

The Influence of Affiliate Marketing and Fear of Missing Out (FOMO) on The Purchase Decision of Glad2glow Skincare Products on Tiktok Shop

Syahdita Marlian Hafid*, Musthofa Hadi Farida Akbarina

Business Administration Department, State Polytechnic of Malang, Indonesia

*Corresponding author. Email: Syahdita17@gmail.com.

ABSTRACT

The growth of TikTok Shop has encouraged companies to leverage affiliate marketing and the Fear of Missing Out (FoMO) as strategies to boost consumer purchasing decisions. This study aims to analyze the influence of affiliate marketing and the Fear of Missing Out (FoMO) on purchasing decisions for Glad2Glow skincare products on TikTok Shop. This study employs a quantitative approach using explanatory research methods on 100 respondents selected via purposive sampling. Data were collected via a questionnaire and analyzed using IBM SPSS Statistics 27. The results indicate that affiliate marketing and the Fear of Missing Out (FoMO) do not have a significant effect on purchasing decisions, either partially or simultaneously. These findings suggest that purchasing decisions for Glad2Glow products are more influenced by other factors outside the variables examined.

Keywords: *Affiliate Marketing, Fear of Missing Out (FoMO), Purchase Decision, TikTok Shop.*

1. INTRODUCTION

Advances in digital technology have transformed the way companies interact with consumers through various forms of content, such as text, images, audio, and video (Sudirjo et al., 2023). Social media is no longer used solely as a means of communication but has also evolved into a digital commerce platform, or social commerce (Zulkarnaen & Hermawan, 2025). One platform experiencing rapid growth is TikTok. According to DataIndonesia (2025), Indonesia is the country with the largest number of TikTok users in the world, with approximately 180.11 million users. This high number of users makes TikTok a promising medium for marketing and product sales activities

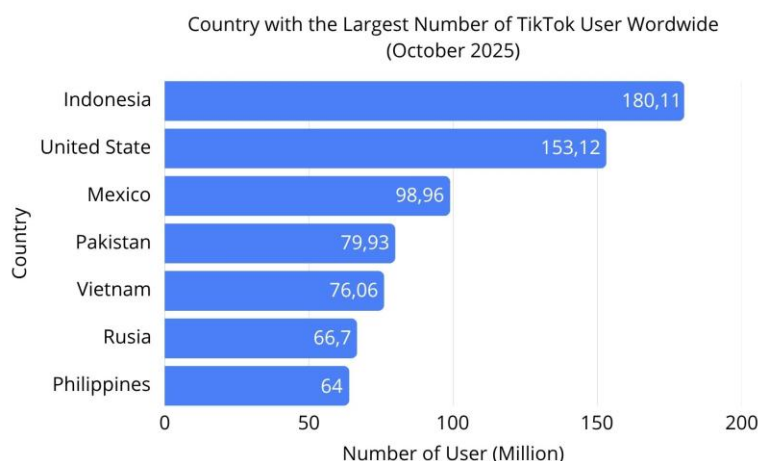


Figure 1. Largest Number of TikTok Users Worldwide (Source: DataIndonesia (2025))

TikTok's growth has accelerated with the launch of TikTok Shop, a feature that allows users to make purchases without leaving the app. According to data from Snapchart, TikTok's affiliate program ranks second among the most frequently used affiliate programs, and it is also a social media platform with e-commerce features that can compete with—and even surpass—the usage rates of affiliate programs on some other e-commerce platforms (Snapchart, 2023).

