



The Effect of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on Purchase Intention toward Music Concert Tickets in Indonesia

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Abstract. This study aims to examine the effect of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on purchase intention toward music concert tickets. The study employed a quantitative approach with a causal research design. Data were collected through an online questionnaire using a five-point Likert scale. A total of 127 valid responses were analyzed after the data cleaning process. The independent variables consisted of E-WOM and FOMO, while the dependent variable was purchase intention. The data were analyzed using multiple linear regression with SPSS. The results show that E-WOM has a positive and significant effect on purchase intention, with a regression coefficient of 0.453 and a significance value of 0.000. FOMO also has a positive and significant effect on purchase intention, with a regression coefficient of 0.515 and a significance value of 0.000. Simultaneously, E-WOM and FOMO significantly influence purchase intention, as indicated by an F-value of 250.161 and a significance value of 0.000. The coefficient of determination shows that both variables explain 80.1% of the variance in purchase intention. These findings indicate that consumers' intention to purchase music concert tickets is influenced by both informational factors from digital platforms and psychological pressure arising from social media exposure.

Keywords: Digital Marketing; Electronic Word of Mouth; Fear of Missing Out; Music Concert; Purchase Intention.

1. INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior across various industries, including the entertainment sector. The widespread adoption of social media and digital platforms has changed the way consumers search for information, evaluate products and services, and make purchasing decisions. In the live music event industry, audiences increasingly rely on digital information before deciding to purchase concert tickets (Hartati et al., 2026; Fitri, 2024). Rather than depending solely on promotional campaigns organized by event organizers, consumers actively seek reviews, recommendations, testimonials, and discussions shared by other users through social networking platforms. Consequently, digital interactions have become an essential factor influencing consumers' purchase intentions toward live music events.

One of the most influential forms of digital communication is Electronic Word of Mouth (E-WOM), which refers to opinions, experiences, and recommendations voluntarily shared by consumers through digital media. Compared with traditional marketing communication, E-WOM is generally perceived as more credible because it originates from consumers who have directly experienced a product or service. Positive reviews and

recommendations reduce uncertainty, strengthen consumers' confidence, and improve perceptions regarding the quality of an event, whereas negative reviews may discourage potential audiences from purchasing tickets. Therefore, E-WOM has become an important source of information that shapes consumers' purchase intention in the entertainment industry (Sudiantini et al., 2023).

Besides informational factors, psychological motivations also influence consumers' purchasing behavior. One psychological factor receiving increasing attention is Fear of Missing Out (FOMO), which describes an individual's anxiety about missing rewarding experiences enjoyed by others. The extensive use of social media enables consumers to continuously observe concerts and entertainment experiences shared by friends, influencers, and online communities. Such exposure often generates psychological pressure to participate in similar experiences, encouraging consumers to purchase event tickets in order to avoid feelings of exclusion. Consequently, FOMO has emerged as an important emotional driver affecting purchase intention, particularly in experience-based industries such as live music events.

Purchase intention represents an individual's willingness to purchase a product or service before actual purchasing behavior occurs. According to the Theory of Planned Behavior (TPB), purchase intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. Within the context of live music events, positive information obtained through E-WOM contributes to favorable attitudes toward attending concerts, while FOMO reflects the influence of subjective norms arising from social interactions and digital communities (Iqbal et al., 2026). Therefore, TPB provides an appropriate theoretical framework for explaining how informational and psychological factors jointly influence consumers' purchase intention.

Previous studies have consistently demonstrated that E-WOM positively affects purchase intention by increasing information credibility and consumer confidence. Likewise, previous research has reported that FOMO significantly encourages consumers' intention to purchase products and participate in experiences promoted through social media. However, most empirical studies have focused on e-commerce, tourism, fashion, food and beverage, beauty products, or digital payment services. Limited studies have simultaneously examined the influence of E-WOM and FOMO on purchase intention within the live music event industry, particularly in the Indonesian context. Moreover, the rapid expansion of Indonesia's live entertainment industry and the increasing role of digital marketing indicate the need for further investigation into the factors driving consumers' intentions to purchase concert tickets.

