



The Effectiveness Of Fear Of Missing Out (FOMO) Based Digital Marketing Strategy In Increasing The Attractiveness Of Enola Coffee Shop To Generation Z

Moh Dhiya Ulhaq ¹, Ponirin ², Umar Syarifaddin ³, Faruq Lamusa ⁴

^{1,2,3,4} Fakultas Ekonomi dan Bisnis, Universitas Tadulako

Email ; dhyaulhaq893@gmail.com ¹, ppaidjan@gmail.com ², umarmanfebuntad@gmail.com ³
lamusafaruq@gmail.com ⁴

How to Cite :

Ulhaq, M, D., Syarifaddin, U., Lamusa, F. (2025). The Effectiveness Of Fear Of Missing Out (FOMO) Based Digital Marketing Strategy In Increasing The Attractiveness Of Enola Coffee Shop To Generation Z. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). DOI: <https://doi.org/10.37676/ekombis.v13i4>

ARTICLE HISTORY

Received [26 May 2025]

Revised [02 October 2025]

Accepted [13 October 2025]

KEYWORDS

Digital Marketing, Fear of Missing Out (FOMO), Coffee Shop, Generation Z, Marketing Strategy.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to evaluate the effectiveness of Fear of Missing Out (FOMO)-based digital marketing strategies in increasing the attractiveness of Enola Coffee Shop to Generation Z. With the increasing use of social media, FOMO-based marketing strategies are becoming increasingly relevant in building customer awareness and increasing visits to coffee shops. This research uses a qualitative approach with an in-depth interview method to several respondents who are customers of Coffee Shop Enola. The results showed that most customers were aware of the promotions carried out by Coffee Shop Enola through digital platforms such as Instagram and TikTok. The types of promotions that attract the most attention are limited-time discounts, exclusive events, and collaborations with other brands. In addition, customers' emotional responses to the FOMO strategy varied; some felt enthusiastic and compelled to visit the coffee shop immediately, while others preferred the convenience of the place compared to the urgency of the promotion. The study also found that FOMO strategies contribute to increasing word-of-mouth marketing, where customers actively share promotions with their friends. Although the FOMO strategy has proven to be effective in increasing the attractiveness of Coffee Shop Enola, there are still some aspects that need to be improved, such as exploration of promotions on TikTok, transparency of information regarding menu availability, and development of customer loyalty programs. Therefore, Coffee Shop Enola needs to develop a more adaptive and sustainable digital marketing strategy to increase customer loyalty in the long run. Thus, the FOMO strategy is not only an effective marketing tool, but also contributes to building emotional attachment between customers and brands.

INTRODUCTION

Social media has become an integral component of everyday life, influencing the way individuals interact, share information and communicate. Platforms such as Instagram, TikTok, Facebook and YouTube now serve not only as social channels, but also as key mediums for innovative marketing strategies. Along with the rapid development of social media, companies can now reach audiences more precisely and efficiently through digital marketing (Ramadhan *et al.*, 2024). Digital marketing allows for a more personalized and targeted approach, replacing more manual traditional marketing methods. The intensified interaction between brands and consumers on digital platforms is increasingly relevant in this era, as expressed by, which highlights the efficiency and automation of digital marketing (Handika *et al.*, 2023).

By 2024, data shows that more than 191 million Indonesians use social media, with active users reaching 167 million. The 18-34 age group dominates social media usage, with popular platforms such as YouTube, Instagram, and Facebook (Sumarsono, 2024).

Figure 1. Social Media Behaviors



Source: <https://datareportal.com/reports/digital-2020-indonesia>

Users on average spend more than 3 hours per day on social media, with activities as diverse as photo/video sharing (81%), communication (79%), and entertainment and online shopping (61%).

In this context, the coffee industry in Indonesia is also growing rapidly, along with increasing coffee consumption, especially among young people. According to data from Statista, the café market in Indonesia is expected to grow from US\$1.9 billion in 2022 to US\$3.8 billion in 2026. Cafes and coffee shops are now popular places for young people, especially Generation Z, which has significant market power, reaching 74.93 million by 2020. This phenomenon creates a rapid trend of coffee consumption, making coffee shops a part of the lifestyle. (Pusparisa, 2023).

According to Bachri *et al.*, (2023) Social media consists of information content created by people using publishing technology that is highly accessible and intended to aid the importance of digital marketing for businesses. Along with the increasing use of social media, the phenomenon of Fear of Missing Out (FOMO) has become very relevant. FOMO is a psychological condition that encourages consumers, especially the younger generation, to follow trends, buy products, or visit places that are considered "famous" so as not to feel left behind. It is a key element in digital marketing, where brands create a sense of urgency and exclusivity to encourage consumers to act immediately-for example, through limited promotions or special events. (Fitri *et al.*, 2024).

