

The Impact of UGC and e-WOM in TikTok on Concert Ticket Purchase Intention: The Intervening Role of FOMO

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Abstract

The influence of user-generated content (UGC) and electronic word of mouth (e-WOM) on TikTok has changed the way consumers obtain information and make purchasing decisions. Moreover, the fear of missing out (FOMO) phenomenon is also a strong reason that influences purchasing behavior. Concerts are a popular form of entertainment in Indonesia, one of which is K-Pop concerts. This study aims to examine the effect of user generated content (UGC) and electronic word-of-mouth (e-WOM) on the purchase intention of The Dream Show 3 Jakarta concert tickets, with the mediation of FOMO (fear of missing out). The research method used is quantitative by distributing questionnaires measured using a Likert scale. The population in this study were respondents who had experience watching The Dream Show 3 Jakarta concert. A sample of 100 respondents will be taken using non-probability sampling technique with purposive sampling method. The research data was processed using the Structural Equation Modeling (SEM) method with the help of SmartPLS software. The results showed that user-generated content, electronic word-of-mouth, and fear of missing out had a positive and significant effect on the purchase intention of The Dream Show 3 Jakarta concert tickets, user generated content, and electronic word of mouth had a positive and significant effect on fear of missing out. In addition, the results also reveal that, fear of missing out mediates the relationship between electronic word of mouth and purchase intention of The Dream Show 3 Jakarta concert tickets, but fear of missing out does not mediate the relationship between user generated content and purchase intention of The Dream Show 3 Jakarta concert tickets. The managerial implications of this study indicate that concert industry players, especially K-Pop concert promoters, can design effective marketing strategies by utilizing the power of UGC, e-WOM, and maximizing the potential of FOMO to increase ticket sales.

Keyword: User-Generated Content; Electronic Word-of-Mouth; Fear of Missing Out (FOMO); Purchase Intention; TikTok; K-Pop Concert

1. Introduction

Music has undergone a major evolution in the past few decades, with the rise of social media as a major tool for interaction between artists and their admirers. One genre that dominates this trend is K-Pop, which not only offers music and works, but also a very active fandom culture. One of the characteristics of K-pop fandom lies in the large investment made by fans both in terms of time and resources (Wily Mohammad & Hanif Saifurrahman, 2023). Examples of things consumed or investments made by K-pop fans include going to K-pop concerts, streaming MVs, watching variety shows and other content, and buying merchandise (Ayu, 2024). Some people think that K-Pop fans are too obsessed and excessive. Fans tend to buy everything related to their idols, which makes them fanatical (Dwi, 2024), one of the biggest is deciding to buy tickets to watch a concert.

According to data (Populix, 2024) regarding a survey they distributed with a total of 1,056 respondents including Gen Z and Millennials in Indonesia, showing that more than 40% of them had visited a music concert in the past year in 2023. Based on the survey results of activities that can be done in 2024, plans to attend music concerts reached a result of 57% (Populix, 2024). An increase of 15% indicates that there are plans to attend a music concert in 2024. This anticipated increase to 57% shows a growing interest in live music events in the coming year. Other data from (Populix, 2024) also shows that K-Pop concerts ranked 2nd at 26% of respondents' choice to attend concerts. Adopting these data, it can be concluded that interest in music concerts, including K-Pop concerts, among Gen Z and Millennials in Indonesia shows a significant increase. In particular, K-Pop concerts ranked second in concert choices with a percentage of 26%, which shows that this genre has great appeal among young fans.

This increased interest cannot be separated from the role of internet and technology development, especially social media. The rapid development of the internet and technology has made it easier for people to get fast and accurate information about various countries around the world. The involvement of the internet and technology in the spread of K-Pop has led to an increase in fanship/fandom and multimedia content in all parts of the world, and shows the role of K-pop itself in the consumption of content on social media (Kanaka et al., 2024). K-pop fans, especially the younger generation, now find it easier to get information about concerts and their K-pop idols through social media (Wulandari, 2023).

The Dream Show 3, is the 3rd world tour concert of South Korean boy group NCT Dream. NCT Dream is the third sub-unit of the South Korean boy group NCT. This world tour NCT Dream visited several countries both in Asia and Europe. Indonesia became the 3rd country visited after the hosts South Korea and Japan. The concert, which was held on May 18, 2024 at GBK, succeeded in becoming a very memorable concert in the hearts of its fans. NCT Dream also managed to break the record as the first K-Pop boy group to hold a concert at GBK (Anindya Azzahra, 2024). It was his success and popularity that made around 40,000 tickets for The Dream Show 3 Jakarta sold out (Tionardus & Setiawan, 2024). Likewise, the role of social media in marketing.