This study addresses the identified research gap by examining the simultaneous influence of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on purchase intention toward live music events in Indonesia. The findings are expected to contribute to the literature on consumer behavior and digital marketing while providing practical insights for event organizers in developing more effective marketing strategies to increase consumers' purchase intention.

2. THEORETICAL STUDY

Theory of Planned Behaviour

The Theory of Planned Behavior (TPB), developed by Ajzen (1991) explains that intention is the primary factor influencing an individual's actual behavior. Intention is shaped by three key determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. The more favorable an individual's evaluation of a particular behavior, the greater the perceived social support, and the stronger the individual's confidence in performing the behavior, the more likely the individual is to develop the intention to engage in that behavior (Ajzen, 1991).

In the context of live music events, the Theory of Planned Behavior explains that purchase intention is formed through the interaction of rational and psychological factors. Information obtained through Electronic Word of Mouth (E-WOM) contributes to shaping consumers' attitudes toward a concert, while Fear of Missing Out (FOMO) reflects the influence of subjective norms that encourage individuals to participate in experiences that are currently popular. Therefore, TPB provides a relevant theoretical foundation for explaining the relationship between Electronic Word of Mouth (E-WOM), Fear of Missing Out (FOMO), and purchase intention (Ivanov et al., 2024).

Electronic Word of Mouth

Electronic Word of Mouth (E-WOM) refers to consumer-to-consumer communication that occurs through digital media, such as social media, online forums, and review platforms, where consumers share their experiences, opinions, and information regarding a product or service (Ismagilova et al., 2020). Unlike company-generated marketing communications, E-WOM is based on consumers' actual experiences, making it more objective and perceived as having higher credibility.

In the live music event industry, E-WOM may take the form of concert reviews, comments on social media, videos documenting concert experiences, and online discussions regarding the quality of event organization. Such information serves as one of the primary

sources of reference for prospective audiences when evaluating the quality of a concert before deciding to purchase tickets. Ngo et al. (2024) stated that information characterized by high credibility, usefulness, and persuasiveness is more effective in increasing consumers' purchase intention.

Fear of Missing Out

Fear of Missing Out (FOMO) is a psychological condition characterized by feelings of anxiety or concern about missing valuable experiences that others are enjoying (Elhai et al., 2021). This phenomenon has become increasingly prevalent with the rapid growth of social media, where individuals are continuously exposed to activities and experiences shared by other users.

In the context of live music events, FOMO arises when individuals observe friends, influencers, or other social media users attending concerts and sharing their experiences online. Such exposure encourages individuals to attend similar events to avoid feeling excluded from their social environment. Furthermore, FOMO is closely associated with social comparison, which refers to an individual's tendency to compare themselves with others, thereby strengthening the motivation to make a purchase (Laili et al., 2025). Therefore, FOMO is considered an emotional factor that can enhance purchase intention through social pressure and the desire to participate in similar experiences.

Purchase Intention

Purchase intention refers to an individual's tendency or willingness to purchase a product or service in the future and is commonly used as an early indicator for predicting actual purchasing behavior (Ajzen, 1991; Ivanov et al., 2024). Purchase intention is formed through consumers' evaluation of the information they receive, their perceived value of a product or service, and the emotional motivations that influence their decision-making process.

In the context of live music events, purchase intention reflects not only the intention to purchase concert tickets but also the desire to obtain valuable entertainment and social experiences. Since consumers cannot directly evaluate the quality of a concert before attending it, their purchasing decisions are largely influenced by digital information, the experiences shared by other consumers, and psychological factors that develop through social media (Getz & Page, 2019; Choi et al., 2020; Kim & Kwon, 2021). Therefore, in this study, purchase intention is regarded as the outcome of information conveyed through Electronic Word of Mouth (E-WOM) and the emotional motivation triggered by Fear of Missing Out (FOMO).