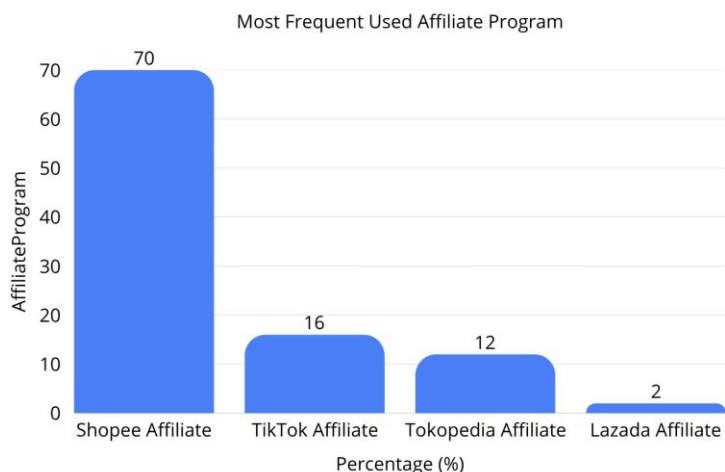


Figure 2. Most Frequent Used Affiliate Program (Source: Snapchart, (2023))

Through an algorithm capable of displaying content tailored to users' interests, TikTok Shop offers companies the opportunity to reach consumers more broadly and effectively (Zulkarnaen & Hermawan, 2025). One of the most widely used marketing strategies on this platform is affiliate marketing, a strategy that involves content creators promoting products and earning a commission on each successful sale (Giron et al., 2025)

In addition to marketing strategies, consumer purchasing decisions can also be influenced by psychological factors such as the Fear of Missing Out (FoMO). FoMO is the fear of missing out on information, experiences, or current trends (Przybylski et al., 2013). In digital marketing, FoMO is often leveraged through limited-time promotions, flash sales, and viral content that encourage consumers to make a purchase immediately (Linny et al., 2025). The higher the level of FoMO consumers experience, the greater their tendency to make impulsive purchases of a product

One of the fastest-growing product categories on TikTok Shop is skincare. Increased public awareness of skin care, especially among the younger generation, has made skincare products one of the most promoted and purchased products on TikTok Shop. One skincare brand that actively leverages TikTok Shop and affiliate marketing is Glad2Glow. According to data (FastMoss, 2026), Glad2Glow ranks first in the skincare category on TikTok Shop, with sales exceeding 23 million units and supported by more than 166,000 affiliate creators. Previous research indicates that affiliate marketing significantly influences purchasing decisions (Shinta et al., 2024), while findings regarding Fear of Missing Out (FoMO) remain inconsistent (Putri et al., 2025). Therefore, this study was conducted to analyze the influence of affiliate marketing and Fear of Missing Out (FoMO) on purchasing decisions for Glad2Glow skincare products on TikTok Shop

2. THEORETICAL STUDY

2.1. Affiliate Marketing

Affiliate marketing is a form of digital marketing that is often categorized as viral marketing because it utilizes social networks to disseminate product information widely. The strategy is designed through attractive and effective promotional content that can drive shopping interest and the tendency to make online purchases (Husna, 2023). According to (Salmiah, 2020) affiliate marketing is a form of digital marketing where companies compensate affiliate marketers for their contributions in bringing potential customers through promotional activities. In the context of TikTok, affiliate marketing is carried out through the creation of creative content designed to directly attract the audience's attention (Brilianita & Sulistyowati, 2023).

2.2. Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a psychological condition that arises when a person feels anxious about missing out on experiences, information, or activities that others are currently enjoying (Przybylski et al., 2013). In the digital age, FoMO drives individuals to constantly keep up with emerging trends, including in their consumption behavior. FoMO in digital marketing is closely related to consumers' emotional urge to immediately make purchasing decisions so as not to miss out on opportunities that are considered valuable (Linny et al. 2025). Social media exposure and

various promotions on e-commerce platforms—such as flash sales, limited-time discounts, and countdown timers—can create a sense of urgency that encourages consumers to make quick purchases (Khairin et al., 2025).