One of the social media platforms that is familiar to young people is Tiktok. The Tiktok application helps users to be creative by creating short videos for social media (Wibowo, 2021). The presence of social media such as TikTok has increased the intensity of interaction through User-Generated Content (UGC), especially in the K-Pop industry, Tiktok has become

the main platform where fans play an active role in sharing content about their idols. According to (Joanna Carter, 2020), UGC involves user-generated content, such as reviews, testimonials, or other creative content related to a product or service. UGC concert organizers on Tiktok are a very effective marketing strategy. Fans who have been to the concert are encouraged to share their experience with others, this can encourage other fans to partake in the same experience. Previous research has shown that, product-related UGC greatly helps customers understand and think about the product, which in turn results in the intention to purchase the product (Gan & Wang, 2017)

In addition to promotion through UGC, another thing to consider is promotion through e-WOM. Word of mouth promotion is currently considered a natural, honest, and convincing advertising strategy. This is because potential buyers usually do not know much about a product and prefer to listen to friends and family who are happy with the product rather than advertised experts (Firmansyah, 2024). "EWOM" is a term that refers to word-of-mouth advertising conducted through online channels (Fadhli Nursal et al., 2023). Previous research revealed that Electronic Word of Mouth is an important factor to increase Purchase Intention, where Electronic Word of Mouth influences and has a positive relationship with Purchase Intention on Halodoc (Indriana et al., 2024). Both user-generated content (UGC) and electronic word of mouth concentrate on information provided by customers and consumers about products (Agustina & Mahendri, 2023).

Fan-generated UGC and e-WOM content on TikTok not only helps in promoting K-Pop concerts, but also plays an important role in creating the Fear of Missing Out (FOMO) phenomenon. FOMO is a psychological phenomenon caused by curiosity and the desire to keep up with what is happening around us (Rahmah & Noorizki, 2023). When fans share exclusive moments from concerts, such as interactions with idols or a cool atmosphere that can only be experienced in person, it creates a sense of anxiety for other users who have not attended the event. This FOMO is often a strong factor in shaping fans' intention to buy concert tickets in the future, as they do not want to miss the opportunity to have a similar experience. Previous research reveals that fear of missing out has a positive effect on purchase intention for fashion products (Yani & Rojuaniah, 2023). Therefore, this study will explore how big the role of FOMO is in encouraging fans to buy concert tickets or even FOMO is not significant in encouraging fans to finally buy concert tickets.

This research focuses on the relationship between User-Generated Content (UGC), Electronic Word-of-Mouth (e-WOM), and Fear of Missing Out (FOMO) on the intention to buy K-Pop concert tickets. With the increasing popularity of K-Pop among young Indonesians, understanding the factors that influence fans' decisions to buy concert tickets is very relevant. Based on the explanation above, researchers are interested in conducting research that discusses 'The Effect of User-Generated Content (UGC) and Electronic Word-of-Mouth (e-WOM) on the TikTok Application on Purchase Intention for The Dream Show 3 Jakarta Concert Tickets with Fear of Missing Out (FOMO) as an intervening variable'.

2. Literature Review

2.1 User Generated Content

In the past, people were just passive recipients of information. Today, they are not only readers and listeners but they are also editors, observers, and content creators. User Generated

Content allows people to share information and product experiences (Sari, 2024). User generated content is a user-generated material uploaded to the internet that has a major influence on public consumption on social media Bahtar, A. Z., & Muda, M. (2016) in (Aqila & Revinzky, 2024). According to Ernando (2007) in (Manap, 2013), UGC is the opposite of traditional forms of media and marketing because content is generated by consumers and not by marketers. In this case, UGC offers more dynamic and participatory interactions, where consumers can directly contribute and interact with brands.

