

**THE INFLUENCE OF FEAR OF MISSING OUT AND BRAND REPUTATION ON
PURCHASE INTENTION OF APPLE PRODUCTS**

**PENGARUH FEAR OF MISSING OUT DAN REPUTASI MEREK TERHADAP MINAT BELI
PRODUK APPLE**

By:

Rivaldy Michael Towoliu¹

Willem J.F.A. Tumbuan²

Merinda H.C. Pandowo³

¹²³International Business Administration, Management Program

Faculty of Economics and Business

Sam Ratulangi University Manado

E-mail:

[¹rivaldytowoliu@gmail.com](mailto:rivaldytowoliu@gmail.com)

[²alfa.tumbuan@unsrat.ac.id](mailto:alfa.tumbuan@unsrat.ac.id)

[³merindapandowo@unsrat.ac.id](mailto:merindapandowo@unsrat.ac.id)

Abstract: Technological development is an ongoing and inevitable phenomenon in the modern world. Devices, such as smartphones, tablets, laptops have become a very important medium in facilitating the development of this technology. They enable quick access to information, entertainment, as well as applications that make everyday tasks easier. This study aims to analyze the Influence of Fear of Missing Out and Brand Reputation on Purchase Intention of Apple Products. This research is approached by an associative quantitative method. Data collection was carried out through a questionnaire distributed to 100 respondent of Gen-Z (17-27 years old). The data is analyzed using multiple linear regression model with SPSS 27 software. The findings obtain shows that there is a significant influence of Fear of Missing Out on Purchase Intention. Then, brand reputation also significantly influences purchase intention. Lastly, Fear of missing out and brand reputation simultaneously influence purchase intention. These findings indicate that people especially Gen-Z, who experienced FOMO will formulate a desire to purchase a product. Also, a reputation of a brand plays a crucial role in the consideration process before purchasing the product. The better the reputation the more intention for people to buy the product.

Kata Kunci: Purchase Intention, Fear of Missing Out (FOMO), Brand Reputation

Abstrak: Perkembangan teknologi merupakan fenomena yang terus berlangsung dan tak terelakkan di dunia modern. Perangkat seperti smartphone, tablet, laptop, telah menjadi media yang sangat penting dalam memfasilitasi perkembangan teknologi ini. Perangkat tersebut memungkinkan akses cepat terhadap informasi, hiburan, serta aplikasi yang memudahkan tugas sehari-hari. Penelitian ini bertujuan untuk menganalisis Pengaruh Fear of Missing Out dan Reputasi Merek terhadap Minat Beli Produk Apple. Penelitian ini menggunakan metode kuantitatif asosiatif. Pengumpulan data dilakukan melalui kuesioner yang disebarluaskan kepada 100 responden Gen-Z (usia 17-27 tahun). Data dianalisis menggunakan model regresi linier berganda dengan perangkat lunak SPSS 27. Temuan yang diperoleh menunjukkan bahwa terdapat pengaruh signifikan Fear of Missing Out terhadap Minat Beli. Kemudian, Reputasi Merek juga berpengaruh signifikan terhadap minat beli. Terakhir, Fear of missing out dan reputasi merek secara simultan berpengaruh terhadap minat beli. Temuan ini menunjukkan bahwa orang-orang, terutama Gen-Z, yang mengalami FOMO akan menimbulkan keinginan untuk membeli suatu produk. Selain itu, reputasi suatu merek memainkan peran penting dalam proses pertimbangan sebelum membeli suatu produk. Semakin baik reputasinya, semakin besar pula niat orang untuk membeli produk tersebut.

Keywords: Minat Beli, Fear of Missing Out (FOMO), Reputasi Merek

INTRODUCTION

Research Background

Technological development is an ongoing and inevitable phenomenon in the modern world. Devices, such as smartphones, tablets, laptops and other smart devices, have become a very important medium in facilitating the development of this technology. Devices are not only practical communication tools, but also control centers for various aspects of our lives. They enable quick access to information, entertainment, as well

as applications that make everyday tasks easier. With electronic devices, one can connect with other people around the world, monitor the latest technological developments, and take advantage of digital services that optimize productivity and comfort.