Part of the marketing strategy is promotion, which aims to increase sales of goods or services (Zahara & Rombe, 2017). It is helpful for companies, including coffee shops, to optimize their marketing strategies with digital marketing. Fear of Missing Out (FOMO) is a great strategy to attract customers' attention in a more innovative and efficient way. According to Zhao, (2024)

One effective method is influencer marketing, which utilizes the influence of individuals on social media to amplify FOMO messages and drive purchase decisions. This is very important for marketing campaigns and for coffee shop businesses to build their own image. (Bachri *et al.*, 2015). This phenomenon is reflected in the behavior of consumers who are encouraged to visit trending places, such as coffee shops, after seeing their friends uploading moments on social media (Kompasiana.com, 2023).

A similar trend is seen in the city of Pangkalpinang, where the rapid development of coffee shops is influenced by social media and digitalization. Instagram is an online social networking and photo-sharing platform that allows users to upload photos and videos through a mobile application in this case. According to Lindiani *et al.*, (2024) Many coffee shops offer unique and instagrammable concepts to attract customers that are not only looking for a place to enjoy coffee, but also an experience that can be shared on social media. So platforms like these have become effective promotional tools, expanding market reach and building a community of loyal customers (Fadjar *et al.*, 2022). This is also the case in Palu, where in recent years the number of coffee shops has increased rapidly. It is estimated that more than 50 coffee shops have developed, both in large and small scale, reflecting the significant role of social media in attracting consumers. Previously, coffee shop marketing relied more on conventional methods, but now they utilize social media to promote products, create shared experiences, and strengthen customer loyalty. (Masa, 2018). This is also a special attraction for generation Z so that it can encourage them to visit and enjoy the coffee shop menu (Rini *et al.*, 2024). Because it's satisfaction and experience, which makes every business a unique offering (Thahir *et al.*, 2022).

However, the use of FOMO strategies in digital marketing should be applied with caution. Relying too much on FOMO without considering brand values can damage long-term relationships with customers. Because to meet customer expectations, organizations must meet the needs and wants of customers (Wahyuningsih & Nurdin, 2010). Therefore, it should be noted that a deep understanding of customer value is crucial to the success of Coffee Shop (Wahyuningsih, 2013). Overuse of urgency or exclusivity can create customer fatigue, which can potentially decrease their loyalty to the brand in the long run. Moreover, measuring the real impact of FOMO in digital marketing is a challenge, as its effects are more psychological and difficult to measure directly. Therefore, the implementation of FOMO strategies must be done wisely, so that it does not only attract momentary attention, but also builds a deeper attachment between the brand and consumers (Antonny, 2024). As well as more goods and services that the coffee shop provides to consumers, and no excessive costs when promoting the business, the coffee shop will continue to get new customers (Wahyuningsih, 2013).

This study aims to evaluate the effectiveness of FOMO-based digital marketing strategies in increasing the attractiveness of Enola Coffee Shop among generation Z. Meanwhile, Generation Z is a generation born between 1997 – 2000 (Wahyuningsih *et al.*, 2022). This research will use survey methods and social media content analysis to measure the influence of FOMO on consumer interest and engagement. It is hoped that the results of this study can provide insight into how FOMO can be effectively applied in coffee shop marketing and build consumer loyalty and engagement in this sector.

LITERATURE REVIEW

Effectiveness of Digital Marketing Strategy Based on Fear of Missing Out (Fomo)

According to Mustika *et al.*, (2023) Digital marketing is any promotional campaign or marketing of goods or brands conducted through digital media or the Internet. Marketing through social media is used to build brand awareness and recognition. Social media becomes a tool to interact directly with consumers, build relationships, and introduce products in an interesting and interactive way (Zainudin *et al.*, 2023). According to Ardiansyah & Dermawan (2024) Purchasing decisions are influenced not only by marketing media, but psychological

factors such as (FOMO), which is the anxiety of falling behind others in terms of the latest information or experiences, affect purchasing decisions. FOMO is often leveraged by brands in digital marketing to drive impulse purchases (Zahra & Faiz, 2024).

Definition of Fear of Missing Out (FOMO)

According to Miranda *et al.*, (2023) *Fear of Missing Out* (FOMO) FoMO is a social anxiety caused by the development of technology, information, and the increasing presence of social media. In situations where FoMOs experience fear that they will be perceived as not being up-to-date or trendy, and they fear not keeping up with the latest developments or actuals (Imaddudin, 2020). FOMO It has to do with the desire to stay connected to what is happening in the digital world, which often influences purchasing decisions and consumption behavior. So this strategy is used in marketing by utilizing these elements to encourage customers to buy goods quickly. Because if customers don't make purchases quickly, they will run out and miss the trend (Triyasari *et al.*, 2022).

