tailed) values being less than 0.05. Thus, all questionnaire items are considered appropriate and can be used as instruments to measure the Influence of Influencer Marketing, Fear Of Missing Out (FOMO), and Social Status on Consumer Purchase Decisions in Marketplaces from the Perspective of Islamic Economics.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach alpha	Status	Item
Influencer marketing (X1)	0,737	Reliabel	7
Fear of Missing Out (X2)	0,912	Reliabel	7
Status Sosial (X3)	0,941	Reliabel	7
Keputusan Pembelian (Y)	0,741	Reliabel	7

Source: Processing Results Using SPSS Version 27 (2026)

The table above shows that all variables in this study have Cronbach's Alpha values greater than 0.60. Therefore, all items in the questionnaire are considered reliable. This indicates that the research instrument has good internal consistency and is suitable for use in the next stage of analysis.

Classical Assumption Test

Normality test

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.3310027
	Std. Deviation	3.04167949
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed) ^c		.070
Monte Carlo Sig. (2-tailed) ^d	Sig.	.072
	99% Confidence Interval	Lower Bound
		Upper Bound
		.065
		.078

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1861419652.

Source: Processing results using SPSS Version 27 (2026)

The results of the data normality test in the table above show that the Asymp. Sig. value obtained is 0.070, which means it is greater than the significance value of 0.05. Therefore, the research data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	18.919	2.312		8.182	<.001		
	TOTALX1	.416	.089	.477	4.701	<.001	.811	1.232
	TOTALX2	-.067	.080	-.148	-.841	.403	.271	3.691
	TOTALX3	.033	.069	.080	.480	.632	.303	3.297

a. Dependent Variable: TOTALY

Source: Processing results using SPSS Version 27 (2026)

From the table above, it is known that the VIF value < 10 and the tolerance value > 0.1, so it can be concluded that the regression does not have multicollinearity symptoms. This means that among the variables of influencer marketing, fear of missing out (FOMO), and social status, there is no mutual influence.

Heteroscedasticity Test

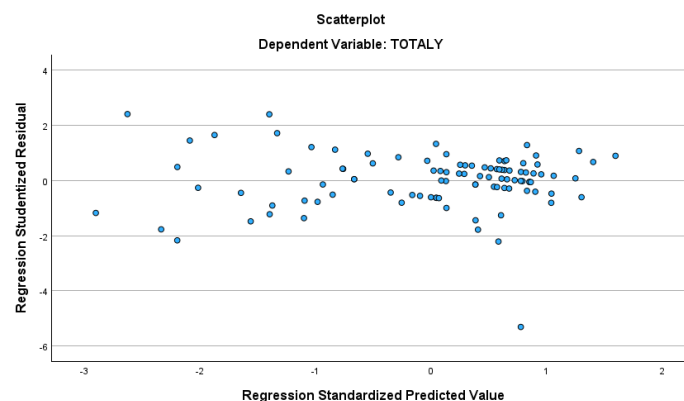


Figure 1. Heteroscedasticity Test Results

Source: Processing results using SPSS Version 27 (2026)

Based on the image above, it can be seen that there is no particular pattern and the data points are scattered randomly, both above the 0 point and below the 0 point of the vertical axis or Y-axis. Thus, it can be concluded that heteroscedasticity does not occur.

Multiple Linear Analysis

Table 5. Results of Multiple Linear Regression Analysis Test

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	18.919	2.312		8.182
	Influencer marketing	.416	.089	.477	4.701
	FOMO	-.067	.080	-.148	-.841
	Status sosial	.033	.069	.080	.480

a. Dependent Variable: keputusan pembelian

Source: Processing results using SPSS Version 27 (2026)

Based on the analysis of the table above, the regression equation model is known as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e_1$$

The obtained regression equation is:

$$Y = 3.997 + 0.008 X_1 + 0.359 X_2 + 0.482 X_3 + e_1$$

Based on the results of the analysis obtained, the equation can explain the meaning of the regression coefficients as:

1. Constant (a) The result of the constant has a positive value of 18.919. This indicates that without the influence of the independent variables, namely Influencer Marketing, Fear of Missing Out (FOMO), and Social Status, the value of the dependent variable, which is Purchase Decision, is 18.919.
2. Influencer Marketing (X1) The coefficient result has a positive value of 0.416 between the Influencer Marketing variable and Purchase Decision. This indicates that the two variables are positively related. It can be concluded that if the Influencer Marketing variable increases by one unit, the Purchase Decision variable will increase by 0.416 units.
3. Fear of Missing Out (FOMO) (X2) The regression coefficient results show a negative value of -0.067 between the Fear of Missing Out (FOMO) variable and the Purchase Decision. This indicates that the two variables have a negative relationship. Thus, it can be concluded that if the Fear of Missing Out (FOMO) variable increases by one unit, the Purchase Decision variable will decrease by 0.067 units.
4. Social status (X3) The result of the coefficient which has a positive value of 0.033 between the Social Status variable and the Purchase Decision. This indicates that these two variables are positively related. It can be concluded that if the Social Status variable increases by one unit, the Purchase Decision variable will increase by 0.033 units.