Apple is a well-known technological corporation with a global reputation for creating iconic innovative products and its robust approach to security. Apple has consistently pushed the boundaries of technology and design. Their product lineup includes smartphone (iPhone), tabs (iPad), laptops (Macbook), and more. Apple is praised for its simple and elegant design aesthetic, user-friendly interfaces, and a well-integrated software and service ecosystem. The brand's commitment to protecting user data and maintaining the integrity of its devices and services is a cornerstone of its reputation.

Buying prestigious brand such as Apple can elevate people's social status of themselves. As what Abdillah and Ayuni (2021) propose that when a consumer buys a product, the people's perceptions on how the brand can elevate their social status matters. When people use a reputable brand, others may view them as a person who has a high standard of living or someone who has a high social status. On the other hand, when society starts using the same product, it acts as a living standard for others. This may cause others to have a feeling of uneasy or "left behind feeling" when the person does not possess the same product as others.

FOMO is the feeling of missing out, at times uneasy and all-consuming, arises from the perception that your peers are engaged in activities, possess superior knowledge, or in possession of more of something better than you. FOMO is a state of condition where a person feels left behind because the people around him have or feel something that he does not have or feel. This is driven by the basic human need to be part of a social group and wider society. People who do not own an apple product feel left out because his peers or surrounding society has an apple product. FOMO can be caused indirectly or directly. In the indirect way, people often share their Apple experiences through social media, whether it is an unboxing video, stunning photograph taken by Iphones, review of the latest features, and so on.

On the other hand, Brand reputation plays a significant role in influencing consumers' purchase intentions. A positive brand reputation can enhance consumer trust and increase the likelihood of them choosing a particular product or service. People tend to buy reputable brand, because it can elevate their social status. People who buy reputable brand may cause others to see them as someone who has a high-status individual. Besides that, buying reputable brands can save someone from the risk of disappointment, resulting in increasing of purchasing intention (Martínez, Pérez, and del Bosque, 2014). Apple is a very reputable brand; hence it is why it is commonly used around the world. People who use Apple product can be seen as someone with high social status and someone who wants to save the time of accepting risk from using other product. It can be seen that important people and artist all around the world uses Iphone as their smartphone.

Based on the explanation of the phenomenon above, this research focuses on analyzing the influence of FOMO (fear of missing out) and Brand reputation on purchase intention of apple products, specifically to gen Z, because they experience a rapid development of digital technology. Technology is identical to electronic devices. Devices such as gadgets are used by all people to access the Internet to share information, work related task, or just to have fun in the digital world. Especially, with the recent phenomenon of online hacker and scammer through social media emerges, it is important to consider the right product brand that may able to minimize this risk. Company brand that produces this device offers varies product. Each company perceives a reputation in the consumers eye, the well reputable the brands are, the more likely people want to buy it. When majority or surrounding people starts to buy the same product, or in this case Apple products. A person can feel a sense of left behind and envy when that person does not experience or possess the same product as its surrounding. This can result in the purchase intention of Apple product. This research was carried out because of a research gap which showed differences in results from previous researches. Bläse et al. (2024) found that FOMO influenced purchase intention, meanwhile Dwisuardinata and Darma (2022) shows otherwise. Wang et al. (2021) found that Brand Reputation influences purchase intention, but Agmekka, Wathon, and Santoso (2019) states otherwise.

Research Objectives

1. To analyze the influence of FOMO on consumers' purchase intention of Apple product
2. To analyze the influence of brand reputation on consumers' purchase intention of Apple product
3. To analyze the influence of FOMO and Brand Reputation on consumer's purchase intention of Apple product

Marketing

Marketing is the process by which companies engage customers, build strong customer relationship, and create customer value in order to capture value from customers in return. Marketing, more than any other business function, deals with customer (Kotler and Armstrong, 2018). In a broader meaning, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Marketing's dual objectives are to attract new customers by promising superior value and to retain and develop current customers by delivering value and satisfaction. Dharmmesta and Handoko (2014) states that marketing is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers.

