



The Moderating Role Of Fomo: Electronic Word Of Mouth And Brand Image On Iphone Repurchase Intention Among Generation Z In Palu City

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ABSTRACT

This study aims to examine the influence of electronic word of mouth (E-WOM) and brand image on repurchase intention, as well as the moderating role of Fear of Missing Out (FOMO) among Generation Z iPhone users in Palu City. A quantitative approach was employed using data collected from 130 respondents through purposive sampling. The analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that both E-WOM and brand image have a positive and significant effect on repurchase intention, with brand image showing a more dominant influence. However, FOMO does not significantly moderate the relationship between E-WOM and repurchase intention, nor between brand image and repurchase intention. This indicates that repurchase decisions are primarily driven by rational evaluation of information and stable brand perceptions rather than short-term psychological pressures. This study contributes to the literature by clarifying the limited role of FOMO as a moderating variable in repurchase contexts and emphasizes the importance of cognitive and perceptual factors in shaping consumer behavior.

INTRODUCTION

Advances in digital technology and social media have transformed the way consumers form consumption patterns toward a brand (Evrianti et al., 2025). This indicates that social media not only serves as a communication tool but has also been shown to indirectly influence business performance through corporate reputation (Syarifuddin et al., 2019). These dynamic market conditions require companies to conduct continuous environmental assessments to ensure sustained business growth amid increasingly intense competition (Adam et al., 2021). In the smartphone industry, this shift is particularly evident in products like the iPhone, which is perceived not only as a communication tool but also as a symbol of status, lifestyle, and

innovation. In Indonesia itself, Apple has grown to become one of the leading technology brands despite facing challenges and high product prices in a highly competitive market (Adrian et al., 2025).

According to Start.io (2024) statistics show that approximately 50.5% of iPhone users in Indonesia belong to Generation Z. Generation Z refers to the demographic born between 1997 and 2012 who grew up in an environment heavily influenced by the development of digital technology and social media. Gen Z is known for using the internet as their primary source of information and conducting research before making purchasing decisions, indicating a tendency toward more critical and information-based thinking (Bulante et al., 2025). On the other hand, the iPhone market in Palu can be categorized as a premium smartphone market with fairly stable demand, even though it does not dominate the overall market. The presence of various stores selling iPhone products, both new and used, indicates that these devices have their own distinct consumer segment within Palu's urban population. Based on interviews with several official retail stores selling iPhone products in Palu, it was found that approximately 70% of iPhone purchases are made by Gen Z, particularly those in the productive age group between 20 and 29 years old. This indicates that Gen Z is the largest consumer segment for iPhone usage in Palu, with the highest sales volumes for the iPhone 17 series and the 13 series.

The issue arises when Gen Z, a generation known for its deep familiarity with digital technology fails to leverage Electronic Word of Mouth (E-WOM) and brand image, which should serve as rational sources of information for Gen Z to evaluate a product's quality and utility before deciding to make a purchase. Another phenomenon, however, shows the opposite: Gen Z's purchase of iPhones indicates a shift in consumption patterns that are not only based on functional needs but are also driven by psychological and social factors (Prabowo & Santoso, 2025). Research findings (Godeliva & Gelgel, 2022) support this, indicating that the iPhone is not merely a communication tool but is used to appear more modern, seem more competent at work, enhance self-worth and social status, and be perceived as a wealthy or affluent individual due to the ability to purchase expensive and prestigious items. This indicates that there are psychological factors influencing consumption patterns among Gen Z, one of which is FOMO (Fear of Missing Out), which arises due to exposure to advertisements on social media and influencer reviews (Mu'awiyah & Jurana, 2025).

The primary factors driving the spread of the FOMO phenomenon are the development of social media and the penetration of the internet; consequently, individuals who actively use social media and the internet in their daily lives tend to be more susceptible (Widiayanti et al., 2022). In the context of consumer behavior, psychological concepts such as FOMO can be integrated into marketing science because the modern marketing perspective has shifted from mere economic transactions toward a deep understanding of the psychological mechanisms underlying consumer preferences and actions. In marketing, the FOMO phenomenon is often utilized as a strategy to understand consumer behavior in the digital age to enhance consumer response to promotions and marketing campaigns. This strategy works because FOMO can drive consumers to make purchasing decisions quickly so they do not feel left behind by existing trends or opportunities (Gunawan, 2024).