2.2 Electronic Word of Mouth

Word of mouth allows consumers to talk about goods, services, and services to others Kotler and Keller (2009) in (Agustina & Mahendri, 2023). However, over time, nowadays word of mouth marketing can be spread through social media, known as e-WOM or electronic word of mouth. According to Kotler & Keller (2016) in (Pratiningsih, 2023), electronic word of mouth (e-WOM) is when potential, actual, or past customers speak negatively or positively about a product or company via the internet or online media. By using this type of communication, a person can tell others about the positive and negative aspects of a service or product (Ayu Desy Trisnadewi Darmawan et al., (2022) in (Agustina & Mahendri, 2023)

2.3 Fear of Missing Out

Society is affected both positively and negatively by the development of technology and information (Ameliola & Nugraha, 2013). One of the impacts on society is the increase in social anxiety caused by technological and internet developments, called FOMO syndrome (Tanrikulu & Mouratidis (2023) in (Noer et al., 2024). According to Dhir et al. (2018) in (Noer et al., 2024), Fear of missing out is the fear and anxiety felt by an individual for not being involved in a certain activity in an experience or something new such as trends, news, and other things that make feelings of anxiety about being left behind and ignored for not being involved. According to Przybylski et al (2013) in (Dennhardt, 2014) explain that Fear of Missing Out (FoMO) is a fear from within a person that what happens to other people has a more valuable, happy experience, and it is like no one has it.

2.4 Purchase Intention

Consumers often think about possible actions before making a decision (Fauzi, 2023). The desire to behave is what is referred to as consumer buying interest. According to Kotler, P & Keller (2016) in (Pratiningsih, 2023), purchase intention is when people buy or choose products based on their experiences, uses, and desires. Purchase Intention is a decision formed through advertising to buy products or services from certain brands, purchase intention can also be defined as the probability of consumers intending to buy certain products Wibowo et al (2013) in (Nurhasanah et al., 2023), Purchase intention refers to the process by which consumers buy goods and services based on various considerations, or the stage at which they choose between several brands in a range and finally buy the one they like best (Kurniasari & Budiatmo, 2018)

3. Material and Method

3.1 Design Study

This research is quantitative research. Research that is positivistic and focuses on populations or samples is known as quantitative research. This research instrument is used for data collection, and quantitative statistics are used for data analysis, with the aim of proving a previously established hypothesis (Sugiyono, 2017).

According to (Ferdinan, 2014), quantitative research is research that starts from hypotheses and processes quantitative data to develop new ideas. This research was conducted with the aim of knowing the effect of user generated content and electronic word of mouth on the purchase intention of The Dream Show 3 Jakarta concert tickets with fear of missing out as an intervening variable. The data sources used in this study are respondents' answers obtained through questionnaires distributed online via Google Form. The questions in the questionnaire are made using a likert scale with values 1-5. The sampling technique used in this research is non-probability sampling technique with purposive sampling method.

The population used in this study is NCTZen (NCT group fandom). Since the population of NCTZen is not specifically known, in determining the sample, the researcher used the Lemeshow formula to determine the sample size, so that the sample in this study amounted to 100 respondents. The characteristics determined in this study to select samples are NCTZen (NCT group fandom) in Jabodetabek who use the Tiktok application and have experience of watching The Dream Show 3 Jakarta concert.

3.2 Data Analysis

Structural Equation Modeling (SEM) approaches were used to analyze the data, with aid from Partial Least Squares (PLS) and SmartPLS4 software. Structural equation modeling (SEM) can reveal the link between one or more dependent variables and one or more independent variables. SEM is sometimes referred to as path analysis or confirmatory factor analysis. PLS-SEM analysis typically consists of two model subchapters, namely the measurement model called the outer model and the structural model called the inner model. (Ghozali & Latan, 2020)

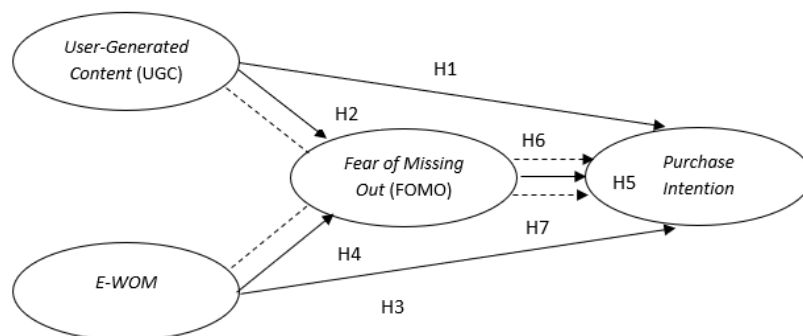


Figure 1. Research Model

H1: User Generated Content on TikTok affects Purchase Intention of The Dream Show 3 Jakarta concert tickets