Marketing Management

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. Kotler and Keller (2016) define marketing management as "the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. The marketing management function involves managing products, pricing, promotions, and distribution to meet customer needs and wants, as well as achieving organizational goals such as increasing sales, market share, and profits. Marketing management plays an important role in helping organizations achieve competitive advantage, build long-term relationships with customers, and expand market share and business growth (Hamid et al., 2023).

Consumer Behavior

Consumer behaviour refers to examining the actions undertaken by individuals or collectives in choosing, purchase, utilizing, or discarding goods, services, ideas, or experience to fulfil their wants and requirements (Solomon et al., 2016). Moreover, according to Dharmmesta and Handoko (2014), "Consumer behavior is the activities of individual who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of activities". Stimulus of a person's respond can come from internal and external factors. Internal factor comes from within the consumer's mind that drives the behavior. External factors are things that happen outside consumer that influences the consumer behavior.

Purchase Intention

Purchase intention is the state in which consumers are willing or likely to behave before making a purchase. For the purpose of marketing and product development, it is crucial to comprehend consumers' purchase intentions. It gives company leverage in understanding the market to more effectively modify their goods or services to boost revenue and profitability (Li, Romainoor, and Sun, 2024). Maxham and Netemeyer (2002) state that purchase intention assesses how likely someone is to buy the company's products or services in the future

Fear of Missing

JWT Intelligence (2011) in Zhang, Jiménez, and Cicala (2020) defines FOMO as the feeling of missing out, at times uneasy and all-consuming, arises from the perception that your peers are engaged in activities, possess superior knowledge, or having more of something superior than you. As what Przybylski et al. (2013) propose that FOMO is "a phenomenon characterized by the desire to stay continually connected with what others are doing and a pervasive apprehension that others might be having rewarding experiences from which one is absent"

Brand Reputation

Brand reputation refers to the perception or impression that consumers have about a trustworthy and dependable brand (Agmeka, Wathon, and Santoso, 2019). In other words, it is defined as the customer's assessment of the brand name related product quality. Similarly, according to Falkenrodt and Alvarez (2022) the products quality is one of the main elements when it comes to the reputation of the company.

Previous Research

Blasé, et al (2023) utilized cross-sectional data from three distinct samples in Switzerland and the United States, which included over 650 participants, reveals that brand credibility and FOMO exert direct influences on

consumers' purchase intentions for fast fashion products. They identified that FOMO has a negative moderating effect on the relationship between brand credibility and fast fashion purchase intentions. Suggesting that consumers with strong FOMO are less interested in brand credibility when making a purchase decision than those without FOMO. Additionally, they demonstrated that our findings apply to both fast and slow fashion, the latter encompassing sustainably produced fashion.

Dwisuardanita and Darma (2022) aimed to determine the effect of social influence, product knowledge, and Fear of Missing Out (FOMO) on purchase intention in arak Bali. The population used was millennials and Generation Z in Denpasar City who had looked for information and consumed arak Bali. The amount of sample used was 153 respondents. Then, data analysis model used the Structural Equation Model (SEM) with AMOS 24. Based on the results of data processing with AMOS 24, it can be concluded that there is a significant and positive effect of social influence on purchase intention, product knowledge on purchase intention, social influence on FOMO, and product knowledge on FOMO. Meanwhile, FOMO has no significant but positive effect on purchase intention

Agmekka, Wathoni, and Santoso (2019) examined the impact of discount framing towards consumer's purchase intention and actual behaviour that may mediated by brand reputation as well as brand image. The researchers conducted a quantitative study with 307 valid sample data from the respondents in Greater Jakarta Area who have ever made purchases in Lazada, a leading e-commerce in Indonesia. The research results show that the path for discount framing in influencing purchase intention and actual behaviour depends on both brand reputation and brand image.

Conceptual Framework

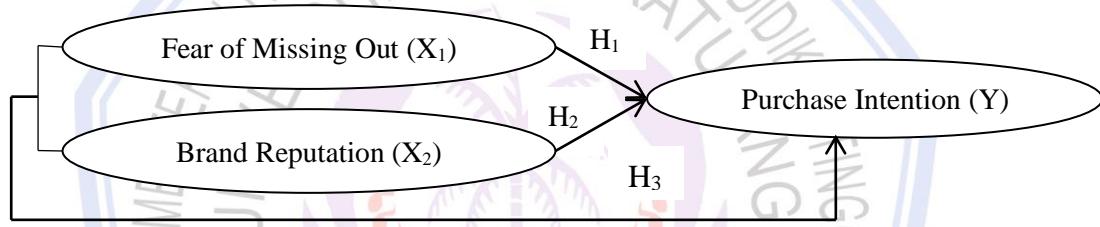


Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H₁: Fear of Missing Out has an influence on Purchase Intention.