In line with the above conditions, this demonstrates how companies can attract consumers to repurchase their products. This is achieved by focusing on brand image and understanding consumer behavior, which is influenced by each individual's psychological factors (Putri et al., 2024). Brand image itself is a key factor influencing consumer purchasing decisions, serving as the foundation for manufacturers in designing marketing strategies and identifying the appropriate target market (Iskandar & Nio, 2023). Interest in repurchasing iPhone products can also be influenced by E-WOM. Electronic Word of Mouth (E-WOM) plays a crucial role in shaping consumer purchase intent. This is because rapid advancements in technology and information have a significant impact on the business world. The presence of the internet has made it easier

for businesses to expand their market reach and interact more effectively with consumers (Aropah et al., 2022).

On the other hand, although the explanation of E-WOM and Brand Image above indicates a positive influence on Repurchase Intention, empirical findings regarding the influence of these two variables on Repurchase Intention for the iPhone still show inconsistent results. Some studies indicate a weak or even insignificant influence; this inconsistency in findings suggests that the relationship between E-WOM, Brand Image, and Repurchase Intention has not yet been fully and comprehensively understood. One of the main weaknesses in previous research is the tendency to test only the direct effects between variables, without considering consumer psychological factors. However, in the context of consumer behavior in the digital era, psychological factors such as Fear of Missing Out (FOMO) are becoming increasingly relevant because the intensity of social media use can trigger an emotional urge to follow certain consumption trends. On the other hand, research integrating FOMO as a moderating variable in the relationship between E-WOM, brand image, and repurchase intention remains relatively limited, particularly within the context of Generation Z iPhone users in Indonesia. Therefore, this study was conducted to address this research gap by examining the moderating role of FOMO in strengthening the influence of E-WOM and brand image on repurchase intention for iPhone products among Generation Z in Palu. As such, this study is expected to provide a theoretical contribution to the development of psychology based consumer behavior research, as well as practical insights for companies in designing more effective marketing strategies in the digital age.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM)

According to Chaffey & Ellis-Chadwick (2022:47) Electronic word of mouth (E-WOM) is an extension of traditional face-to-face word of mouth, in which communication between individuals takes place in a digital environment. According to Ismagilova et al. (2020) electronic word of mouth (E-WOM) is defined as a dynamic and continuous process of information exchange between potential consumers, actual consumers, or former consumers regarding a product, service, brand, or company, which is available to many individuals and institutions via the Internet. Meanwhile, Nofandrilla (2025) defines E-WOM as a marketing communication approach involving the dissemination of recommendations about goods and services through social media or e-commerce platforms, with the aim of influencing potential buyers through user experience reviews.

With E-WOM, customers can easily interact with one another and share information via social media regarding their product usage experiences (Rustianingsih & Setyawan, 2025). E-WOM has a strong influence on consumer preferences. This can occur due to factors such as trust in the source of E-WOM, the relevance of the information to consumer needs, and the quality of the reviews (Agustina & Setiyarini, 2025). According to Goyette I. et al. (2010) E-WOM consists of three main indicators: Intensity, Valence of Opinion, and Content.

Brand Image

According to Wiestner & Spiller (2025:186) Brand Image is a crucial component of a company's overall marketing strategy, as it reflects consumers' perceptions and beliefs regarding a specific brand. Brand image is a synthesis of all symbols used by the brand, which ultimately plays a significant role in the customer decision-making process. Meanwhile, according to Li & Lee (2024) brand image is a combination of brand information and consumer experiences formed in the consumer's mind. Brand image reflects the associations formed during product purchases, which directly influence consumer loyalty. On the other hand, according to Rahmawaty & Eka Purnama (2025) brand image is the consumer's perception and mental picture

of a brand, shaped through experience, marketing communication, and interactions with credible influencers, which subsequently influences how consumers evaluate the brand in relation to their purchase intentions.