H2: User Generated Content on TikTok affects Fear of Missing Out

H3: Electronic Word of Mouth on TikTok affects Purchase Intention of The Dream Show 3 Jakarta concert tickets

H4: Electronic Word of Mouth on TikTok affects Fear of Missing Out

H5: Fear of Missing Out on TikTok affects Purchase Intention of The Dream Show 3 Jakarta concert tickets

H6: User Generated Content on TikTok through Fear of Missing Out affects Purchase Intention of The Dream Show 3 Jakarta concert tickets

H7: Electronic Word of Mouth on TikTok through Fear of Missing Out affects Purchase Intention of The Dream Show 3 Jakarta concert tickets

4. Result

In the Partial Least Square Model method, the data analysis techniques carried out include outer model analysis, inner model, and hypothesis testing. In the first analysis, namely the outer model, the measurements taken include convergent validity, discriminant validity, and composite reliability (Cronbach's alpha) (Ghozali & Latan, 2020). While in the second analysis, namely the outer model, the measurement carried out is by testing the R-square. Then the last analysis, namely hypothesis testing, measurements taken with path coefficients (direct effect) and specific indirect effect.

4.1 Outer Model

4.1.1 Convergent Validity

(Hair et al., 2017) Convergent validity criteria, i.e. all indicators must have a high and significant external loading, with a minimum value of 0.7 and a value of the average variance extracted (AVE) of at least 0.5.

Table 1. Result Convergent Validity (Outer Loadings & AVE)

Item		Outer loadings	AVE
User-Generated Content	UGC1	0.759	0.574
	UGC2	0.811	
	UGC3	0.751	
	UGC4	0.705	
Electronic-Word of Mouth	e-WOM1	0.891	0.810
	e-WOM2	0.904	
	e-WOM3	0.926	
	e-WOM4	0.905	
	e-WOM5	0.874	
FOMO	FM1	0.919	0.891
	FM2	0.967	
	FM3	0.945	
Purchase Intention	PI1	0.796	0.646
	PI2	0.802	
	PI3	0.801	
	PI4	0.817	

Table 1 above shows that all indicators for the variables UGC (X1), e-WOM (X2), PI (Y) and FOMO (Z) have values exceeding 0.7. In addition, all four variables in this study meet the requirements for convergent validity, as the AVE values for all variables exceed 0.5. Since this study meets all the criteria for convergent validity, we can conclude that it is valid.

4.1.2 Discriminant Validity

Cross-loading tests should show better indicator values for all constructs compared to each other (Sekaran & Bougie, 2016). Table 2 shows that the correlations between the indicators and the latent variables are high, compared to other latent variables.

Table 2. Result Cross Loading

	User-Generated Content	Electronic-Word of Mouth	FOMO	Purchase Intention
UGC1	0.759	0.421	0.303	0.456
UGC2	0.811	0.418	0.401	0.495
UGC3	0.751	0.334	0.358	0.438
UGC4	0.705	0.244	0.332	0.393
e-WOM1	0.514	0.891	0.375	0.448
e-WOM2	0.517	0.904	0.419	0.459
e-WOM3	0.370	0.926	0.419	0.495
e-WOM4	0.341	0.905	0.466	0.487
e-WOM5	0.400	0.874	0.584	0.474
FM1	0.400	0.416	0.919	0.481
FM2	0.476	0.515	0.967	0.515
FM3	0.430	0.506	0.945	0.533
PI1	0.495	0.428	0.414	0.796
PI2	0.474	0.420	0.479	0.802
PI3	0.456	0.472	0.398	0.801
PI4	0.473	0.372	0.447	0.817

If the square root of each construct's AVE exceeds the correlation value between this construct and the other constructs in the model, the model has excellent discriminant validity (Ghozali, 2021).

Table 3. Result Fornell & Larcker Criterion

	Electronic-Word of Mouth	FOMO	Purchase Intention	User-Generated Content
Electronic-Word of Mouth	0.900			
FOMO	0.510	0.944		
Purchase Intention	0.527	0.541	0.804	
User-Generated Content	0.472	0.462	0.590	0.758

Table 3 below shows AVE root values that are larger than the correlation values between these variables and other variables due to the results of the Fornell and Larcker criteria for all variables.

