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Artikel Penelitian

The Role of FOMO and Parasocial Interaction Through E-WOM on the Decision to Visit Bali's Marine Tourism

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Abstract: Tourism has become one of Indonesia's most dynamic sectors, with Bali positioned as a leading destination for marine-based attractions such as Amed, Tanjung Benoa, Menjangan, and Lovina. The rapid growth of social media platforms has transformed destination marketing, where psychological and digital factors increasingly shape tourist behavior. This study investigates the role of Fear of Missing Out (FOMO) and parasocial interaction in influencing domestic tourists' decisions to visit Bali's marine tourism, with electronic word-of-mouth (E-WOM) examined as a mediating variable. Using the Theory of Planned Behavior (TPB) as a framework, FOMO is conceptualized as shaping attitudes, parasocial interaction as influencing subjective norms, and E-WOM as enhancing perceived behavioral control. The research employed a quantitative approach with purposive sampling of 180 respondents who had engaged in marine tourism and actively used social media. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Results indicate that FOMO, parasocial interaction, and E-WOM each have significant positive effects on visit decisions. FOMO and parasocial interaction also significantly drive E-WOM activity, which partially mediates their influence on visiting decisions. The findings highlight that while psychological drivers and digital communication play a substantial role, external factors such as destination conditions, costs, and family preferences remain influential. This study contributes to tourism literature by clarifying inconsistent findings in prior research and emphasizing the importance of integrating psychological constructs with digital communication strategies. Practically, the results suggest that tourism stakeholders should optimize social media storytelling and encourage authentic E-WOM to strengthen destination appeal.

Keywords: Electronic Word of Mouth (E-WOM), Fear of Missing Out (FOMO) , Marine Tourism, Parasocial Interaction, Visit Decision.

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1. Introduction

Tourism is one of the fastest-growing sectors in Indonesia and plays a crucial role in driving the national economy. Tourism is understood as an activity involving interactions between the public, government, businesses, communities, organizations, and tourists, all of which collectively form a support system for regional development . The tourism industry as a service sector aims to provide a pleasant experience for tourists through the various services offered.

Indonesia's maritime territory covers 5.9 million km², divided into 3.2 million km² of public waters and 2.7 million km² of the Exclusive Economic Zone (EEZ), stretching from Sabang to Merauke and from Miangas to Rote Island . This vast marine potential supports the development of marine tourism, which, according to Ikhlas et al., (2023), is a tourism activity related to marine areas such as enjoying marine panoramas, diving, and water sports. Marine tourism not only provides economic benefits but also requires environmental conservation efforts to maintain marine ecosystems .

One of Indonesia's premier tourist destinations is the island of Bali. Known as the Island of the Gods, Bali boasts a rich culture, traditions, and marine potential that make it a global leader. Data from the Bali Provincial Statistics Agency (BPS) shows that the number of international tourist arrivals increased from 481,646 in December 2023 to 551,100 in December 2024, a 14.4% increase . Visits via Ngurah Rai International Airport saw a 14.7% increase, while visits via seaports decreased by 26%. This confirms that air travel remains the primary means of access for tourists to Bali.

Bali boasts a diverse array of marine tourism attractions. In East Bali, Amed Beach in Karangasem Regency is renowned for its pristine coral reefs at Jemeluk Bay, the Japanese Shipwreck, Amed Wall, and Bunutan Point. In South Bali, Tanjung Benoa in Badung Regency is a hotspot for water sports such as jet skiing, parasailing, and banana boating, as well as a destination for Turtle Island. Meanwhile, in West Bali, Menjangan Beach, within West Bali National Park, boasts a 10-kilometer coral reef wall and crystal-clear waters reaching depths of up to 50 meters, making it a haven for divers and snorkelers. In North Bali, Lovina Beach offers early morning dolphin viewing and captivating sunrise views.