Coffee Shop Attraction

Coffee shop can increase the purchase desire of their customers by using promotional strategies such as advertising to increase attractiveness (Prabandari *et al.*, 2024). If customer expectations of value elements are met, customer satisfaction will be high, whereas dissatisfaction can occur if these expectations are not met, which in turn can reduce the attractiveness of the coffee shop. (Wahyuningsih, 2005). The way to increase customer attractiveness is the existence of product innovation and diversification that has been carried out by Coffee Shop to always provide the best to customers (Saguna & Respati, 2024). And can also apply a competitive pricing approach to attract price-sensitive customers, especially in offering their products. (Adam *et al.*, 2023).

Generation Z

Generation Z, which comes from generations X and Y, grew up with the advancement of technology, which makes them accustomed to utilizing it to fulfill their needs in life (Suciati & Deswarta, 2024). It is very important for the marketing strategy of businesses, especially coffee shops, to understand the characteristics of this generation. According to Zahara *et al.*, (2023) *Coffee Shop* can create products and services that fit customer needs to find and capitalize on opportunities in the market and build strong relationships with generation Z. Classifying target markets into generation Z groups helps marketers find and fulfill the needs and wants of each group (Wahyuningsih, 2013). If the trust supported by generation Z, then social media marketing done to the right target, will definitely encourage interest in Coffee Shops (Zahara *et al.*, 2021).

Generation Z Consumer Behavior

Generation Z is a young generation that is susceptible to changing lifestyles and trends, making them a potential target market (Nucifera & Nugraha, 2024). Generation Z consumer behavior will look for product information first on social media platforms before making a purchase. Generation Z consumers will be more easily attracted to a marketing strategy that offers attractive promotional content (Septiana & Damanuri, 2024). Generation Z will be more likely to seek hedonic motivations for interesting and unique shopping or consumption experiences (Majid *et al.*, 2024). Menurut (Devina *et al.*, 2021) Social media advertising has an important role in disseminating product information to Generation Z consumers, although advice from social media influencers does not always have a significant effect on purchasing decisions.

Self-Determination Theory (SDT), developed by Edward Deci and Richard Ryan, suggests that human motivation is influenced by the fulfillment of three basic needs: autonomy, competence, and social connectedness. When these three needs are met, individuals tend to be more

motivated and behave positively (Zahroh & Sholichah, 2022). In the context of FOMO applied to limited promotions or exclusive events at coffee shops, this theory can explain how such promotions not only attract customers' attention, but also fulfill their basic psychological needs. Such promotions provide customers with autonomy, as they feel free to decide whether to participate or not. In addition, customers feel competent as they can utilize the limited opportunity wisely. Lastly, such promotions also reinforce social connectedness, as customers feel part of a community that shares their interests, interact with fellow visitors, or follow ongoing trends. In this way, the FOMO created not only brings in customers, but also increases their engagement and satisfaction (Ho *et al.*, 2023).

METHODS

This research uses descriptive qualitative research methods. According to Sugiyono, (2019) Qualitative research is research that aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and others, holistically and in a natural context. Therefore, the purpose of qualitative research is to master the situation by focusing on detailed and in-depth explanations of natural conditions, so that this research aims to explore what actually happens in the field according to reality (Ultavia *et al.*, 2023). The data collection techniques will be applied through interviews, observation, documentation, and literature study.

The data analysis techniques used in this study include data reduction, data presentation, and conclusion drawing. This author comprehensively examines in understanding qualitative research design, starting from conceptualizing to coding the results of the data that has been obtained, which is the main purpose of this article.

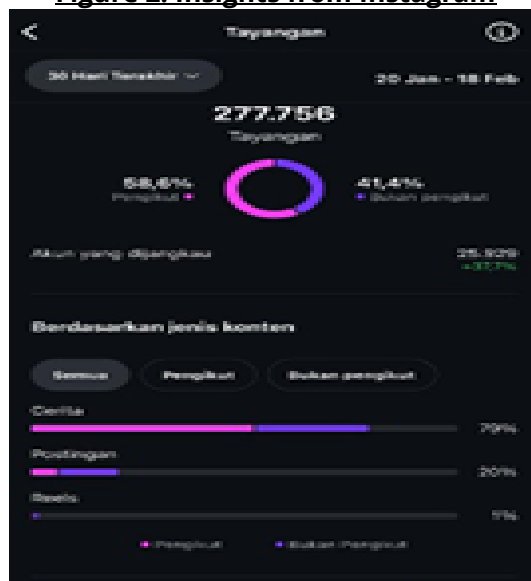
Word clouds were used in this study to process the interview data. This technique visualizes frequently occurring words, where larger words indicate a higher frequency of occurrence. Word clouds help identify dominant themes or patterns in interview responses, such as perceptions of the FOMO strategy implemented at Coffee Shop Enola. The focus of this research is to understand how FOMO-based digital marketing strategies can influence consumer decisions from Generation Z in choosing Coffee Shop Enola as a place to gather and enjoy products. The object of this research includes the results of interviews with the owner, marketing management of Coffee Shop Enola, and audiences who have visited.