H₂: Brand Reputation has an influence on Purchase Intention.

H₃: Fear of Missing Out and Brand Reputation influences Purchase Intention simultaneously.

RESEARCH METHOD

Research Approach

The approach used for this study will be quantitative. Research with a quantitative approach yields new findings that may be achieved through statistical techniques or other methods. A study using a quantitative method pays greater emphasis to a number of symptoms that have particular traits with real-world situations, namely variables (Jaya, 2021:12).

Population, Sample, and Sample Technique

The population of this research is going to be people from the age 17-27, those who are included as Gen-Z. The population size of this research is unknown, therefore to pinpoint the sample size from an unknown population will be using the formula from Jaya (2021) which is 97 respondents minimum, but the researcher targets to get 100 respondents. This research also uses a purposive sampling technique, which is a sampling that can provide information needed by researchers or that is in accordance with the criteria determined by researchers.

Data Collection Method

This research utilizes the Google form platform to distribute online questionnaires as a means of primary data gathering. This method will distribute questionnaires online to a predetermined sample, namely everyone who is in the age of 17-27 and able to afford buy Apple product. So that each respondent's answer can be easily measured, the questionnaire distributed is equipped with a Likert scale in the form of a positive statement.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition of Research Variables

Variable	Operational Definitions	Indicator
Fear of Missing Out (X1)	Feeling of missing out, at times uneasy and all-consuming, arises from the fact that your friends and surroundings owns an Apple product.	1. Personal FOMO 2. Social FOMO (Zhang, Jiménez, and Cicala 2020)
Brand Reputation (X2)	The impression that consumers make about Apple as a trustworthy and dependable brand. In other words, it is defined as how customers view the Apple brand in relation to its quality.	1. Reputable 2. Well-known 3. Reliable 4. Trustworthy (Ahmadi & Ataei, 2024) and (Agmekha, Wathoni, and Santoso, 2019)
Purchase Intention (Y)	The willingness or likelihood that customers feel prior to making a purchase. Purchase intention measure how likely an individual is to make a future purchase of Apple product.	1. Buying Consideration 2. Future Purchase 3. Referential Interest 4. Preferential Interest (Li, Romainoor, and Sun, 2024)

Testing of Research Instruments

Validity and Reliability Tests

The validity test according to Ghazali (2021) aims to measure whether or not the statements in the questionnaire that have been made are valid or invalid. If the statements on a questionnaire may provide information about what the questionnaire is intended to measure, it is considered valid.

The reliability test is a test to determine whether the questionnaire in research shows the level of accuracy and consistency even though this questionnaire is used multiple times (Sugiyono, 2017). In general, the interpretation of Cronbach Alpha less than 0.60 is considered weak, 0.70 is acceptable, and above 0.80 is great.

Tests of Classical Assumption

Normality Test

The purpose of the normality test, according to Ghazali (2021), is to determine if the distribution of the independent and dependent variables in a regression model is normal or abnormal. Kolmogorov-Smirnov can be used for data normality testing. If the result show significance value $> 5\%$ (0.05), it means the data is distributed normally.

Multicollinearity Test

A good regression model is one with no correlation or free from multicollinearity symptoms. Variance inflation factor (VIF) and tolerance are used to determine whether or not there is multicollinearity in the regression model. If the VIF value < 10 it can be concluded that there is no signs of multicollinear symptoms.

Heteroscedasticity Test

The heteroscedasticity test, according to Ghazali (2021), is used to determine whether there is variance inequality in a regression model across studies. When determining if there is heteroscedasticity, the Glejser test is employed, with the following interpretation; if the significance value is > 0.05 then the data does not occur heteroscedasticity.