Brand image is one of the key factors in brand management for ensuring long-term survival, winning in the competitive market, increasing sales, and thereby boosting revenue (Yazid & Kawiryan, 2023). Brand image itself provides a positive perspective by increasing trust and fostering emotional attachment. This connection between the brand and consumers can naturally cultivate consumer loyalty (Kusumastuti et al., 2025). According to Biel (1992) Brand Image consists of three indicators: corporate image, user image, and product image

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a concept introduced in 2004 to describe a phenomenon that emerged in the context of social media (Gupta & Sharma, 2021). According to Handiman & Cahya, (2025:01) FOMO is characterized by the anxiety individuals feel when they believe they are missing out on valuable experiences enjoyed by others. The implications of FOMO are profound, as it not only drives individuals to seek out experiences but also affects their emotional and psychological well-being. Based on this definition, there is consensus regarding the core of FOMO: an unpleasant feeling arising from missed social experiences, driven by comparing one's activities with those of others (Groenestein et al., 2024).

FOMO arises when someone begins comparing their life to those around them. From this comparison, anxiety often arises from the feeling of not having the same opportunities or being unable to handle challenges as well as others, especially when available opportunities feel so limited (Nitoiu, 2025). Additionally, the development of social media and internet penetration has caused the FOMO phenomenon to spread globally. Individuals who actively use social media and the internet daily are considered vulnerable to the FOMO phenomenon (Widiayanti et al., 2022). According to Sette (2019) FOMO consists of three indicators: Need to Belong, Need for Popularity, and Anxiety

Repurchase Intention

According to Solomon & Russell (2024:140) repurchase intention reflects a conscious decision to continue purchasing the same brand. It should be noted that this definition implies that consumers not only purchase the brand routinely but also hold a strong positive attitude toward it, rather than simply buying out of habit. Meanwhile, according to Samin & Darma (2024) Repurchase intention refers to a process in which, after a consumer makes an initial purchase, a desire arises to repurchase the same product or service.

Repurchase intention is a key indicator in marketing strategy as it reflects a company's success in retaining customers (Santiko & Huda, 2025). Repurchase intention reflects consumers' willingness to repeatedly repurchase a brand's products or services. High repurchase intention contributes to the stability of a company's revenue through increased customer lifetime value and reduced customer acquisition costs (Salim & Widowati, 2026). According to research by Maribeth Adela & Meylani Tuti (2024) the concept of repurchase intention comprises four components: transactional, referential, preferential, and exploratory intentions.

The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention

E-WOM has an influence on repurchase intention, if a consumer provides a positive review, other consumers tend to want to purchase that product. Conversely, negative reviews can cause consumers to reconsider and purchase a different product (Khoirudin & Marginingsih, 2025). Positive E-WOM demonstrates that public perception through online reviews and recommendations can shape consumers' behavioral decisions to continue repurchasing the same product (Mayangsari & Damanik, 2025). Based on research conducted by Anjaya & Dwita

(2023) similar results indicate that E-WOM has a positive and significant influence on the repurchase intention for iPhone products.

The Influence of Brand Image on Repurchase Intention

A brand must stand out from its competitors to build a positive image in consumers' minds and attract their purchasing interest (Fahmy et al., 2024). The iPhone is perceived as a superior, strong brand with its own unique qualities; this makes consumers feel more confident and satisfied, thereby encouraging them to continue using the product and make repeat purchases in the future (Sofianti et al., 2025). This aligns with research conducted by Sumantri & Suciningtyas (2025) which shows that the stronger and more positive consumers' perceptions of the iPhone brand are, the higher their tendency to make repeat purchases.