Hypothesis Testing

F Test

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.154	3	76.385	7.911	<.001 ^b
	Residual	926.886	96	9.655		
	Total	1156.040	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), Status sosial, Influencer marketing, FOMO

Source: Processing results using SPSS Version 27 (2026)

Berdasarkan hasil uji F diperoleh nilai F hitung sebesar 7.911 dengan nilai signifikansi sebesar $0,001 < 0,05$, sehingga model regresi dinyatakan layak untuk digunakan dalam penelitian ini.

T Test

The t-test is used to test whether the independent variable has an effect on the dependent variable. In hypothesis testing, this test is conducted by comparing the probability value (sig) with the alpha value (0.05).

Meanwhile, the criteria for decision-making are as follows:

If the research sig. < 0.05 , then H_0 is rejected and H_1 is accepted

If the research sig. > 0.05 , then H_0 is accepted and H_1 is rejected Hypothesis

H_0 = The independent variable does not have a significant effect on the dependent variable.

H_1 = The independent variable has a significant effect on the dependent variable.

Based on the test results, the following table is obtained:

Table 7. T-Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.919	2.312		8.182	<.001
	Influencer marketing	.416	.089	.477	4.701	<.001
	FOMO	-.067	.080	-.148	-.841	.403
	Status sosial	.033	.069	.080	.480	.632

a. Dependent Variable: keputusan pembelian

Source: Processing results using SPSS Version 27 (2026)

Looking at the results from the table above, if the significance level < 0.05 , it can be determined that there is a significant partial effect on Purchase Decisions.

1. For the Influencer Marketing variable (X_1), the significance value is $0.001 < 0.05$, so H_0 is rejected and H_1 is accepted, which means that the Influencer Marketing variable (X_1) has a positive effect on the Purchase Decision variable (Y).
2. For the Fear of Missing Out (FOMO) variable (X_2), the significance value is $0.403 > 0.05$, so H_0 is accepted and H_1 is rejected, which means that the Fear of Missing Out (FOMO) variable (X_2) does not have a significant effect on the Purchase Decision variable (Y).

3. For the Social Status variable (X3), the significance value is $0.632 > 0.05$, so H_0 is accepted and H_1 is rejected, which means that the Social Status variable (X3) does not have a significant effect on the Purchase Decision variable (Y).

Table 8. Results of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445 ^a	.198	.173	3.107

a. Predictors: (Constant), Status sosial, Influencer marketing, FOMO

Source: Processing results using SPSS Version 27 (2026)

Based on the results of the coefficient of determination test in the Model Summary table, the Adjusted R Square value obtained is 0.173 or 17.3%. This indicates that the variables Social Status, Influencer Marketing, and Fear of Missing Out (FOMO) are able to explain the Purchase Decision variable by 17.3%, while the remaining 82.7% is influenced by other variables outside the study.

Discussion and analysis

Based on the test results on 100 respondents who had made purchases on the marketplace, it was found that all indicators of the variables Influencer Marketing, Fear of Missing Out (FOMO), and Social Status met the criteria for validity and reliability, thus making them suitable for use in research. Furthermore, the hypothesis testing results indicate that Influencer Marketing has a significant effect on purchasing decisions, while FOMO and Social Status do not have a significant partial effect. However, simultaneously, these three variables have an effect on consumer purchasing decisions in the marketplace.

The Influence of Influencer Marketing on Purchase Decisions

The t-test results show that the Influencer Marketing variable has a significance value of $0.001 < 0.05$, so it can be concluded that Influencer Marketing has a positive and significant effect on consumer purchase decisions in the marketplace. This indicates that the better the marketing strategy carried out by influencers, the higher the consumer purchase decisions. Influencers are considered capable of building trust, emotional closeness, as well as providing more convincing product recommendations compared to conventional advertising. Generation Z, as active social media users, tend to find it easier to receive product information through creative content delivered by influencers on digital platforms such as TikTok, Instagram, and YouTube. In addition, influencers are able to create social proof that makes consumers feel confident in purchasing a product by seeing positive experiences from the figures they follow.

The results of this study are in line with the research by (Hudders & De Jans, 2022) which states that influencer marketing is able to increase consumer trust and significantly influence consumers' purchasing decisions on digital media. The study explains that influencer recommendations are considered more credible compared to traditional advertisements because they are able to create an emotional connection with the audience.

From the perspective of Islamic economics, the use of influencers as a promotional medium is allowed as long as it is done honestly, transparently, and does not contain elements of fraud or information manipulation. Therefore, influencers play an important role in providing education and product information that aligns with Sharia principles, thereby helping consumers make purchasing decisions wisely.