2.3. Purchase Decision

A company's success in influencing consumers is reflected in its ability to encourage consumers to decide to purchase the products or services it offers. The purchase decision-making process involves various complex considerations, so companies must design appropriate marketing strategies to attract consumers and accelerate the purchase decision-making process (Firmansyah, 2018). According to Kotler and Keller (2021), purchasing decisions are influenced by various factors, such as consumer needs, product information, promotions, price, and social influence. Purchasing decisions serve as a key indicator for evaluating the effectiveness of the marketing strategies implemented by a company.

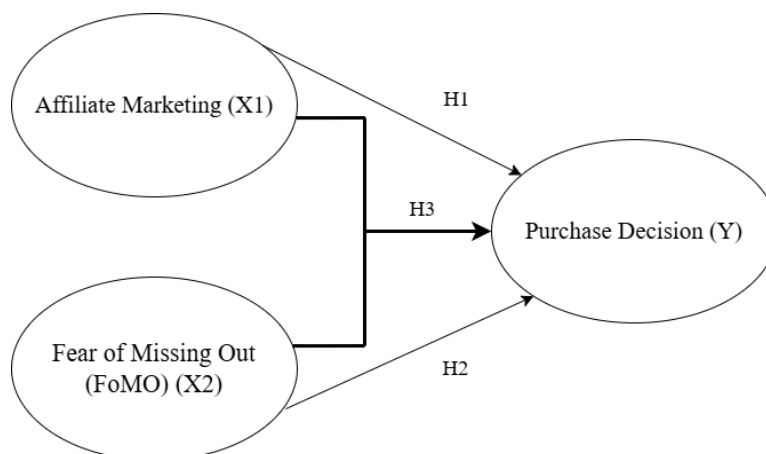


Figure 3. Conceptual Framework

H1: Affiliate marketing (X1) is suspected to have a partial influence on the purchase decision Glad2Glow skincare products on the TikTok platform.

H2: Fear of Missing Out (FoMO) (X2) is suspected to have a partial influence on the purchase decision Glad2Glow skincare products on the TikTok platform.

H3: Affiliate marketing (X1) and Fear of Missing Out (FoMO) (X2) simultaneously influence the purchase decision of Glad2Glow skincare products on the TikTok platform.

3. RESEARCH METHOD

3.1. Research Instrument

This study consists of three variables: Affiliate Marketing (X1), Fear of Missing Out (FoMO) (X2), and Purchase Decision (Y). The total number of items measuring all variables is 26, comprising 7 statements for variable X1, 7 statements for variable X2, and 12 statements for variable Y. The research instrument was designed based on the indicators of each variable, measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2023). Respondent characteristics included gender, age, occupation, and experience viewing Glad2Glow product affiliate marketing content on TikTok Shop.

3.2. Sample

This study employs a quantitative approach within the framework of explanatory research. The study population consists of consumers who have viewed Glad2Glow product affiliate marketing content on TikTok Shop. The sampling technique used was purposive sampling, with the criteria being that respondents had viewed Glad2Glow product promotions or affiliate content on TikTok Shop and had purchased products through an affiliate. A total of 100 respondents who met the criteria were successfully recruited and used as the study sample. Data collection was conducted through the distribution of an online questionnaire using Google Form.

3.3. Data Analysis

Data analysis in this study was conducted using Statistical Product and Service Solutions (SPSS) Statistics 27. Before hypothesis testing was performed, the research instruments were evaluated using validity and reliability tests to ensure that the survey items could measure the research variables accurately and consistently. Validity was assessed by comparing the calculated r value with the table r value at a 5% significance level, while reliability was assessed using Cronbach's Alpha with a minimum threshold of 0.60 (Ghozali, 2021)).