4.1.3 Composite Reliability

According to (Hair et al., 2017), it is acceptable to have a Cronbach's alpha value of 0.70 or more, indicating that it is appropriate for the study. When the composite reliability score is 0.70 or higher, the study is acceptable.

Table 4. Result Composite Reliability (Cronbach’s Alpha & Composite Reliability)

Item	Cronbach’s alpha	Composite reliability (rho_a)	Composite Reliability (rho_c)
User-Generated Content	0.752	0.758	0.843
Electronic Word-of-Mouth	0.942	0.946	0.955
FOMO	0.939	0.944	0.961
Purchase Intention	0.818	0.818	0.880

For all variables, the composite reliability and Cronbach's alpha are above 0.7, as shown in Table 4. This shows that the four variables are not only reliable but also measure what they are supposed to measure.

4.2 Inner Model

4.2.1 R-Square

The predictive power of a structural model is measured in the SEM-PLS analysis using the R2 value or R-squared. The R-squared values were interpreted as 0.19 (low influence), 0.33 (moderate influence) and 0.66 (high influence) (Chin, 1998).

Table 5. Result R-Square

	R-square	R-square adjusted	Criteria
FOMO	0.323	0.309	Moderate
Purchase Intention	0.473	0.456	Moderate

The variable purchase intention (Y) has a highest R-squared of 0.473, as shown in Table 5 above. This shows that UGC (X1), e-WOM (X2) and FOMO (Z) influence purchase intention (Y) by 47.3%, while other variables not considered in this study influence 52.7%. In addition, the FOMO variable (Z) has an R-squared value of 0.323. This shows that UGC (X1) and e-WOM (X2) have an influence on FOMO (Z) by 32.3% and other variables not included in this study have an influence of 67.7%.

4.3 Hypothesis Testing

4.3.1 Path Coefficients (Direct Effect)

If the probability/significance value, or p-value, is less than 0.05, the hypothesis is significant. In addition, the t-statistic criterion is above 1.96 (Juliandi, 2018).

Table 6. Result Path Coefficients (Direct Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Ket
<i>UGC</i> -> <i>PI</i>	0.366	0.366	0.091	4.034	0.000	Accepted
<i>UGC</i> -> <i>FOMO</i>	0.285	0.278	0.127	2.246	0.012	Accepted
<i>e-WOM</i> -> <i>PI</i>	0.222	0.221	0.095	2.327	0.010	Accepted
<i>e-WOM</i> -> <i>FOMO</i>	0.375	0.375	0.139	2.701	0.003	Accepted
<i>FOMO</i> -> <i>PI</i>	0.258	0.244	0.091	2.848	0.002	Accepted

The calculation in table 6 above shows that the results of this research hypothesis test are shown by looking at the t-statistics value (>1.96) and the p-values (<0.05) as follows:

- The user generated content (X1) variable with purchase intention (Y) has p-values of 0.000 and t-statistics of 4.034, meaning that the first hypothesis is accepted.
- The variable user generated content (X1) with fear of missing out (Z) has p-values of 0.012 and t-statistics of 2.237, meaning that the second hypothesis is accepted.
- The electronic word of mouth (X2) variable with purchase intention (Y) has p-values of 0.010 and t-statistics of 2.453, meaning that the third hypothesis is accepted.
- The electronic word of mouth (X2) variable with fear of missing out (Z) has p-values of 0.003 and t-statistics of 2.701, meaning that the fourth hypothesis is accepted.
- The fear of missing out (Z) variable with purchase intention (Y) has p-values of 0.002 and t-statistics of 2.848, meaning that the fifth hypothesis is accepted.

4.3.2 Specific Indirect Effect

Table 7. Result Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Ket
<i>UGC</i> -> <i>FOMO</i> -> <i>PI</i>	0.074	0.070	0.046	1.614	0.053	Rejected
<i>e-WOM</i> -> <i>FOMO</i> -> <i>PI</i>	0.097	0.090	0.048	2.038	0.021	Accepted

The calculation in table 7 above shows the results of the indirect effect test in this study by paying attention to the t-statistics value (>1.96) and the significance value (<0.05) as follows:

- The hypothesis stating that user generated content (X1) affects purchase intention (Y) through fear of missing out (Z) as a mediating variable is rejected because the t-statistics value is below 1.96, which is 1.614 and p-values above 0.05, which is 0.053.
- The hypothesis stating that electronic word of mouth (X2) affects purchase intention (Y) through fear of missing out (Z) as a mediating variable is accepted because the t-statistics value is above 1.96, namely 2.038 and the p-values are below 0.05, namely 0.021.

