

PENGARUH *VIRAL MARKETING*, *FEAR OF MISSING OUT*, *PRICE PERCEPTION* TERHADAP KEPUASAN KONSUMEN MELALUI KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL *INTERVENING* PADA PENGGEMAR *TRENDY FOOD & BEVERAGES* BERBASIS *ONLINE* DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *viral marketing*, *fear of missing out* (FoMO), dan *price perception* terhadap kepuasan konsumen, dengan keputusan pembelian sebagai variabel *intervening*, pada penggemar produk *trendy food & beverages* berbasis *online* di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden. Teknik analisis data menggunakan *Structural Equation Modeling–Partial Least Square* (SEM–PLS). Hasil penelitian menunjukkan bahwa *price perception* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian dan kepuasan konsumen. Sebaliknya, *viral marketing* dan FoMO tidak berpengaruh signifikan baik terhadap keputusan pembelian maupun kepuasan konsumen. Keputusan pembelian juga tidak terbukti berperan sebagai variabel *intervening* yang signifikan. Temuan ini memberikan implikasi bagi pelaku usaha kuliner berbasis digital untuk lebih menekankan persepsi harga dalam menyusun strategi pemasaran.

Kata Kunci: *Viral Marketing, Fear of Missing Out, Price Perception, Keputusan Pembelian, Kepuasan Konsumen*



***THE INFLUENCE OF VIRAL MARKETING, FEAR OF MISSING OUT,
AND PRICE PERCEPTION ON CUSTOMER SATISFACTION THROUGH
PURCHASE DECISION AS AN INTERVENING VARIABLE AMONG FANS
OF ONLINE-BASED TRENDY FOOD & BEVERAGES IN THE SPECIAL
REGION OF YOGYAKARTA***

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Abstract

This study aims to analyze the influence of viral marketing, fear of missing out (FoMO), and price perception on consumer satisfaction, with purchase decision as an intervening variable, among fans of trendy food and beverages sold online in the Special Region of Yogyakarta. The research employs a quantitative approach, utilizing a survey method with 100 respondents. Data analysis is conducted using Structural Equation Modeling–Partial Least Square (SEM–PLS). The results indicate that price perception has a positive and significant impact on both purchase decisions and consumer satisfaction. In contrast, viral marketing and the fear of missing out (FoMO) do not significantly affect purchase decisions or consumer satisfaction. Additionally, purchase decisions do not serve as a significant mediator in the relationship between the independent variables and consumer satisfaction. These findings suggest that digital-based culinary businesses should prioritize price perception when formulating their marketing strategies.

Keywords: *Viral Marketing, Fear of Missing Out, Price Perception, Purchase Decision, Consumer Satisfaction*