RESULTS AND DISCUSSION

Coffee Shop Enola is a coffee shop that carries a concept that is friendly to all, with the main goal of being the best in its region and providing a unique experience that sets it apart from other competitors. Since its opening on October 6, 2024, Enola has continued to develop itself to attract more customers. Although the concept of FOMO (Fear of Missing Out) has not been fully implemented, Enola Coffee Shop has begun to implement it through various special events and collaborations with other parties in attracting customers. The success of promotions is measured by the increase in the number of visitors and transactions on event days, although the long-term impact on customer loyalty still needs to be improved. Enola is also very concerned about the importance of friendly service, which is part of the marketing strategy to strengthen relationships with customers.

Enola has an Instagram account with 4,180 followers, follows 325 accounts, and has shared 26 posts as of March 7, 2025. Enola Coffee Shop is located at Jl. Pueblo No 105, Palu, where customers can enjoy a variety of special menus and take part in exclusive events organized by the coffee shop.

Figure 2. Insights from Instagram



@enola.coffee

This figure shows the Impression Insights of the Instagram account for the period January 20 to February 18. In that period, the total impressions received by the account's content reached 277,756 impressions, with 25,929 accounts reached, an increase of 37.7% over the previous period. Of the impressions received, 58.6% came from followers of the account, while 41.4% came from non- followers, indicating that Coffee Shop Enola's content also managed to reach a wider audience beyond their followers.

Looking at the type of content that received the most attention, 79% of impressions came from Stories, indicating that story-shaped content is more effective in attracting audiences. Meanwhile, 20% of impressions came from regular posts on the Instagram feed, and only 1% of impressions came from Reels, indicating that short videos are less desirable.

Figure 3. Instagram Story Insights



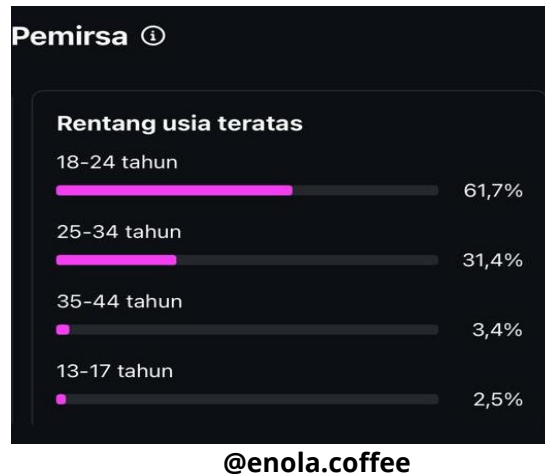
@enola.coffee

Compared to other forms of content. Overall, these insights illustrate that Stories are the most effective type of content to reach audiences, with followers and non-followers having significant engagement.

The image shows an Instagram Insight Story from the @enola.coffee account, where the Story content features a collaboration promo with Yamaha Fazzio. In the promo, the first 20

people who came to Enola Coffee Shop had the opportunity to get a free drink, with some terms and conditions applied. This promo was an effective way to attract new customers, as well as to incentivize early arrivals. It also reinforces the FOMO-based marketing strategy, where customers feel compelled to come immediately so as not to miss the opportunity to get a free drink. This collaboration with Yamaha Fazzio added an exclusive and exciting feel to the audience, which also helped to increase reach and engagement with customers.

Figure 4. Viewer Insights by Instagram Age Range



This figure shows the Audience Insights by Age Range for the Instagram account in the period January 20 to February 18. Of the total 277,756 impressions, the majority of impressions came from the 18-24 age group, which accounted for 61.7% of the total impressions. This shows that the main audience engaging with Coffee Shop Enola's content is the younger generation. In addition, 31.4% of impressions came from the 25-34 age group, which is also a significant audience. Meanwhile, the 35-44 years and 13-17 years age groups made smaller contributions, at 3.4% and 2.5% respectively. This insight illustrates that Coffee Shop Enola's content is mostly reached by young audiences, especially from the age range of 18-24 years old, which shows that their main target market is among generation Z and millennials.