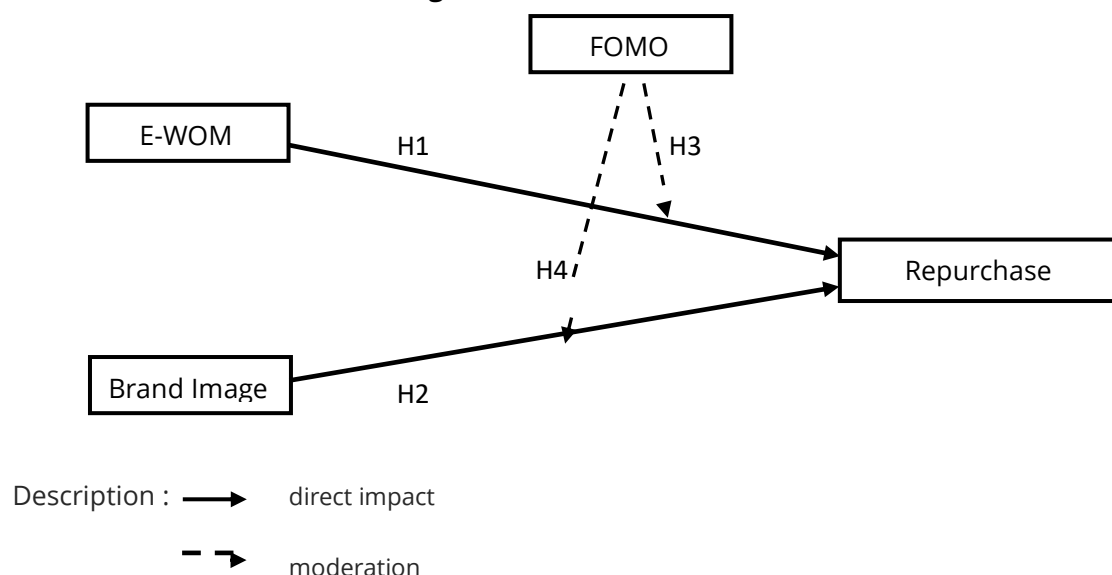
The Moderating Role of FOMO (Fear of Missing Out) on the Effect of E-WOM on Repurchase Intention

Along with the shift in traditional WOM, word of mouth communication that was previously conducted in person it has now evolved into a new form of E-WOM that extensively utilizes social media and other online platforms anytime and anywhere (Hasna & Irwansyah, 2019). According to Adelika et al. (2024) repurchase intention is positively and significantly influenced by the E-WOM variable. Today's consumers can be influenced by information from reviews or advertisements. Meanwhile, as positive E-WOM increases, it fosters the development of FOMO by triggering the fear of missing out felt by consumers (Patrisya et al., 2025).

The Moderating Role of FOMO (Fear of Missing Out) on the Effect of Brand Image on Repurchase Intention

Brand image is the perception or impression a brand creates in the minds of customers. Brand image must be consistently reinforced in the minds of consumers so that the resulting brand image remains strong and is perceived positively. When a brand has a strong and positive image in consumers' minds, it will always be remembered, and the likelihood of consumers purchasing that brand is very high (Cahyani et al., 2025). On the other hand, the growing sense of Fear of Missing Out (FOMO) can lead consumers to prioritize brands with a strong positive image, as they associate those brands with social appeal and trends (Hikam, 2024). This aligns with research conducted by (Laili et al., 2025) which shows that FOMO serves as a bridge connecting psychology-based marketing strategies with tangible results in the form of increased consumer purchase intention.

Figure 1: Research Framework



METHODS

This study was conducted in the city of Palu, Central Sulawesi Province, in 2026 using a quantitative method that employs a research approach focused on numerical data and statistical analysis (Sugiyono, 2017). The study utilized primary data collected via a questionnaire featuring a 1–5 Likert scale in the form of statements, which was distributed to respondents through the Google Forms platform. The study population consisted of all Gen Z individuals using iPhones in the city of Palu. Since the population of Gen Z iPhone users is unknown, the sampling method in this study employed purposive sampling, a technique that selects samples based on specific criteria as follows: (1) Gen Z individuals born between 1997 and 2012, (2) iPhone users, (3) residents of Palu City, (4) active social media users

The sample size was determined using the formula: number of indicators multiplied by 10 ($10 \times \text{number of indicators}$). This study utilized indicators to measure the variables FOMO, E-WOM, Brand Image, and Repurchase Intention. Consequently, the minimum required sample size is $10 \times 13 = 130$ respondents. To strengthen data reliability, this study set the sample size at 130 Generation Z iPhone users in Palu City who met the research criteria. This sample size determination refers to the guidelines (Hair et al., 2019) state that the sample size in multivariate research should be determined based on the number of indicators, specifically at least 5–10 times the number of indicators used.