Multiple Linear Regression Analysis

The amount of influence that exists between the independent and dependent variables is measured using regression analysis. A simple linear regression is one in which there is just one independent variable and one

dependent variable (Juliandi, Irfan, and Manurung, 2014). On the other hand, if the research has more than one independent or dependent variable then it is called multiple linear regression. The equation formula is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y : Purchase Intention
 α : Constant Value
 β : Multiple linear coefficient
 X_1 : Fear of Missing Out
 X_2 : Brand Reputation
 e : error term

Hypothesis Testing

Partially (T-Test)

The T-test is used to test the influence of each independent variable on the dependent variable. The t-test results can be seen in the table in the sig (significance) column. To determine whether the independent variable significantly influence the dependent variable, the following condition must be met:

- If the t-count $>$ t-table or significance $<$ 0.05, then it can be said that there is an influence between the independent variable and the dependent variable partially.
- If the t-count $<$ t-table or significance $>$ 0.05, then it can be said that there is no influence between the independent variable and the dependent variable partially.

Simultaneously (F-Test)

The purpose to perform the F-test is to figure out if all of the independent variables combined brings impact to the dependent variable. To identify whether there is a significant effect of all combined independent variable towards the dependent variable, the following condition must be met:

- If the f-count $>$ f-table or significance $<$ 0.05, then it can be said that there is a significant correlation between all the combined independent to the dependent variable.
- If the f-count $<$ f-table or significance $>$ 0.05, then it can be said that there is no significant correlation between all the combined independent to the dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test

Variable	Statements	Pearson Correlation	Status
Fear of Missing Out (X1)	X1.1	0.829	Valid
	X1.2	0.879	Valid
	X1.3	0.832	Valid
	X1.4	0.857	Valid
	X1.5	0.856	Valid
	X1.6	0.833	Valid
Brand Reputation (X2)	X2.1	0.841	Valid
	X2.2	0.779	Valid
	X2.3	0.827	Valid
	X2.4	0.816	Valid
Purchase Intention (Y)	Y.1	0.744	Valid
	Y.2	0.817	Valid
	Y.3	0.845	Valid
	Y.4	0.742	Valid

Source: Data processed, SPSS 27 (2024)

Based on the data above, it shows that all statements of indicator from Fear of Missing Out (X1), Brand Reputation (X2), and Purchase Intention (Y) variables have a Pearson correlation value greater than the r-table (0.195). Therefore, it was concluded that all statements from each indicator were valid.

Table 3. Reliability Test

Variable	N of Items	Cronbach Alpha	Status
Fear of Missing Out (X1)	6	0.920	Reliable
Brand Reputation (X2)	4	0.832	Reliable
Purchase Intention (Y)	4	0.794	Reliable

Source: Data processed, SPSS 27 (2024)

The Cronbach's Alpha value of all the variable is greater than 0.6, indicating the item statement of all variables that used in this research considered to be reliable.

Classical Assumption Test

Normality Test

Table 4. Normality Test

		One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0,0000000
	Std. Deviation		2,09280403
Most Extreme	Absolute		0,061
Differences	Positive		0,053
	Negative		-0,061
Test Statistic			0,061
Asymp. Sig. (2-tailed) ^c			,200 ^d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed, SPSS 27 (2024)

From the data shows the sig (2-tailed) value is 0.200, which is greater than 0.05, meaning that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Status
Fear of Missing Out (X1)	0.963	1.038	No Multicollinearity
Brand Reputation (X2)	0.963	1.038	No Multicollinearity

Source: Data processed, SPSS 27 (2024)

Based on the result in table 5, the tolerance level and variance inflation factor (VIF) of independent variable X1 and X2 is 0.963 and 1.038. This proves that the tolerance value is greater than 0.10 or VIF value is less than 10, thus it can be concluded that there is no multicollinear symptoms.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Variable	Sig.	Status
Fear of Missing Out (X1)	0.436	No Heteroscedasticity
Brand Reputation (X2)	0.097	No Heteroscedasticity

Source: Data processed, SPSS 27 (2024)

Based on the table 6, the significance value of X1 and X2 are 0.436 and 0.097 respectively. It can be concluded that the regression model has no heteroscedasticity, because all of the significance value is above 0.05