Awareness of FOMO Strategy at Enola Coffee Shop

Based on the results of the interviews, most respondents are aware of the existence of promotions carried out by Coffee Shop Enola through various digital media, especially Instagram and TikTok. This shows that digital marketing has a central role in building customer engagement and increasing the attractiveness of coffee shops for Generation Z. The FOMO strategy implemented by Coffee Shop Enola showed varied emotional responses from customers, which directly influenced their decision to visit.

Most respondents feel a sense of excitement and anxiety when they see limited promotions or fast-depleting stock. They feel compelled to visit the coffee shop immediately so as not to miss the opportunity to get exclusive offers. For example, Putri stated that she felt both enthusiastic and anxious when she saw a limited-time promo, for fear of missing out on the opportunity to enjoy the offer.

However, there is also a segment of customers who prefer the comfort and quality of the place, as expressed by Nurfadilah, who prioritizes the ambience and menu available compared to the urgency of the promotion. This suggests that while most customers respond emotionally to FOMO strategies, there is a group that is more selective in choosing a coffee shop based on a more holistic experience, rather than being limited to exclusive offers. It is important to note that these emotional responses reflect more complex consumer behavioral characteristics.

Table 5 Results of word cloud data

Weight	Word	Weight	Word
56	enola	15	information
52	interesting	15	interested
44	promo	14	influencer
43	coffee	13	content
29	promotion	12	media
28	event	11	like
24	instagram	10	social
23	discount	10	exclusive
20	tiktok	10	limited
18	collaboration	8	fomo
18	menu	8	atmosphere

Collaboration with influencers and limited-time promotions proved to be very effective in attracting Generation Z. Through exclusive and time-limited promotions, Coffee Shop Enola manages to create a sense of urgency that encourages young consumers to act, visit or purchase immediately so as not to miss the opportunity. Respondents expressed high interest in unique and limited-time offers, such as special discounts or exclusive experiences, that compel them to take immediate action.

FOMO capitalizes on exclusivity and urgency, prompting Generation Z to act quickly, increasing visits and sales. Many respondents chose to make a purchase immediately after feeling that the opportunity would not be repeated. With this approach, Coffee Shop Enola can strengthen customer engagement and loyalty, increasing traction and participation in more effective marketing campaigns.

Criticisms and Suggestions for Enola's FOMO Strategy

Lack of exploration on TikTok, even though this platform has great potential in attracting Generation Z, Lack of transparency regarding menu availability, which causes some customers to be disappointed when their favorite menu is not available and lack of loyalty programs, such as special discounts for regular customers or exclusive memberships, which can increase customer engagement with Coffee Shop Enola.

To improve the effectiveness of the FOMO strategy, some suggestions put forward by respondents are, Holding more exclusive events and collaborating with local influencers to expand marketing reach, Utilizing promotional strategies on TikTok with more interesting content and in accordance with current digital trends and Increasing transparency of information regarding menu availability on social media to reduce customer dissatisfaction.

Implications And Relevance Of Previous Research

This research supports the findings of Fitri *et al.*, (2024) which states that FOMO is effective in creating urgency to encourage consumers to act quickly. Our findings show that limited promotions and exclusive events are successful in attracting Generation Z's attention, in line with the following Zhao, (2024) which highlighted the role of influencers in amplifying the FOMO message. Collaborations with influencers such as Yamaha Fazzio were shown to increase

engagement, supporting the findings. On the importance of influencers in influencing purchase decisions (Bachri *et al.*, 2015).

This research also strengthens (Lindiani *et al.*, 2024; Ramadhan *et al.*, 2024) which emphasizes the role of social media in building brand awareness. Our finding that Stories content on Instagram is more effective shows a match with current digital trends. However, the finding about customer preferences that prioritize convenience of place suggests that FOMO is not the only factor influencing decisions. This research is in line with Wahyuningsih (2013) who emphasized the importance of customer segmentation in marketing. This study enriches the literature by emphasizing that FOMO should be tailored to customer preferences to more effectively increase loyalty and visits.

CONCLUSION

Based on the analysis of the implementation of the Fear of Missing Out (FOMO)-based digital marketing strategy by Coffee Shop Enola, it can be concluded that FOMO has proven to be very effective in attracting Generation Z's attention. Promotions carried out through social media platforms such as Instagram succeeded in creating awareness among customers, increasing interest in visiting the coffee shop, and encouraging social interaction between customers. The types of promotions that attract the most attention are time-limited discounts, exclusive events, and collaborations with other brands that effectively utilize a sense of urgency and exclusivity to encourage impulsive actions.