The data analysis technique used was Structural Equation Modeling-Partial Least Squares (SEM-PLS), employed to test the hypotheses, wherein questionnaire data were processed using outer model and inner model tests to examine the structural relationships among latent variables. Meanwhile, the testing of the FOMO moderation variable was conducted by forming an interaction construct between FOMO and E-WOM as well as between FOMO and Brand Image on Repurchase Intention.

RESULTS

Outer Model Analysis

Table 3. discriminant validity

	E-Wom	Brand Image	Fomo	Repurchase Intention	Fomo x Brand Image	Fomo x E-Wom
E-Wom						
Brand Image	0.670					
Fomo	0.300	0.330				
Repurchase Intention	0.511	0.594	0.559			
Fomo x Brand Image	0.159	0.411	0.135	0.076		
Fomo x E-Wom	0.139	0.162	0.199	0.036	0.695	

Source: SmartPLS Version 4, 2026

The results of the discriminant validity tests indicate that the correlation coefficients between variables range from 0.0751 to 0.831. All of these values fall below the 0.90 threshold, so it can be concluded that each construct in the study exhibits good discriminant validity. This indicates that each variable is capable of representing distinct concepts and that there is no overlap among the constructs in the research model.

Table 4. Reliability and Convergent Validity Tests

	Cronbach's alpha	Composite Reliability	AVE	Decription
E-Wom	0.748	0.750	0.569	Reliabel
Brand Image	0.807	0.820	0.564	Reliabel
Fomo	0.910	0.917	0.691	Reliabel
Repurchase Intention	0.915	0.917	0.664	Reliabel

Source: SmartPLS Version 4, 2026

Based on the results of the reliability and convergent validity tests, all variables had Cronbach's Alpha and composite reliability values above 0.70 and AVE values above 0.50. This indicates that all constructs in the study met the criteria for reliability and validity.

Table 5. Multicollinearity Test

	VIF
E-Wom -> Repurchase Intention	1.453
Brand Image -> Repurchase Intention	1.756
Fomo X E-Wom -> Repurchase Intention	2.060
Fomo X Brand Image -> Repurchase Intention	2.333

Source: SmartPLS Version 4, 2026

Based on the results of the multicollinearity test, the Variance Inflation Factor (VIF) values for each variable relationship ranged from 1.756 to 2.333. All of these values are below the threshold of 5, so it can be concluded that there is no multicollinearity issue among the variables in the research model. The highest VIF values were found in the interaction variables FOMO X Brand Image → Repurchase Intention at 2.333 and FOMO X E-WOM → Repurchase Intention at 2.060. This is still reasonable because, in moderation analysis, interaction variables typically have a higher correlation with their constituent variables. However, since these values remain below the tolerance threshold, this condition does not pose a serious multicollinearity problem. Thus, the variables used are not highly correlated with one another, and the research model can be effectively utilized.

Inner Model Analysis**Table 6. Path Coefficient**

Hypothesis	Path Coefficient	P-Values	97,5% Confidence Interval Path Coefficient		F Square
			Lower limit	Upper Limit	
E-Wom -> Repurchase Intention	0.150	0.036	0.020	0.302	0.028
Brand Image -> Repurchase Intention	0.354	0.000	0.212	0.507	0.127
Fomo X E-Wom -> Repurchase Intention	-0.005	0.955	-0.171	0.150	0.000
Fomo X Brand	0.036	0.646	-0.113	0.194	0.001

Image Repurchase Intention	->				
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Source: SmartPLS Version 4, 2026