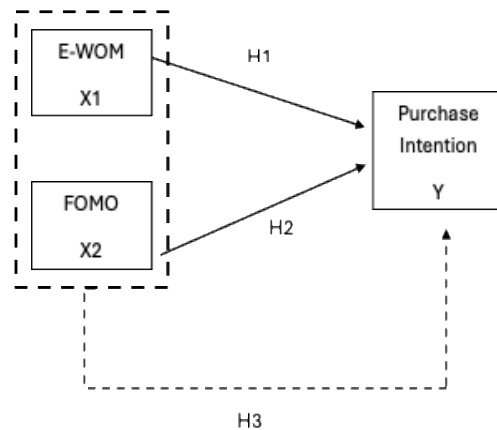


Figure 1. Conceptual Framework

3. METHODOLOGY

This study employed a quantitative approach with a causal research design to examine the effect of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on purchase intention toward live music events in Indonesia (Sugiyono, 2020). The independent variables consisted of Electronic Word of Mouth (X1) and Fear of Missing Out (X2), while Purchase Intention (Y) served as the dependent variable. Electronic Word of Mouth was measured using three indicators, namely credibility, information usefulness, and persuasiveness, adapted from Ismagilova (2020) and Ngo et al (2024). Fear of Missing Out was measured using three indicators consisting of concern about missing social experiences, social comparison, and consumption deprivation, adapted from Elhai et al (2021), Laili et al (2025), and Christy (2022). Meanwhile, Purchase Intention was measured using five indicators, namely intention to buy, plan to purchase, desire to purchase, likelihood of purchase, and willingness to pay, adapted from Getz & Page (2019), Choi et al (2020), and Kim and Kwon (2021).

The population of this study comprised individuals who had attended live music events in Indonesia. Since the population size was unknown, the minimum sample size was determined using the Lemeshow formula. The calculation indicated a minimum requirement of 96 respondents; however, to improve data reliability and anticipate incomplete responses, the study collected data from 127 respondents who met the predetermined criteria, namely individuals who had attended live music concerts, actively used social media, and had viewed reviews or content related to live music events on digital platforms. Respondents were selected using a non-probability purposive sampling technique (Sugiyono, 2020). Primary data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Prior to hypothesis testing, the research instrument was evaluated through validity and

reliability tests to ensure measurement accuracy and consistency (Ghozali, 2021). Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to verify that the regression model satisfied the required statistical assumptions. Data analysis was performed using multiple linear regression with the Statistical Package for the Social Sciences (SPSS) software. The analysis included partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2) to determine the magnitude of the influence of Electronic Word of Mouth and Fear of Missing Out on Purchase Intention (Ghozali, 2021).

4. RESULT AND DISCUSSION

Result

Normality Test

Table 1. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			127
Normal Parameters ^{a,b}	Mean		0E-7
	Std. Deviation		2.50930672
	Absolute		.147
Most Extreme Differences	Positive		.147
	Negative		-.133
Kolmogorov-Smirnov Z			1.658
Asymp. Sig. (2-tailed)			.008

Source: Primary data, research questionnaire (2026)

However, considering the sample size of 127 respondents, the regression analysis may still be interpreted cautiously by referring to the central limit theorem and by strengthening the analysis through graphical inspection or robust estimation. Therefore, the regression model satisfies the normality assumption and is appropriate for further analysis (Ghozali, 2021).

Multicollinearity Test

Table 2. Tolerance and VIF Value Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.807	.967		.835	.405
	X1	.453	.052	.564	8.650	.000
	X2	.515	.088	.381	5.843	.000
Coefficients ^a						
Model		Collinearity Statistics				
		Tolerance				VIF
1	(Constant)					
	X1	.377				2.651
	X2	.377				2.651

Source: Primary data, research questionnaire (2026)

Table 2 shows the results of the multicollinearity test. All independent variables have Tolerance values above 0.10 and VIF values below 10, indicating that no multicollinearity exists among the independent variables (Ghozali, 2021).