However, even though this strategy has proven to be effective, there are still some areas for improvement. Some of the obstacles faced, such as the underutilization of TikTok, lack of transparency regarding menu availability, as well as the absence of an effective loyalty program, should be a major concern. For this reason, Enola Coffee Shop is advised to expand the use of TikTok as a promotional platform, improve communication regarding menu availability, and introduce a loyalty program to build stronger and more sustainable relationships with customers.

Overall, the FOMO strategy can be strengthened by creating a balance between urgency and quality customer experience. Thus, Enola Coffee Shop can increase customer loyalty and engagement in the long run. This is in line with digital marketing principles that emphasize the importance of combining urgency-based strategies with engaging customer experiences to create stronger and more sustainable relationships between brands and consumers.

ADVICE

To expand the scope of future studies, it is recommended that future research use a quantitative or mixed methods approach to obtain more representative data and more comprehensive analysis. Further research can also be conducted by comparing the effectiveness of implementing FOMO strategies in various coffee shops that have different market characteristics and consumer segmentations. In addition, a more in-depth study of the psychological factors that influence Generation Z's behavior in responding to the FOMO strategy, as well as its integration with modern marketing technologies such as artificial intelligence (AI) and customer relationship management (CRM), is highly recommended. This approach is expected to contribute significantly to the development of a more adaptive and data-driven digital marketing strategy.

REFERENCES

- Adam, R. P., Suardi, & Lahay, M. (2023). Pricing strategy and marketing distribution channels on customer satisfaction and purchasing decision for green products. *Uncertain Supply Chain Management*, 11(4), 1467–1476. <https://doi.org/10.5267/j.uscm.2023.7.022>
- Antonny, D. (2024). *FOMO Marketing: Bagaimana Menggunakan 'Fear of Missing Out' untuk Memicu Aksi Konsumen*. Davidantonny.Com. <https://davidantonny.com/digital-marketing/fomo-marketing>
- Ardiansyah, F., & Dermawan, R. (2024). Pengaruh Pemasaran Digital , Takut Ketinggalan (FOMO), dan Ulasan Konsumen Online terhadap Keputusan Pembelian Produk Macpop di Surabaya. 5(5), 1486–1492.
- Az-zahra, K. N., & Faiz, M. A. (2024). Pengaruh Marketing 5 . 0 Dan Fomo (Fear Of Missing Out) Terhadap Keputusan Pembelian Produk Kosmetik Di Kalangan Gen Z : Studi Pada Mahasiswa Politeknik Negeri Bandung. *IKRA-ITH EKONOMIKA*, 7(3), 345–355.
- Bachri, S., Monoarfa, H., & Santi, I. N. (2015). Membangun Jaringan Pemasaran Industri Kreatif Kerajinan Kayu Ebony di Sulawesi Tengah JAM. *Jurnal Aplikasi Manajemen*, 13(66), 299–303.
- Bachri, S., Putra, S. M., Farid, E. S., Darman, & Mayapada, A. G. (2023). the Digital Marketing To Influence Customer Satisfaction Mediated By Purchase Decision. *Jurnal Aplikasi Manajemen*, 21(3), 578–592. <https://doi.org/10.21776/ub.jam.2023.021.03.03>
- Devina, Y. H., Pujiyantio, T., & Kastaman, R. (2021). Analisis Pengaruh Bauran Pemasaran dan Perilaku Konsumen terhadap Pengambilan Keputusan Pembelian Yoghurt di DKI Jakarta. *Agrikultura*, 32(2), 168. <https://doi.org/10.24198/agrikultura.v32i2.32651>
- Fadjar, A., Hartini, S., & Astuti, S. W. (2022). Instagram Usage Behavior: Does It Aim to Look More Attractive? *Quality - Access to Success*, 23(190), 226–232. <https://doi.org/10.47750/qas/23.190.24>
- Fitri, H., Hariyono, D. S., & Arpandy, G. A. (2024). Pengaruh Self-Esteem Terhadap Fear Of Missing Out (Fomo) pada Generasi Z Pengguna Media Sosial. *Jurnal Psikologi*, 1(4), 21. <https://doi.org/10.47134/pjp.v1i4.2823>
- Handika, Roy Subhan Tri Sudirman, R., & Purnomo, T. (2023). Strategi Digital Marketing, Kualitas Pelayanan dan Inovasi Terhadap Pengambilan Keputusan Pembelian:(Studi Kasus Erenka Cafe and Space Glenmore). *Social Sciences*, 1(3), 97–105. <https://ojs.putrajawa.co.id/index.php/jebmass/article/view/26>
- Ho, F. N., Ho-Dac, N., & Huang, J. S. (2023). The Effects of Privacy and Data Breaches on Consumers' Online Self-Disclosure, Protection Behavior, and Message Valence. *SAGE Open*, 13(3), 1–14. <https://doi.org/10.1177/21582440231181395>
- Imaddudin. (2020). Fear of Missing Out (FoMO) dan Konsep Diri Generasi-Z: Ditinjau Dari Aspek Komunikasi. *Journalism, Public Relation and Media Communication Studies Journal (JPRMEDCOM)*, 2(1), 24–39. <https://doi.org/10.35706/jprmedcom.v2i1.3747>
- Kompasiana.com. (2023). *Tren Coffee Shop Sebagai Gaya Hidup Gen Z Konten ini telah tayang di Kompasiana.com dengan judul "Tren Coffee Shop Sebagai Gaya Hidup Gen Z", Klik untuk baca: https://www.kompasiana.com/abad150500/64a4f8db4addee7c04398934/tren-coffee-shop-sebagai-gaya-hid.* Kompasiana.Com. <https://www.kompasiana.com/abad150500/64a4f8db4addee7c04398934/tren-coffee-shop-sebagai-gaya-hidup-gen-z>