Multiple Linear Regression

Tabel 7. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2,218	1,267			1,751	0,083
Fear of Missing Out	0,171	0,033	0,362		5,239	<0,001
Brand Reputation	0,614	0,073	0,584		8,444	<0,001

Source: Data processed, SPSS 27 (2024)

From the data above, the multiple regression equation can be written as follows:

$$Y = 2.218 + 0.171X_1 + 0.614X_2 + e$$

The equation can be interpreted as follows:

1. The constant value of Purchase Intention (Y) is 2,218, meaning that in a case where Fear of Missing Out (X1) and Brand Reputation (X2) variables are 0, then the Purchase Intention (Y) is 2,218.
2. The coefficient value of Fear of Missing Out variable (X1) have a positive value of 0,171. This shows that if Fear of Missing Out variable (X1) increases by one unit, then the variable Purchase Intention (Y) will increase by 0,171 or 17.1% with the assumption that another independent variable is held constant.
3. The coefficient value of Brand Reputation variable (X2) has a positive value of 0,614. This shows that if Brand Reputation variable (X2) increases by one unit, then the variable Purchase Intention (Y) will increase by 0,614 or 61.4% with the assumption that another independent variable is held constant.

Coefficient of Determination Analysis (R^2)

Table 8. Coefficient Correlation (R) and Coefficient Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.744 ^a	0.553	0.544	2.114

Source: Data processed, SPSS 27 (2024)

Table 8 shows the adjusted R square (R^2) value of the model is 0.544. It means that Fear of Missing Out (X1) and Brand Reputation (X2) as the independent variable explained the value of purchase intention (Y) as the dependent variable as much as 0.544 or 54.4%. The other remaining 45.6% comes from other variables that are not being discussed in this research.

Hypothesis Testing

Partial (T-Test)

Table 9. T-Test Table

Model	t	t-table	Sig.	Status
Fear of Missing Out	5,239	1,984	<0,001	Accepted
Brand Reputation	8,444	1,984	<0,001	Accepted

Source: Data processed, SPSS 27 (2024)

Based on the Table 9, the hypothesis t-Test result can be explained as follows:

1. The t-count value of fear of missing out variable (X1) is 5,239 and its significance value is below 0,001. This means that the t-count > t-table (5,239 > 1,984) and the significance value is less than 0,05. Therefore, it can be concluded that Fear of Missing out (X1) influences purchase intention (Y) of Apple product, and so H1 is supported.
2. The t-count value of brand reputation variable (X2) is 8,444 and its significance value is below 0,001. This means that the t-count > t-table (8,444 > 1,984) and the significance value is less than 0,05. Therefore, it can be concluded that brand reputation (X2) influences purchase intention (Y) of Apple product, and so H2 is supported.

Simultaneous (F-Test)**Table 10. F-Test Result**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	537,147	2	268,573	60,082	<0,001 ^b
Residual	433,603	97	4,470		
Total	970,750	99			

Source: Data processed, SPSS 27 (2024)

Table 10 shows the result of F-count value of 60.082 and significance value of 0.00. F-table value is 3.090. The findings shows that F-count > F-table (60.082 > 3.090). Based on the result, it can be concluded that Fear of Missing Out (X1) and Brand Reputation (X2) have a significant influence on purchase intention (Y) simultaneously, thus H3 is supported.

Discussion**The Influence of Fear of Missing Out on Purchase Intention**

In this study found results that Fear of Missing Out has a significant influence on Purchase Intention. The results shows that fear of missing Out is directly proportional to buying intention, that is, the more people experience fear of missing out, the more someone's buying interest increases. The explanation to why this occur is because experiencing FOMO can increase the Gen-Z's envy, thereby increasing interest in buying a product or brand. On the one hand, Apple products are used by many groups. This can trigger FOMO among Gen-Z because FOMO can arise when the majority or people around have already gained or have an experience or possessed item that we have not experienced before, in this case the item is an Apple product. This is shown by Apple's market share which is always in the top five positions, in three different device categories, namely smartphones, tablets and laptops. On the other hand, the innovation that Apple makes in making its products can trigger FOMO, thereby increasing people buying interest, especially among Gen-Z. New innovation in a product can be interpreted as giving consumers a new experience in using the product, thus creating a desire or interest in Gen-Z consumer to enjoy all the features of the product. As said by Good & Hyman (2021) that buying interest is most likely due to FOMO. FOMO can affect consumers' purchase intention. In particular, the attraction can strengthen purchase intentions by increasing consumers' anticipated excitement and self-enhancement (improving one's image among other people). To best describe it, FOMO is not only limited to psychological conditions, but it can be utilized as a marketing tool (Kang, Cui, and Son, 2019). The results obtained in this research are in line with the results of previous research conducted by Bläse et al. (2024) and Van Parijs (2021) which stated that Fear of Missing Out have a significant influence on purchase intention.