1. The second hypothesis (H1) is accepted, indicating that E-Wom has a positive and significant effect on Repurchase Intention. This relationship is indicated by a path coefficient of 0.150 with a p-value of 0.0036. The 97.5 percent confidence interval ranges from 0.020 to 0.302, confirming that the effect is consistent. The F-square value of 0.028 indicates that E-Wom has a moderate effect size on Repurchase Intention.
2. The first hypothesis (H2) is accepted, indicating that Brand Image has a positive and significant effect on Repurchase Intention. This is demonstrated by a path coefficient of 0.354 with a p-value of 0.000, which is less than 0.05. The 97.5 percent confidence interval ranges from 0.212 to 0.507, indicating that the effect is stable as it does not cross the zero line. Additionally, the F-square value of 0.127 indicates that Brand Image has a moderate to strong influence on Repurchase Intention.
3. The third hypothesis (H3) is rejected, indicating that the interaction between FOMO X E-WOM does not have a significant effect on Repurchase Intention. This is evidenced by a path coefficient of -0.005 with a p-value of 0.955, which is greater than 0.05. The 97.5 percent confidence interval ranges from -0.171 to 0.150, crossing the zero value and thus indicating that the effect is not significant. The F-square value of 0.000 indicates that this interaction effect does not make a meaningful contribution to explaining the variation in Repurchase Intention.
4. The fourth hypothesis (H4) is rejected, indicating that the interaction between FOMO X Brand Image does not have a significant effect on Repurchase Intention. This is evidenced by a path coefficient of 0.036 with a p-value of 0.645, which is greater than 0.05. The 97.5 percent confidence interval ranges from -0.113 to 0.192, crossing the zero value and thus indicating that the effect is not significant. The F-square value of 0.001 also indicates that this interaction effect is very weak and does not contribute significantly to changes in Repurchase Intention.

Table 7. R Square dan Q Square

	R-square	Q Square
Repurchase Intention	0.438	0.377

Source: SmartPLS Version 4, 2026

Based on the results of the R-Square and Q-Square analyses, the R-Square value for the Y variable is 0.438. This indicates that the independent variables in the model account for 43.8% of the variation in Repurchase Intention (the Y variable), while the remaining 56.2% is influenced by other factors outside the research model. Additionally, the Q-Square value for the Y variable is 0.377, which is greater than 0. This indicates that the research model has good predictive power and is relevant for explaining the Repurchase Intention variable.

DISCUSSION

The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention

The results of the first hypothesis test (H1) indicate that E-WOM has a positive and significant influence on repurchase intention. This suggests that the higher the intensity, quality, and valence of opinions in online reviews, the greater the likelihood that consumers will make repeat purchases. In the context of Generation Z in Palu, the influence of E-WOM becomes even stronger due to their characteristic heavy reliance on social media as their primary source of

information before making purchasing decisions. This generation tends to base their evaluations on reviews, ratings, and the experiences of other users as a form of decision rationalization. This aligns with the research by Rohmah & Sulisty (2026) which showed similar results indicating that E-WOM has a positive and significant influence on the repurchase intention for iPhone products.

The Influence of Brand Image on Repurchase Intention

The results of the second hypothesis test (H2) indicate that brand image has a positive and significant influence on repurchase intention. This means that the stronger the brand image formed in consumers' minds, the higher their tendency to make repeat purchases. Brand image serves to shape consumers' perceptions of a brand's quality, prestige, and symbolic value. In the context of the iPhone, brand image is not only related to product quality but also reflects the user's social status, lifestyle, and self-identity. For Generation Z, brand image can serve both functional and emotional satisfaction purposes. Ownership of an iPhone is often associated with modernity, thereby creating a bond that drives repurchase intention. This aligns with research conducted by Sumantri & Suciningtyas (2025) which shows that the stronger and more positive consumers' perceptions of the iPhone brand are, the higher their tendency to make repeat purchases.

The Moderating Role of FOMO (Fear of Missing Out) on the Effect of E-WOM on Repurchase Intention

The third hypothesis (H3) is rejected, indicating that the interaction between FOMO X E-WOM does not have a significant effect on Repurchase Intention. This is because E-WOM is a cognitive and rational source of information, as it contains the real-world experiences of other users that consumers use to evaluate product quality, risks, and value. In this context, E-WOM operates through the formation of trust and product value, which are the primary determinants in repurchase decisions. Conversely, FOMO is an emotional and situational psychological response arising from social pressure and the desire not to miss out on trends. FOMO tends to drive quick and impulsive decisions rather than those based on the evaluation of experiences. This aligns with the concept of perceived value (Zeithaml, 1988), which emphasizes that consumer decisions are based on an evaluation of benefits and sacrifices. E-WOM helps shape perceived value through rational information, whereas emotional FOMO does not play a role in this evaluation process. Consequently, in experience-based repurchase intention decisions, the influence of FOMO becomes irrelevant.