- Lindiani, L., Registiana, I., Fajrullah, F., & Noviyanti, I. (2024). Analisis Strategi Promosi Bisnis UMKM Coffee Shop Dengan Menggunakan Media Sosial. *Jurnal Bintang Manajemen*, 2(2), 75-93.
- Majid, M. K. A. M., Sa'dullah, N., & Rahmawati, L. (2024). Fenomena dan Perilaku Belanja Online Melalui Tiktok Shop pada Generasi Z Perspektif Konsumsi Islam. *Jurnal Ilmiah Ekonomi Islam*, 10(02), 1796-1806.
- Masa, A. (2018). *Usaha warung kopi di Palu tumbuh subur*. Sulteng.Antaraneews.Com. <https://sulteng.antaranews.com/berita/40714/usaha-warung-kopi-di-palu-tumbuh-subur>
- Miranda, Nadya, D. A., Siregar, S. A. S., & Lestari, D. (2023). Pengaruh Fomo Dan Hedonic Motivation Terhadap Penggunaan Paylater (Studi Kasus Mahasiswa Di Kota Medan). *Jurnal Point Equilibrium Manajemen Dan Akuntansi*, 5(1), 75-89. <https://doi.org/10.59963/jpema.v5i1.142>
- Mustika, I., Nugraha, A. P., Nabella, S. D. N., & Sarmini. (2023). Pembinaan Digital Marketing sebagai Media Strategi Peningkatan Pendapatan Keripik Singkong Mitra Baru Food Kota Batam. *I-Com: Indonesian Community Journal*, 3(1), 278-285. <https://doi.org/10.33379/icom.v3i1.2242>
- Nucifera, Y. H., & Nugraha, A. (2024). Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis Pengaruh Faktor-faktor Perilaku Konsumen Generasi Z Terhadap Keputusan Pembelian Produk Jamu Herbal di PT. Bhineka Rahsa Nusantara Influence of Generation Z Consumer Behavior Fact. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10, 3120-3130.
- Prabandari, A. W., Santika, I. W., & Giantari, I. G. A. K. (2024). Peran Citra Merek Dalam Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli. *E-Jurnal Manajemen*, 13(3), 494-515.
- Pusparisa, Y. D. (2023). *Kopi, Nongkrong, dan Gairah Industri Gen Z dan Milenial*. Kompas.Id. <https://www.kompas.id/baca/ekonomi/2023/10/22/kopi-nongkrong-dan-gairah-industri-gen-z-dan-milenial>
- Ramadhan, D. A., Fitriah, M., & Sukarelawati. (2024). Site Design dan Interactive melalui Instagram: Studi Kasus Pada Usaha Mikro Kecil Menengah Kopi Cimanggu. *MAVIS: Jurnal Desain Komunikasi Visual*, 6(01), 12-19. <https://doi.org/10.32664/mavis.v6i01.1170>
- Rini, E. S., Rombe, E., & Tarigan, M. I. (2024). Brand destination loyalty: the antecedents of destination brand experience. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2320992>
- Saguna, P. G. M., & Respati, N. N. R. (2024). Pengaruh orientasi konsumen, inovasi produk dan keunggulan citra merek terhadap keputusan pembelian. *E-JURNAL EKONOMI DAN BISNIS UNIVERSITAS UDAYANA*, 13(02), 379-386.
- Septiana, E., & Damanuri, A. (2024). Perubahan Perilaku Konsumen Generasi Milenial Dan Generasi Z Terhadap Pembelian Consumer Goods Pada Era Digital Di Desa Beton. *IJMA (Indonesian Journal of Management and Accounting)*, 5(2), 248-261. <https://ejournal.almaata.ac.id/index.php/IJMA/index>
- Suciati, T. A., & Deswarta, D. (2024). Pengaruh Pelatihan Kerja, Tingkat Pendidikan, dan Pengalaman Kerja terhadap Kinerja Karyawan Generasi Z di Selat Panjang. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(1), 58. <https://doi.org/10.35931/aq.v18i1.3008>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. ALFABETA CV.