Domestic tourist travel data for December 2023–2024 shows an imbalance in the distribution of visits. Karangasem Regency recorded a 7.14% increase in visits, driven by the popularity of Amed. Badung Regency, despite being a hub for marine tourism, experienced a 1.51% decline. Buleleng also recorded a decline despite boasting iconic attractions like Menjangan and Lovina. This imbalance indicates that digital promotion strategies in several regions are still suboptimal .

The rapid growth of social media platforms like TikTok and Instagram is driving a transformation in tourism destination marketing strategies. Tourists actively explore, share, and archive experiences through visual content that shapes perceptions, strengthens destination image, and influences visiting decisions. stated that both platforms are effective in promoting tourism through*micro-storytelling*which fosters emotional attachment and increases interest in visiting.

Psychologically, FOMO plays a significant role in driving a person's decision to travel. FOMO itself is a feeling of worry about missing out on the enjoyable experiences of others and often arises from exposure to content on social media .In the context of Bali, tourists who

see content about diving in Amed, the excitement of water sports in Tanjung Benoa, the serenity of Menjangan, and dolphin attractions in Lovina tend to be encouraged to visit. This influences tourist behavior, including the intensity of social media use, reliance on trends, and the search for social validation. However, research shows that not all individuals are motivated to visit despite experiencing FOMO, so further in-depth study is needed.

In addition to FOMO, parasocial relationships also influence how tourists decide to visit a destination. This pseudo-relationship between individuals and content creators can create an emotional closeness that encourages tourists to follow destination recommendations . Content shared by creators about Amed, Tanjung Benoa, Menjangan, and Lovina can foster trust and increase interest in visiting. and found that parasocial interactions positively influence tourist decisions, but highlighted the potential for negative impacts such as social pressure.

Furthermore, digital word-of-mouth communication, or e-WOM, plays a significant role in influencing tourists' decisions to visit a destination. E-WOM is a form of digital communication in the form of reviews, experiences, or testimonials shared voluntarily by tourists. According to , information conveyed through e-WOM tends to be more credible than official promotions. E-WOM content depicting snorkeling activities, beautiful ocean views, or interactions with dolphins organically increases destination exposure. Research by and found that e-WOM had a positive impact on visiting decisions, while reported an insignificant effect, creating a research gap that is important for further investigation.

To analyze the relationship between these variables, this study uses the Theory of Planned Behavior (TPB) , which emphasizes that a person's intention is influenced by attitudes, social norms, and perceived control over behavior .In this study, FOMO encourages the formation of a positive attitude towards visiting, Parasocial Interaction influences perceived social norms, while E-WOM helps increase behavioral control through access to information that facilitates tourist decisions.

This research is important because previous studies have yielded conflicting results regarding the influence of FOMO and parasocial interaction on travel decisions. Furthermore, there is limited research that considers e-WOM as a mediating variable, particularly in the context of marine tourism in Bali for domestic tourists. Therefore, this study aims to fill this research gap by gaining a more comprehensive understanding of how psychological and digital factors shape travel decisions.

2. Method

This research was conducted on the island of Bali, which boasts marine tourism attractions such as Lovina Beach, Amed, Tanjung Benoa, and Menjangan Island. Bali was chosen as the location for this study because the destination's nature aligns with digital phenomena that influence tourist behavior, particularly in the areas of FOMO, Parasocial Interaction, and E-WOM. These four destinations represent marine tourism activities that allow tourists to be exposed to digital content that influences their decision to visit, making Bali an ideal location to analyze the relationships between research variables.

This study identified all domestic tourists who had or were currently engaged in marine tourism in Bali as the population. The sample was selected using a purposive sampling technique with specific criteria: participants must be at least 17 years old, have engaged in marine tourism activities in the past year, and regularly use social media. The minimum sample

size followed the guidelines of ,which was ten times the number of indicators used. With 18 indicators, the minimum number of respondents was 180 to ensure valid and accountable research results.

This study used quantitative data collected through a questionnaire with a five-point Likert scale. Primary data was collected directly from tourists through questionnaire distribution, while secondary data was drawn from books, journals, previous research, and official sources such as the Statistics Indonesia (BPS). Before use, the research instrument was checked for validity through item-total correlation and reliability using Cronbach's Alpha with a minimum value of 0.6. Descriptive analysis was then applied to describe the pattern of each variable, revealing the tendency of respondents' answers based on their average scores.