The Influence of Fear of Missing Out (FOMO) on Purchase Decisions

The t-test results indicate that the Fear of Missing Out (FOMO) variable has a significance value of $0.403 > 0.05$, so it can be concluded that FOMO does not have a significant effect on consumer purchasing decisions in the marketplace. These results show that the fear of missing certain trends or

promotions is not necessarily a main factor influencing respondents' purchasing decisions. Generation Z likely already has a more rational ability to filter digital information, so they are not easily influenced by urgency-based promotions such as flash sales or limited-time offers.

These research results differ from the study by (Karunia et al., 2025) which found that FOMO affects impulsive buying behavior on digital platforms. That study explained that promotional strategies such as flash sales and limited-time offers can increase consumers' anxiety about missing trends, thereby encouraging quick purchasing decisions.

However, the results of this study are in line with the research by (Muhkroji et al., 2025) which states that FOMO does not always have a significant effect on marketplace purchase decisions because consumers consider their needs and financial capabilities more than simply following trends.

From the perspective of Islamic economics, these results indicate that some consumers have been able to control excessive consumptive behavior. Islam teaches that humans should not be excessive in consumption and should not be easily influenced by a lifestyle that is merely showy or trend-following. This is in accordance with QS. Al-Hadid verse 20, which explains that humans should not be trapped in boastful behavior or competing in worldly matters.

The Influence of Social Status on Purchase Decisions

The t-test results showed that the Social Status variable has a significance value of $0.632 > 0.05$, so it can be concluded that Social Status does not have a significant effect on consumer purchasing decisions in the marketplace. This indicates that consumer purchasing decisions in the marketplace are not greatly influenced by the desire to show prestige or social status. Consumers tend to consider product benefits, price, and personal needs rather than the social symbols of the purchased product.

This research differs from the study by (Wang et al., 2023b) which found that social status affects consumer preferences in buying branded products as a form of self-image and a symbol of social prestige. That study explained that consumers with certain social statuses tend to buy products to gain recognition from their social environment.

Nevertheless, the results of this study are in line with the research of (Ibrahim, 2024) which states that social status is not always the main factor in marketplace purchasing decisions because digital consumers are more focused on the usefulness of a product than on its social image.

From the perspective of Islamic economics, the results of this study indicate that consumers are beginning to apply the principle of moderation in consumption. Islam does not forbid a person from having wealth or using certain products, but consumption must still be carried out in a balanced manner and not for the sake of arrogance or showing off social status. Therefore, purchasing decisions made based on needs are more in accordance with the values of Islamic economics.

The Influence of Influencer Marketing, FOMO, and Social Status Simultaneously on Purchase Decisions

Based on the results of the F test, a significance value of $0.001 < 0.05$ was obtained, indicating that the variables of Influencer Marketing, Fear of Missing Out (FOMO), and Social Status simultaneously affect consumer purchasing decisions in the marketplace. This shows that consumer purchasing decisions are influenced by a combination of digital marketing, psychological, and social factors. These research results are in line with the study by Tandon et al., which states that psychological factors and digital marketing strategies together can influence consumer purchasing behavior in the marketplace. Furthermore, the research by (Maharani, 2026) explains that social, psychological, and digital marketing factors are interconnected in shaping the purchasing decisions of modern consumers in the digital economy era.

The results of the determination coefficient test show an Adjusted R Square value of 0.173 or 17.3%, which means that the variables Influencer Marketing, FOMO, and Social Status can explain 17.3% of the purchasing decision, while the remaining 82.7% is influenced by other variables outside the study such as price, product quality, brand image, promotion, lifestyle, and ease of using the marketplace. From the perspective of Islamic economics, purchasing decisions should still be based on the principles

of balance, necessity, and avoiding excessive consumptive behavior so that consumption activities remain in accordance with Islamic values.

5. Conclusion

The results of the determination coefficient test show an Adjusted R Square value of 0.173 or 17.3%, which means that the variables Influencer Marketing, FOMO, and Social Status can explain 17.3% of the purchasing decision, while the remaining 82.7% is influenced by other variables outside the study such as price, product quality, brand image, promotion, lifestyle, and ease of using the marketplace. From the perspective of Islamic economics, purchasing decisions should still be based on the principles of balance, necessity, and avoiding excessive consumptive behavior so that consumption activities remain in accordance with Islamic values.

However, simultaneously, the variables of Influencer Marketing, FOMO, and Social Status have been proven to affect consumer purchasing decisions on the marketplace. From the perspective of Islamic economics, purchasing decisions should still be based on the principles of balance, honesty, benefit, and avoiding excessive consumptive behavior (israf). Therefore, business actors and influencers are expected to be able to implement digital marketing strategies that are more ethical, transparent, and in accordance with Sharia values in order to provide a positive impact for Muslim consumers.

This research also provides practical implications that marketplaces and business actors can utilize influencers as an effective promotional medium while still paying attention to Islamic marketing ethics. In addition, future research is recommended to add other variables such as price, product quality, lifestyle, brand image, or ease of using marketplace applications in order to provide more comprehensive research results regarding the factors that influence consumer purchasing decisions.

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