Heteroscedasticity Test

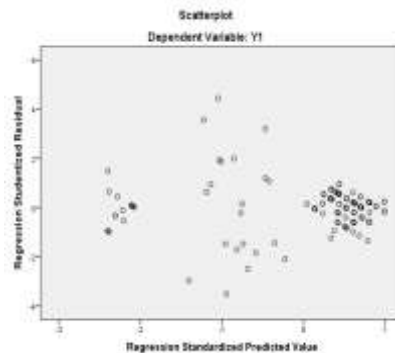


Figure 2. Heteroscedasticity with Scatterplot

Source: Primary data, research questionnaire (2026)

Figure 2 presents the results of the heteroscedasticity test. The significance values of all independent variables exceed 0.05, indicating that the regression model does not exhibit heteroscedasticity (Ghozali, 2021).

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.807	.967		.835	.405
	X1	.453	.052	.564	8.650	.000
	X2	.515	.088	.381	5.843	.000
Coefficients ^a						
Model		Collinearity Statistics				
		Tolerance				VIF
1	(Constant)					
	X1			.377		2.651
	X2			.377		2.651

Source: Primary data, research questionnaire (2026)

Table 3 presents the results of the multiple linear regression analysis. The estimated regression equation is as follows:

$$Y = 0.807 + 0.453X1 + 0.515X2$$

Based on Table 4 both Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) have positive regression coefficients. The constant value of 0.807 represents the Purchase Intention score when both independent variables are assumed to be constant. The regression coefficient of Electronic Word of Mouth (0.453) indicates that each one-unit increase in E-WOM increases Purchase Intention by 0.453 units, while the regression

coefficient of Fear of Missing Out (0.515) indicates that each one-unit increase in FOMO increases Purchase Intention by 0.515 units. These findings suggest that improvements in both variables contribute positively to increasing consumers' purchase intention toward live music events.

Partial Test (t-test)

Table 4. t Test.

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.807	.967	.835	.405
	X1	.453	.052	.564	8.650
	X2	.515	.088	.381	5.843
					.000
					.000
Coefficients^a					
Model	Collinearity Statistics				
	Tolerance		VIF		
1	(Constant)				
	X1	.377			2.651
	X2	.377			2.651

Source: Primary data, research questionnaire (2026)

The t-test results show that Electronic Word of Mouth has a positive and significant effect on purchase intention, as indicated by a t-value of 8.650 and a significance value of 0.000. Therefore, H1 is accepted. Fear of Missing Out also has a positive and significant effect on purchase intention, as indicated by a t-value of 5.843 and a significance value of 0.000. Therefore, H2 is accepted.

Simultaneous Test (F-test)

Table 5. F test

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3201.146	2	1600.573	250.161	.000 ^b
	Residual	793.374	124	6.398		
	Total	3994.520	126			

Source: Primary data, research questionnaire (2026)

The F-test result shows an F-value of 250.161 with a significance value of 0.000. Since the significance value is lower than 0.05, Electronic Word of Mouth and Fear of Missing Out simultaneously have a significant effect on purchase intention. Therefore, H3 is accepted.

Coefficient of Determination (R^2)

Table 6. Coefficient of Determination Test

Model Summary^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.895 ^a	.801	.798	2.529

Source: Primary data, research questionnaire (2026)

The coefficient of determination shows an R Square value of 0.801. This means that Electronic Word of Mouth and Fear of Missing Out explain 80.1% of the variance in purchase intention, while the remaining 19.9% is explained by other variables outside the model, such as ticket price, artist popularity, event location, perceived value, income level, and promotional strategy.

Discussion

The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention

The findings demonstrate that Electronic Word of Mouth (E-WOM) has a positive and significant effect on Purchase Intention toward live music events. This indicates that consumers tend to develop stronger intentions to purchase concert tickets when they receive positive, credible, and persuasive information through digital platforms. Reviews, testimonials, and online discussions reduce perceived uncertainty and strengthen consumers' confidence before making purchasing decisions.