To analyze the relationship between variables, this study used Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach through SmartPLS. A mediation test was applied to assess the indirect influence through e-WOM, while hypothesis testing was carried out using bootstrapping using the criteria of $p < 0.05$ and t-statistic > 1.96. This approach allows researchers to see how much influence FOMO and Parasocial Interaction, both directly and through e-WOM, have on tourists' overall decision to visit Bali.

3. Results and Discussion

Testing *Outer* Model

Convergent Validity

Convergent Validity is used to determine how well each indicator represents the latent construct by considering its loading factor value. An indicator is considered valid if its loading factor value is above 0.7, indicating a strong relationship between the indicator and the latent variable. Conversely, indicators with a loading factor below 0.7 are recommended to be removed to ensure more precise and reliable measurement results. Findings related to Convergent Validity can be seen in Table 1 below.

Table 1. *Outer Loading.*

Item Pernyataan	Outer Loading
X1.1 → Fear of Missing Out (FOMO)	**0.981**
X1.2 → Fear of Missing Out (FOMO)	**0.979**
X1.3 → Fear of Missing Out (FOMO)	**0.972**
X1.4 → Fear of Missing Out (FOMO)	**0.976**
X2.1 → Interaksi Parasosial	**0.955**
X2.2 → Interaksi Parasosial	**0.919**
X2.3 → Interaksi Parasosial	**0.908**
X2.4 → Interaksi Parasosial	**0.972**
Z1 → Electronic Word of Mouth (E-WOM)	**0.893**
Z2 → Electronic Word of Mouth (E-WOM)	**0.848**
Z3 → Electronic Word of Mouth (E-WOM)	**0.877**
Z4 → Electronic Word of Mouth (E-WOM)	**0.725**
Z5 → Electronic Word of Mouth (E-WOM)	**0.855**
Y1 → Keputusan Berkunjung	**0.737**
Y2 → Keputusan Berkunjung	**0.874**

Y3 → Keputusan Berkunjung	**0.922**
Y4 → Keputusan Berkunjung	**0.95**
Y5 → Keputusan Berkunjung	**0.932**

Source: Smart PLS, 2025

Table 1 shows that all loading factor values are above 0.70, meaning they meet the requirements for convergent validity. This indicates that the indicators in the variables FOMO (X1), Parasocial Interaction (X2), Interactivity (X3), E-WOM (Z), and Visit Decision (Y) are valid and can represent their respective constructs well.

Composite Reliability* And *Cronbachs alpha

A variable is considered reliable when its composite reliability and Cronbach's Alpha values are greater than 0.70. The results of this measurement can be seen in Table 2 below.

Table 2. Results*Composite Reliability* And *Cronbachs Alpha.*

Variabel	Composite Reliability	Cronbach's Alpha	Keterangan
Fear of Missing Out (FOMO)	**0.988**	**0.984**	**Reliabel**
Interaksi Parasosial	**0.968**	**0.955**	**Reliabel**
Electronic Word of Mouth (E-WOM)	**0.924**	**0.896**	**Reliabel**
Keputusan Berkunjung	**0.948**	**0.93**	**Reliabel**

Source: Smart PLS, 2025

See Table 2. The composite reliability values for the FOMO, Parasocial Interaction, E-WOM, and Visit Decision variables are 0.988; 0.968; 0.924; and 0.948, respectively. All of these figures are above the minimum threshold of 0.70, indicating that each indicator consistently represents its construct. For Cronbach's Alpha, the four variables recorded values of 0.984; 0.955; 0.896; and 0.930, all of which are also above the 0.70 threshold. From this, it can be concluded that the indicators for each construct have good internal consistency and are capable of providing stable measurement results.