The Influence of Brand Reputation on Purchase Intention

In this research, it was found that Brand Reputation had a significant influence on Purchase Intention. The results shows that Brand Reputation is directly proportional to Purchase Intention, that is, the better the reputation of a brand, the greater a person's buying interest in that product. The explanation to why this occur is that when a consumer is in the consideration process to purchase a product, consumers will have a perspective where choosing a product or brand that has a good reputation will minimize the risk of money and time to find out and experiment with other products that are still unfamiliar, so it could be said that the product which has a good reputation can prevent the risk of disappointment happening to someone. Apart from that, people's perceptions of their social status are influenced by the reputation of the goods they own. Gen-Z consumers will try to improve their social status by purchasing brand products with a good reputation. In this way, people around them will see that they have high social status because they have a reputable brand product. The results obtained in this research are in line with the results of previous research conducted by Wang et al. (2021) which stated that brand reputation have a significant influence on purchase intention.

The Influence of Fear of Missing Out and Brand Reputation on Purchase Intention

Based on the results of hypothesis testing, it can be concluded that Fear of Missing Out and Brand Reputation together have a significant effect on purchase intention among Gen-Z towards Apple products. The Apple company as a leading company in its field offering the best quality and innovation in its products. This is demonstrated by the latest innovations made by Apple from time to time and Apple's commitment to maintaining the quality of its products, one of the cases is maintaining the security of its consumers' data. Fear of Missing Out and Brand Reputation amplifies the desire to own Apple products, driven by the perceived social and

technological benefits associated with being an Apple user. Gen-Z will view ownership of Apple devices not only as a means to stay current with technological advancements but also as a status symbol that enhances their social identity.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the result of data analysis and discussion, the research conclusions can be drawn:

1. Fear of Missing Out has a significant influence on Purchase Intention of Apple product. It can be said that Fear of Missing Out factors an important role in influencing Purchase Intention.
2. Brand Reputation has a significant influence on Purchase Intention of Apple product. It can be said that Brand Reputation factors an important role in influencing Purchase Intention.
3. Fear of Missing Out and Brand Reputation all simultaneously have a significant influence on the purchase intention of Apple product.

Recommendation

1. Marketers can consider the FOMO aspect as a marketing tool to trigger consumer buying interests, hoping that in the end consumers will buy the product. The better the reputation of a brand will generate strong purchasing interest for the consumer. It is expected for managers to continue to maintain a reputation for either a product or a brand, so that the brand becomes more known and trusted by many people, which will ultimately bring improvement to the company as a whole.
2. Future research is suggested to conduct studies and deepen and develop other variables that have not been examined in this study. Further research may also implement moderating or intervening variables to better understand the relationship between variables.

REFERENCES

Abdillah, J. H., & Ayuni, R. F. (2021). Pengaruh Brand Image, Brand Reputation Dan Online Customer Review Terhadap Purchase Intention Pada Tokopedia (Studi Kasus Terhadap Masyarakat Indonesia). *Jurnal Ilmiah Fakultas Ekonomi Dan Bisnis Universitas Brawijaya*, 9(2). Available at: <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7487>. Retrieved on: May 21, 2024

Agmeko, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. Available at: <https://www.sciencedirect.com/science/article/pii/S1877050919319039>. Retrieved on: May 21, 2024

Ahmadi, A., & Ataei, A. (2024). Emotional Attachment: A Bridge Between Brand Reputation And Brand Advocacy. *Asia-Pacific Journal of Business Administration*, 16(1), 1–20. Available at: https://www.researchgate.net/publication/361511969_Emotiona... Retrieved on: May 21, 2024

Juliandi, A., Irfan., & Manurung, S. (2014). *Metodologi Penelitian Bisnis: Konsep dan Aplikasi*. Medan: UMSU Press.