These findings support the Theory of Planned Behavior proposed by Ajzen (1991), which explains that attitudes formed through information influence behavioral intention. Positive Electronic Word of Mouth contributes to favorable consumer attitudes toward live music events, thereby increasing Purchase Intention. Furthermore, the results are consistent with previous studies conducted by Ismagilova et al. (2020) and Ngo et al. (2024), which reported that credible online information significantly enhances consumers' purchase intentions.

The Effect of Fear of Missing Out (FOMO) on Purchase Intention

The results also indicate that Fear of Missing Out (FOMO) positively and significantly affects Purchase Intention. Consumers experiencing stronger concerns about missing valuable social experiences are more likely to purchase tickets for live music events. Social media exposure, limited ticket availability, and the desire to participate in popular experiences contribute to consumers' willingness to attend concerts.

These findings are consistent with the Theory of Planned Behavior, particularly the role of subjective norms in shaping behavioral intention. The results also support previous

studies by Elhai et al. (2021) and Laili et al. (2025), which concluded that Fear of Missing Out serves as an important psychological driver of purchase intention in digital consumption contexts.

The Simultaneous Effect of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on Purchase Intention

The simultaneous analysis confirms that Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) jointly have a significant influence on Purchase Intention. This finding suggests that consumers' purchase intentions are shaped by both rational and emotional considerations. Electronic Word of Mouth provides reliable information that strengthens consumer evaluations, whereas Fear of Missing Out creates emotional urgency to participate in valuable social experiences.

The combination of these two factors provides a more comprehensive explanation of consumer behavior in the live music industry. Consumers first evaluate information available through digital platforms and subsequently experience emotional pressure to avoid missing meaningful experiences, ultimately increasing their intention to purchase concert tickets. These findings are consistent with previous studies by Ismagilova et al. (2020), Ngo et al. (2024), Elhai et al. (2021), and Laili et al. (2025), which emphasize the complementary roles of informational and psychological factors in influencing consumer purchase intention.

5. CONCLUSION AND RECOMMENDATION

This study aimed to examine the effects of Electronic Word of Mouth (E-WOM) and Fear of Missing Out (FOMO) on purchase intention toward live music concert tickets in Indonesia. The findings indicate that both Electronic Word of Mouth and Fear of Missing Out have positive and significant effects on purchase intention, both individually and simultaneously. Electronic Word of Mouth strengthens consumers' confidence by providing credible and persuasive information through digital platforms, while Fear of Missing Out encourages consumers to participate in live music events due to psychological and social motivations. Furthermore, the coefficient of determination demonstrates that both variables explain a substantial proportion of consumers' purchase intention, indicating that informational and psychological factors jointly play an important role in shaping ticket purchasing intentions in the Indonesian live music industry.

Although the study provides empirical evidence regarding the influence of E-WOM and FOMO on purchase intention, several limitations should be acknowledged. First, the respondents were limited to individuals who had attended live music events and actively used

social media, which may limit the generalizability of the findings to other consumer groups or entertainment sectors. Second, the study employed a cross-sectional research design, preventing the observation of changes in consumer behavior over time. Third, purchase intention was explained only by Electronic Word of Mouth and Fear of Missing Out, whereas other potentially influential factors, such as ticket price, artist popularity, event quality, perceived value, promotional activities, and consumer income, were not included in the research model.

Based on these findings, event organizers are encouraged to strengthen digital marketing strategies by facilitating positive Electronic Word of Mouth through engaging social media content, customer testimonials, and online community interactions. In addition, marketing campaigns that emphasize exclusivity, limited availability, and memorable event experiences may effectively leverage Fear of Missing Out to enhance consumers' purchase intention. Future researchers are recommended to expand the research model by incorporating additional variables, increasing the diversity of respondents, comparing different entertainment sectors or countries, and employing longitudinal or mixed-method approaches to obtain a more comprehensive understanding of consumer purchase intention in the digital entertainment industry.

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