Mark *Average Variance Extracted*

The AVE value that is considered to meet the minimum requirements is 0.5 as can be seen in Table 3 below:

Table 3. Values *Average Variance Extracted.*

Variabel Penelitian	AVE
Fear of Missing Out (FOMO)	**0.954**
Interaksi Parasosial	**0.882**
Electronic Word of Mouth (E-WOM)	**0.709**
Keputusan berkunjung	**0.786**

Source: Smart PLS, 2025

Based on Table 4.16, the AVE value for the Parasocial Interaction, FOMO, variables*interactive,* E-WOM and visit intention were recorded at 0.954, 0.882, 0.709, and 0.786, respectively. All of these values exceeded the 0.50 threshold, indicating that the model exhibited fairly strong convergent validity.

Discriminant Validity

Discriminant validity is examined through cross-loading values, where an indicator is considered valid if its cross-loading on the original variable is higher than on the other variables. This means the indicator is able to show a clear distinction from the other constructs.

Table 4. Test Results*Cross Loading*.

Variabel	Fear of Missing Out (FOMO)	Interaksi Parasosial	Electronic Word of Mouth (E-WOM)	Keputusan berkunjung
X1.1	**0.981**	**0.601**	**0.589**	**0.699**
X1.2	**0.979**	**0.581**	**0.58**	**0.692**
X1.3	**0.972**	**0.609**	**0.591**	**0.688**
X1.4	**0.976**	**0.583**	**0.59**	**0.692**
X2.1	**0.989**	**0.955**	**0.494**	**0.613**
X2.2	**0.524**	**0.919**	**0.581**	**0.648**
Z1	**0.599**	**0.908**	**0.581**	**0.648**
Z2	**0.572**	**0.503**	**0.893**	**0.576**
Z3	**0.507**	**0.972**	**0.616**	**0.689**
Z4	**0.524**	**0.593**	**0.877**	**0.703**
Z5	**0.446**	**0.257**	**0.855**	**0.571**
Z6	**0.573**	**0.532**	**0.658**	**0.574**
Z7	**0.573**	**0.593**	**0.658**	**0.874**
Z8	**0.695**	**0.686**	**0.676**	**0.95**
Z9	**0.675**	**0.612**	**0.659**	**0.932**

Source: Smart PLS, 2025

Table 4 shows that each variable has the highest correlation with its own indicators. For example, the indicators in the FOMO variable show a stronger relationship with that variable than with Parasocial Interaction, E-WOM, or visit decision. The same pattern is also seen in the Parasocial Interaction, E-WOM, and visit decision variables, where each indicator is most closely related to its parent variable. Therefore, it can be said that all indicators in each construct are valid and meet the requirements for discriminant validity.

Testing*Inner Model*

*Structural Equation Modeling*based*Partial Least Squares*(SEM-PLS) has*inner model*which describes the relationship between latent constructs [21]. Evaluation of the inner model is carried out through the value*R-square*as an indicator*goodness of fit*, which shows how well the model is able to explain endogenous variables. In addition, the evaluation also includes checking for potential collinearity through*R-square*, assessment of the magnitude of the influence using*F-square*, analysis of predictive ability with*Q-square*, as well as testing the significance of the relationship between constructs through path coefficients.

R-Square

According to [22], the value*R-Square*A value of 0.67 is in the high (substantial) category, 0.33 is in the moderate category, and 0.19 is in the low (weak) category.*R-Square*for this research can be seen in table 5 below.

Table 5. Values *R-Square.*

Variabel	R Square
Electronic Word of Mouth (E-WOM)	**0.424**
Keputusan berkunjung	**0.644**

Source: Smart PLS, 2025

Table 5 shows the R-square value for E-WOM is recorded at 0.424, meaning that approximately 42.4% of the variation in E-WOM can be explained by FOMO and Parasocial Interaction. The remaining 57.6% is influenced by factors outside the model, such as the quality of digital content, user trust in information sources, media trends, and personal experiences interacting on digital platforms. This R-square value is categorized as moderate according to Chin (1998), meaning the model's ability to predict E-WOM is at a medium level. Meanwhile, the R-square value for the decision to visit is recorded at 0.644, meaning that approximately 64.4% of the variation in the decision to visit is explained by Fear of Missing Out (FOMO), Parasocial Interaction, and E-WOM, while the remaining 35.6% is influenced by other factors such as destination conditions, tourism reputation, financial capabilities, digital promotions, and tourists' emotional states. Based on Chin's (1998) classification, this figure is also categorized as moderate, so the model is quite good at explaining tourist behavior when determining the decision to visit.