5. Discussion

H1: Relationship between User Generated Content on TikTok and Purchase Intention of The Dream Show 3 Jakarta concert tickets.

The results showed that the User-Generated Content (UGC) variable (X1) has a significant influence on Purchase Intention (Y) of The Dream Show 3 Jakarta concert tickets. This means that the more or the better the user-generated content related to The Dream Show 3 Jakarta concert, such as reviews, photos, or videos from previous concerts, the higher the consumer's intention to buy tickets to the concert in Jakarta. In the context of concerts, UGC such as video uploads of audience experiences at The Dream Show 3 concerts in other cities can create an emotional appeal for potential audiences in Jakarta, thus encouraging them to buy tickets.

These results support previous literature by (Pratiningsih, 2023) which states that User Generated Content has a positive and significant effect on Purchase Intention of Erigo products on the TikTok application in the city of Pekanbaru. UGC can be an important factor in building trust and purchase intentions, especially in the entertainment industry such as music concerts.

H2: Relationship between User Generated Content on TikTok and Fear of Missing Out

The results showed that the User-Generated Content (UGC) variable (X1) had a significant effect on Fear of Missing Out (FOMO) (Z). This finding indicates that the more or more interesting user-generated content related to The Dream Show 3 Jakarta concert or previous concerts, the greater the feeling of FOMO felt by potential audience members. Content such as videos of artist performances, testimonials, or photos of excitement from previous concerts can create a fear of missing out on these exciting moments for those who have not attended or have not bought tickets. In this context, UGC acts as an effective trigger as content from fellow users is often perceived as more credible, authentic and relatable. Potential viewers feel that they “should” be part of the experience uploaded by other users, especially if the concert features their favourite artists or if the event is considered rare and exclusive.

This result supports previous literature by (Nisrina, 2021) which reveals that, UGC can trigger the emergence of FOMO among users. In the context of music concerts, this feeling of FOMO can be a strong motivation for audiences to immediately buy tickets before it is too late.

H3: Relationship between Electronic Word of Mouth on TikTok and Purchase Intention

The results showed that the Electronic Word of Mouth (eWOM) variable (X2) had a significant influence on Purchase Intention (Y) of The Dream Show 3 Jakarta concert tickets. This finding shows that reviews, recommendations, or discussions made by previous consumers regarding concerts through online platforms, such as TikTok, significantly influence the purchase intention of potential audiences in Jakarta. eWOM often provides relevant, personalized, and credible information compared to traditional promotions, making it a key reference source for consumers in making purchasing decisions. In the context of The Dream Show 3 Jakarta concert, eWOM can be in the form of positive reviews from audiences in other cities who have attended this concert. These reviews are able to build high expectations and increase the confidence of potential audience members that this concert is worth attending. This encourages them to buy tickets immediately.

These results are in line with previous research by (Yani & Rojuaniah, 2023), which revealed that electronic word of mouth has a positive effect on purchase intention. By strengthening positive perceptions through eWOM, organizers can effectively increase interest in purchasing concert tickets.

H4: Relationship between Electronic Word of Mouth on TikTok and Fear of Missing Out

The results showed that the Electronic Word of Mouth (eWOM) variable (X2) had a significant effect on Fear of Missing Out (FOMO) (Z). This finding indicates that information and recommendations from other users spread through online platforms, such as reviews, comments, or videos on TikTok, can trigger feelings of FOMO in potential concert goers of The Dream Show 3 Jakarta. eWOM information that describes exciting experiences from concerts in other cities or emphasizes the exclusivity of the event can create a fear of missing out among potential audiences. In this context, eWOM becomes a very effective tool in building these perceptions. Positive content from other users that discusses the concert in detail, such as the atmosphere of the concert, the quality of the performance, or the interaction with the artist, can strengthen the emotional appeal of the concert for potential audiences.

This result supports previous research by (Kusumo et al., 2024), which suggests that eWOM is proven to have a significant positive effect on FOMO. In the context of music concerts, marketing strategies that integrate eWOM and capitalize on the FOMO effect can significantly increase the enthusiasm and purchase intention of potential audiences.