The Moderating Role of FOMO (Fear of Missing Out) on the Effect of Brand Image on Repurchase Intention

The fourth hypothesis (H4) was rejected, indicating that the interaction between FOMO and brand image does not have a significant effect on repurchase intention. The results also show that FOMO does not moderate the relationship between brand image and repurchase intention. This finding can be explained by the characteristics of brand image, which exerts a strong and stable intrinsic influence on consumer behavior. Brand image is a representation of consumer perceptions formed from long-term experiences, associations, and interactions with a brand. In this context, brand image operates through the formation of emotional attachment, trust, and brand loyalty, which are relatively stable and not easily influenced by situational factors. Meanwhile, FOMO is short-term, fluctuating, and dependent on external stimuli such as trends, promotions, or social activities on digital media. This aligns with Self-Determination Theory (Ryan & Deci, 2000) which posits that when consumers already possess a strong brand image regarding a product, their repurchase intention is based more on loyalty and satisfaction rather than social pressure.

CONCLUSION

This study aims to analyze the moderating role of Fear of Missing Out (FOMO) on the effects of Electronic Word of Mouth (E-WOM) and Brand Image on Repurchase Intention for iPhone products among Generation Z in Palu City. Based on the results of hypothesis testing using SEM-PLS on 130 respondents, the following conclusions were drawn. First, E-WOM was found to have a positive and significant effect on the Repurchase Intention for iPhone products (path coefficient = 0.150; $p = 0.036$). The higher the intensity and quality of online reviews received by consumers, the greater their tendency to repurchase. Second, Brand Image was found to have a positive and significant effect on Repurchase Intention (path coefficient = 0.354; $p = 0.000$), and is the variable with the most dominant influence in the model. The image of the iPhone as a status symbol, a representation of modern lifestyle, and a reflection of personal identity consistently drives Generation Z's repurchase intention.

Third, FOMO was not found to moderate the effect of E-WOM on Repurchase Intention ($p = 0.955$). This is because E-WOM operates through cognitive mechanisms based on real-world experiences, whereas FOMO is emotional and situational in nature, making it irrelevant as a moderator in the context of repurchase decisions. Fourth, FOMO was also not found to moderate the effect of Brand Image on Repurchase Intention ($p = 0.646$). When consumers already have a strong brand image of the iPhone, repurchase decisions are driven more by long-term loyalty and satisfaction than by temporary social pressure. Overall, the research model explains 43.8% of the variation in Repurchase Intention with a Q-Square value of 0.377, indicating the model's strong predictive capability.

LIMITATION

This study has several limitations that should be noted. First, this study employed a purposive sampling method with a sample size of 130 respondents, limited to Generation Z iPhone users in the city of Palu. Therefore, generalizing the findings to a broader population such as iPhone users in other cities or different generational groups should be done with caution. Future research is recommended to expand the geographic scope and respondent segments to enhance the generalizability of the results.

Second, this study relies on primary data collected via self-reported questionnaires, making it susceptible to response bias, particularly social desirability bias, where respondents tend to provide answers considered more socially acceptable. This condition may affect the accuracy of measuring psychological variables such as FOMO. Future research could incorporate alternative data collection methods, such as in-depth interviews or direct analysis of digital behavior, to obtain a more comprehensive picture. Third, this research model considers only four main variables (e-wom, brand image, fomo, and repurchase intention) with an r -squared value of 43.8%. This indicates that 56.2% of the variation in repurchase intention is explained by factors outside the model, such as product quality, price, after-sales service experience, or demographic factors. Future research is recommended to explore additional variables or other mediators that can enhance the model's explanatory power, as well as to test fomo as a mediating variable to gain a deeper understanding of generation z consumer behavior in the digital era.

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