F-Square

Effect Size(F Square), used to assess the magnitude of the influence of a construct on another construct. A value of 0.02 indicates a small influence, 0.15 a medium influence, and 0.35 a large influence [21], Test results*F Square*can be seen in Table 6 below:

Table 6. *F-Square Test Results.*

Variabel	Electronic Word of Mouth (E-WOM)	Keputusan Berkunjung
Fear of Missing Out (FOMO)	**0.178**	**0.194**
Interaksi Parasosial	**0.114**	**0.128**
Electronic Word of Mouth (E-WOM)	**0.142**	**0.142**

Source: Smart PLS, 2025

The F-Square test results show that the influence of FOMO on Electronic E-WOM was recorded at 0.178, categorized as moderate. This indicates that the fear of missing out on trends is enough to encourage domestic tourists to actively share tourism information, although it is not the most dominant factor. Meanwhile, Parasocial Interaction has an F-Square value of 0.114 on E-WOM, which is categorized as a small effect; psychological closeness with public figures does make tourists more trusting, but it is not the main driver for them to spread information about marine tourism. Furthermore, FOMO also recorded an F-Square value of 0.194 on the decision to visit, categorized as moderate, which indicates that the tendency to follow trends can accelerate tourists' decisions to come to a destination, although the final decision is still influenced by practical factors such as cost, time, and family preferences. Parasocial Interaction on the decision to visit has a value of 0.128 and is categorized as small to moderate, so its contribution is limited because tourists consider more situational factors such as weather and the safety of marine tourism activities. Meanwhile, the influence of E-

WOM on the decision to visit with an F-Square value of 0.142 indicates a moderate effect, where positive information from other users can shape tourists' perceptions, although the final decision is still influenced by considerations of comfort, safety, and the personal conditions of tourists. Overall, the five relationships show that each construct has a significant but not dominant influence.

Q-Square predictive relevance

Q-Square, or predictive relevance, is used to assess how well a structural SEM-PLS model predicts data. This value is calculated through a blindfolding procedure on the construct cross-validation redundancy component, allowing researchers to see how accurately the model predicts data not included in the initial estimation. According to , a Q-Square value greater than 0 indicates the model has weak predictive ability; a value of around 0.25 indicates moderate predictive ability; and a value above 0.50 indicates strong predictive ability.

Table 7. Results *Uji Q-Square.*

Variabel	Q-Square	Kategori
E-WOM (Z)	**0.29**	**Sedang**
Keputusan Berkunjung (Y)	**0.493**	**Kuat**

Source: Smart PLS, 2025

Table 7 shows that the E-WOM variable has a Q-Square value of 0.290, indicating that the model's predictive ability for this variable is moderate. This indicates that the model is quite capable of explaining the formation of E-WOM behavior among domestic tourists, although there are still variations not captured by the analyzed constructs. Differences in the intensity of social media use, preferences for content types, and the diversity of tourist characters also influence E-WOM behavior beyond the influence of FOMO and Parasocial Interaction. Therefore, although this model is still quite good for prediction, it cannot fully capture the full dynamics of tourists' digital communication.

For the decision to visit variable, the Q-Square value was recorded at 0.493, which qualifies as a strong predictor. This result indicates that the combined factors of FOMO, parasocial interaction, and e-WOM are quite effective in predicting domestic tourists' decisions regarding marine tourism destinations in Bali. However, the final decision can still be influenced by external factors such as economic situation, family preferences, destination conditions, and previous travel experiences.