H5: Relationship between Fear of Missing Out and Purchase Intention

The results showed that the Fear of Missing Out (FOMO) variable (Z) had a significant influence on Purchase Intention (Y) of The Dream Show 3 Jakarta concert tickets. These results indicate that the higher the level of FOMO felt by potential audience members, the greater their intention to buy tickets to the concert. FOMO, which is characterized by the fear of missing out on valuable opportunities or unique experiences, becomes a strong emotional motivator in purchasing decisions, especially in products or events that have an exclusive or limited nature such as music concerts.

These results support previous literature by (Zarinah Tamblunan, 2024), which states that Fear of Missing Out (fomo) has an influence and is significant on the purchase intention of K-Pop concert tickets for generation Z in Medan city. By integrating FOMO into marketing strategies, organizers can effectively increase urgency and purchase intention among potential audiences.

H6: Relationship between User generated Content on TikTok and Purchase Intention through Fear of Missing Out

The results showed that User-Generated Content (UGC) (X1) did not have a significant effect on Purchase Intention (Y) through Fear of Missing Out (FOMO) (Z) as a mediating variable. This result suggests that although UGC has a direct effect on Purchase Intention and FOMO separately, the indirect effect through FOMO as a mediator is not strong or significant enough. This may indicate that FOMO, in this context, is not a factor that strengthens the relationship between UGC and Purchase Intention.

One possible reason for this is that UGC is enough to influence Purchase Intention directly, without the need for an emotional role such as FOMO. Relevant, authentic, and engaging UGC may have provided enough information for potential consumers to decide to purchase tickets, without having to be influenced by the fear of missing out. The rejection of this hypothesis also supports the importance of testing mediation models in detail to understand the

mechanisms underlying the relationships between variables, so that marketing strategies can be designed more accurately and efficiently.

H7: The Relationship between Electronic Word of Mouth on TikTok and Purchase Intention through Fear of Missing Out

The results showed that Electronic Word of Mouth (eWOM) (X2) has a significant effect on Purchase Intention (Y) through Fear of Missing Out (FOMO) (Z) as a mediating variable. These results indicate that eWOM not only has a direct effect on Purchase Intention but also indirectly through FOMO. Positive information, reviews, or discussions submitted by previous consumers about The Dream Show 3 concert are able to trigger feelings of fear of missing out (FOMO) among potential audience members, which in turn encourages them to buy concert tickets.

This result is also in line with previous research by (Kusumo et al., 2024) which suggests that FOMO is proven to act as a mediator in the relationship between eWOM and purchase intention.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Researchers analyzed 100 respondents, namely NCTZen who had the experience of watching The Dream Show 3 Jakarta concert and Tiktok application users in Jabodetabek. The Structural Equation Modeling Partial Least Squares (SEM-PLS) model facilitated by SmartPLS 4.0 software was used in this study to process research data. The following findings were obtained from this study:

H1: UGC has a positive and significant effect on the purchase intention of The Dream Show 3 Jakarta concert tickets.

H2: UGC has a positive and significant effect on FOMO.

H3: e-WOM has a positive and significant effect on the purchase intention of The Dream Show 3 Jakarta concert tickets.

H4: e-WOM has a positive and significant effect on FOMO.

H5: FOMO has a positive and significant effect on the purchase intention of The Dream Show 3 Jakarta concert tickets.

H6: FOMO does not mediate the effect of UGC on the purchase intention of The Dream Show 3 Jakarta concert tickets.

H7: FOMO mediates the effect of e-WOM on the purchase intention of The Dream Show 3 Jakarta concert tickets.

6.2 Implication

The managerial implications of this study suggest that concert industry players, especially K-pop concert promoters, can design effective marketing strategies by harnessing the power of UGC, e-WOM, and maximizing the potential of FOMO to increase ticket sales.

6.3 Recommendation

For concert promoters, it is hoped that promoters can take advantage of post-concert moments in previous countries as attractive promotional materials through UGC and e-WOM.

For future research, it is expected that future research can develop research variables, dimensions, and indicators, with the aim of getting updated research and remaining relevant for today. In addition, it is recommended to explore other social media platforms, such as Instagram or X, to see if similar results can be achieved or there are differences in influence.

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