- Sumarsono. (2024). *Ini Data Statistik Penggunaan Media Sosial Masyarakat Indonesia Tahun 2024*. Rri.Co.Id. <https://www.rri.co.id/ipitek/721570/ini-data-statistik-penggunaan-media-sosial-masyarakat-indonesia-tahun-2024>
- Thahir, H., Hadi, S., Zahra, F., Arif, I., & Rombe, E. (2022). Strengthening effects of managerial innovativeness in promoting sustainable supply chain management in tourism business. *Uncertain Supply Chain Management*, 10(3), 923–932. <https://doi.org/10.5267/j.uscm.2022.3.002>
- Triyasari, S. R., Tamami, N. D., & Pangestu, L. (2022). FoMO: Loyalitas Konsumen Berdasarkan Brand Experience Produk Olahan Singkong Asli Madura. *Agrikultura*, 33(1), 106. <https://doi.org/10.24198/agrikultura.v33i1.37154>
- Ultavia, A. B., Jannati, P., Qathrunnada, F. M., & Shaleh. (2023). Kualitatif: Memahami Karakteristik Penelitian Sebagai Metodologi. *Jurnal Pendidikan Dasar*, 11(2), 341–348. <https://doi.org/10.46368/jpd.v11i2.902>
- Wahyuningsih. (2005). The Relationships among Customer Value, Satisfaction and Behavioral Intentions: A General Structural Equation Model. *Gadjah Mada International Journal of Business*, 7(3), 301. <https://doi.org/10.22146/gamaijb.5584>
- Wahyuningsih. (2013a). Customer Value, Satisfaction and Behavioral Intentions: the Effects of Consumer Search Behavior. *ASEAN Marketing Journal*, 3(1). <https://doi.org/10.21002/amj.v3i1.2011>
- Wahyuningsih. (2013b). Effects of Consumer Search Behavior Typology on the Relationship Between Customer Satisfaction and Behavioral Intentions. *The South East Asian Journal of Management*, 1(1). <https://doi.org/10.21002/seam.v1i1.1782>
- Wahyuningsih, Nasution, H., Yeni, Y. H., & Roostika, R. (2022). A comparative study of generations X, Y, Z in food purchasing behavior: the relationships among customer value, satisfaction, and Ewom. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2105585>
- Wahyuningsih, & Nurdin, D. (2010). The Effect of Costumer Satisfaction on Behavioral Intntions. *Jurnal Manajemen Bisnis*, 3(1), 1–16.
- Zahara, Z., Ikhsan, Santi, I. N., & Farid. (2023). Entrepreneurial marketing and marketing performance through digital marketing capabilities of SMEs in post-pandemic recovery. *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2204592>
- Zahara, Z., & Rombe, E. (2017). The effect of tourism product, promotion, and individual characteristics on tourists' decision. *International Journal of Economic Research*, 14(12), 167–173.
- Zahara, Z., Rombe, E., Ngatimun, N., & Suharsono, J. (2021). The effect of e-service quality, consumer trust and social media marketing on intention to use online transportation services. *International Journal of Data and Network Science*, 5(3), 471–478. <https://doi.org/10.5267/j.ijdns.2021.4.001>
- Zahroh, L., & Sholichah, I. F. (2022). Pengaruh Konsep Diri dan Regulasi diri Terhadap Fear of Missing Out (FoMO) Pada Mahasiswa Pengguna Instagram Lailatuz. *Jurnal Pendidikan Dan Konseling*, 4, 1103–1109.
- Zainudin, M., Maulidah, S., & Riana, F. D. (2023). Strategi Pemasaran Digital dalam Mendorong Keputusan Pembelian Produk Olahan Pisang di Indonesia. *Image : Jurnal Riset Manajemen*, 11(2), 245–255. <https://doi.org/10.17509/image.2023.023>

Zhao, Y. (2024). The Influence of the Instability Factors of Influencer Marketing on Brand Marketing -- Based on the Analysis of Florasis's Influencer Marketing Event. *Lecture Notes in Education Psychology and Public Media*, 38(1), 36–43. <https://doi.org/10.54254/2753-7048/38/20240584>