Next, classical assumption tests were conducted, including tests for normality, multicollinearity, and heteroscedasticity. The normality test was used to determine whether the data were normally distributed. The multicollinearity test was conducted to ensure there was no high correlation among the independent variables by examining the Tolerance value (>0.10) and the Variance Inflation Factor (VIF) (<10). The heteroscedasticity test was performed to determine whether there was unequal variance in the residuals within the regression model. Once all assumptions are met, hypothesis testing is performed using multiple linear regression analysis with the equation

$$Y = a + b_1X_1 + b_2X_2 + e$$

The partial effects of the independent variables on the dependent variable were analyzed using a t -test, while the simultaneous effects were analyzed using an F -test with a significance level of 0.05. In addition, the coefficient of determination (R^2) was used to measure the ability of the variables Affiliate Marketing and Fear of Missing Out (FoMO) to explain the variation in purchasing decisions.

4. RESULT AND DISCUSSION

Based on the validity test results, all items in the Affiliate Marketing, Fear of Missing Out (FoMO), and Purchase Decision variables were deemed valid because their calculated r values were greater than the table r values. The reliability test results show that the Affiliate Marketing variable obtained a Cronbach's Alpha value of 0.930, Fear of Missing Out (FoMO) of 0.926, and Purchase Decision of 0.936. All of these values are greater than 0.60, so the research instrument is deemed reliable.

The results of the classical assumption tests indicate that the data satisfy the regression assumptions. The normality test indicates that the data are normally distributed; the multicollinearity test indicates that there is no strong relationship among the independent variables, with a tolerance value of 1.000 and a VIF value of 1.000; and the heteroscedasticity test indicates that there is no evidence of heteroscedasticity in the research model.

The multiple linear regression analysis yielded the equation $Y = 40.333 + 0.161X_1 + 0.185X_2$. This equation indicates that Affiliate Marketing (X_1) and Fear of Missing Out (X_2) have a positive relationship with Purchase Decision (Y). However, based on the t -test results, it is found that Affiliate Marketing has a significance value of 0.264 (>0.05), so it does not have a significant effect on Purchase Decision.

The t -test results show that the Affiliate Marketing variable has a calculated t -value of 1.144 with a significance level of 0.255 (>0.05), while the Fear of Missing Out (FoMO) variable has a calculated t -value of 1.431 with a significance level of 0.156 (>0.05). These results indicate that Affiliate Marketing and Fear of Missing Out (FoMO) do not have a significant effect on the decision to purchase Glad2Glow skincare products on TikTok Shop.

The F -test results show a significance value of 0.196 (>0.05), which means that Affiliate Marketing and Fear of Missing Out (FoMO) do not have a significant simultaneous effect on Purchase Decisions. Furthermore, the coefficient of determination (R^2) of 0.033 indicates that these two variables account for only 3.3% of the variation in Purchase Decisions, while the remaining 96.7% is influenced by other factors outside the research model.

5. CONCLUSION

This study aimed to analyze the influence of Affiliate Marketing and Fear of Missing Out (FoMO) on the purchase decisions of Glad2Glow skincare products on TikTok Shop. Based on the results of the multiple linear regression analysis, Affiliate Marketing and Fear of Missing Out (FoMO) have a positive relationship with Purchase Decisions. However, the t -test results indicate that Affiliate Marketing does not have a significant effect on Purchase Decisions, with a calculated t -value of 1.144, which is lower than the critical t -value of 1.984 and a significance value of 0.255 (>0.05). Likewise, Fear of Missing Out (FoMO) does not have a significant effect on Purchase Decisions, with a calculated t -value of 1.431, which is lower than the critical t -value of 1.984 and a significance value of 0.156 (>0.05).

Furthermore, the F -test results indicate that Affiliate Marketing and Fear of Missing Out (FoMO) simultaneously do not have a significant effect on Purchase Decisions, with a calculated F -value of 1.657, which is lower than the critical F -value of 3.09 and a significance value of 0.196 (>0.05). The coefficient of determination (R^2) value of 0.033

indicates that only 3.3% of the variation in Purchase Decisions can be explained by Affiliate Marketing and Fear of Missing Out (FoMO), while the remaining 96.7% is influenced by other factors outside the research model

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