Bläse, R., Filser, M., Kraus, S., Puusalainen, K., & Moog, P. (2024). Non-Sustainable Buying Behavior: How The Fear Of Missing Out Drives Purchase Intentions In The Fast Fashion Industry. *Business Strategy and the Environment*, 33(2), 626–641. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1002/bse.3509>. Retrieved on: May 21, 2024

Dharmmesta, B. S., & Handoko, H. (2014). *Manajemen Pemasaran Analisis Perilaku Konsumen*. 1st Edition. Yogyakarta: BPPFE.

Dwisuardinata, I. B. N., & Darma, G. S. (2023). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) towards Purchase Intention on Alcoholic Beverage in Bali. *Binus Business Review*, 14(1), 1–11. Available at: <https://journal.binus.ac.id/index.php/BBR/article/download/8919/4667>. Retrieved on: May 21, 2024

Falkenrodt, I., & Alvarez, A.R. (2022). *The Influence Of Corporate Brand Reputation On The Purchase Intention Of The Post-Postmodern Consumer Society*. (Master Thesis, Lund University). Available at: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordOId=9095723&fileOId=9095727>. Retrieved on: May 21, 2024

Ghozali, I. (2021). *Applikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Edisi 10. Semarang: Badan Penerbit Universitas Diponegoro.

Hamid, R., Ariasih, M., Suarniki, N. N., Purwoko, & Nurchayati. (2023). *Manajemen Pemasaran Modern (Strategi dan Taktik Untuk Kesuksesan Bisnis)*. Jambi: PT. Sonpedia Publishing Indonesia

Jaya, I. M. L. (2021). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Quadrant

Kang, I., Cui, H., & Son, J. (2019). Conformity consumption behavior and FOMO. *Sustainability (Switzerland)*, 11(17). Available at: <https://www.mdpi.com/2071-1050/11/17/4734>. Retrieved on: May 21, 2024

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson Education.

Kotler, P., & Keller, K. (2016). *Marketing Management*. 15th Edition. Pearson Education.

Li, X., Romainoor, N. H., & Sun, Z. (2024). Factors In Consumers' Purchase Intention For Gejia Batik. *Helijon*, 10(1). Available at: <https://www.sciencedirect.com/science/article/pii/S2405844023102933>. Retrieved on: May 21, 2024

Martínez, P., Pérez, A., & del Bosque, I. R. (2014). CSR Influence On Hotel Brand Image And Loyalty. *Academia Revista Latinoamericana de Administracion*, 27(2), 267–283. Available at: <https://Www.Emerald.Com/Insight/Content/Doi/10.1108/ARLA-12-2013-0190/Full/Html>. Retrieved on: May 21, 2024

Maxham, J. G. III, & Netemeyer, R. G. (2002). A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts. *Journal of Marketing*, 66(4), 57–71. Available at: <https://psycnet.apa.org/record/2003-09965-001>. Retrieved on: May 21, 2024

Van Parijs, A. (2021). The Effect Of Fomo In Advertising On Consumer Desire. (Master Thesis, Ghent University). Available at: <https://lib.ugent.be/catalog/rug01:002837132>. Retrieved on: May 21, 2024

Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, Emotional, And Behavioral Correlates Of Fear Of Missing Out. *Computers in Human Behavior*, 29(4), 1841–1848. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0747563213000800>. Retrieved on: May 21, 2024

Solomon, M. R., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2016). *Consumer Behaviour: A European Perspective*. 6th Edition. Pearson Education.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Wang, S., Liao, Y. K., Wu, W. Y., & Lê, H. B. K. (2021). Hypothesis The Role Of Corporate Social Responsibility Perceptions In Brand Equity, Brand Credibility, Brand Reputation, And Purchase Intentions. *Sustainability (Switzerland)*, 13(21). Available at: <https://www.mdpi.com/2071-1050/13/21/11975>. Retrieved on: May 21, 2024