Mediation Effect Test

VAF is used to measure the extent to which a mediating variable is able to explain the indirect effect compared to the total effect. The VAF value is calculated using the formula:

$$\boldsymbol{VAF = \frac{Indirect\ influence}{Total\ influence}}$$

The interpretation criteria according to Purwanto et al. (2023) are: VAF > 80% indicates*full mediation*, VAF between 20–80% indicates*partial mediation*, and VAF < 20% means there is no mediation.

In the relationship between FOMO and the decision to visit mediated by E-WOM, a VAF value of 24.99% was obtained. This VAF value is in the range of 20–80%, indicating that E-WOM acts as a partial mediator. In other words, E-WOM only partially bridges the influence of FOMO on tourists' decisions to visit. Meanwhile, the VAF calculation for the influence of Parasocial Interaction through E-WOM on the decision to visit was recorded at

25.20%, which also falls into the category of partial mediation. Therefore, it can be concluded that E-WOM only partially mediates the relationship between Parasocial Interaction and tourists' decisions to visit.

Hypothesis Testing

After the measurement model was confirmed to be valid and reliable, hypothesis testing was performed using SEM-PLS. Researchers used a bootstrapping procedure to calculate the standard error, t-statistic, and p-value, which were used to assess whether the path coefficient was significant . A hypothesis is considered proven to be significant if the p-value is less than 0.05, while a p-value above 0.05 indicates the relationship is insignificant .

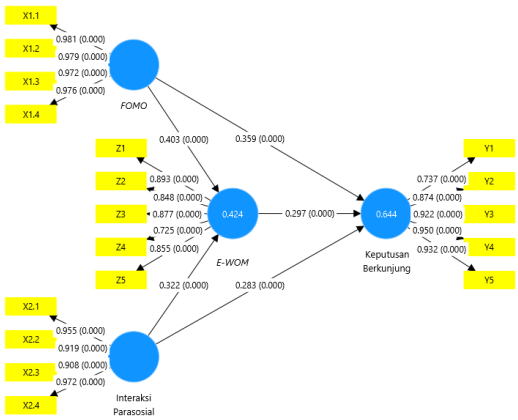

Figure 1. Model Results *Bootstraping.*

Source: Smart PLS, 2025

Figure 1 shows the results of hypothesis testing conducted using the bootstrapping method in the SEM-PLS model. From this process, the researchers obtained t-statistics and p-values, which were used to determine the significance of the relationship between variables.

Influence *Fear of Missing Out*(FOMO) on Tourists' Visiting Decisions for Marine Tourism in Bali

The test results show that FOMO has a significant positive influence on travel decisions, with an original sample value of 0.359, a p-value of 0.000 < 0.05, and a t-statistic of 5.397 > 1.96. This means that domestic tourists' tendency to not want to miss out on trends also encourages them to choose marine tourism destinations such as Amed, Tanjung Benoa, Menjangan, and Lovina. With these findings, the first hypothesis is proven to be accepted.

FOMO describes a person's anxiety when they feel they are missing out on exciting experiences that others are enjoying .This study shows that posts by friends, influencers, or public figures about marine tourism experiences in Bali often trigger tourists to immediately visit the destination. FOMO not only encourages them to follow trends but also strengthens perceptions of the destination's value and uniqueness, ultimately influencing their decision to visit. Theoretically, this finding aligns with Theory of Planned Behavior (TPB), where FOMO is closely linked to attitudes toward a behavior. The fear of missing out helps build tourists' positive attitudes toward visiting activities. These results are also consistent with studies , which confirmed that FOMO has a significant influence on visit decisions.

The Influence of Parasocial Interaction on Tourists' Visiting Decisions for Marine Tourism in Bali

The results of the hypothesis test indicate that Parasocial Interaction has a positive and significant influence on the decision to visit, with an original sample value of 0.283, a P value of 0.000 < 0.05, and a T statistic of 3.901 > 1.96. This means that the stronger the parasocial bond felt by tourists with public figures or content creators on social media, the more likely they are to decide to visit marine tourism destinations in Bali, such as Amed, Tanjung Benoa, Menjangan, and Lovina. Parasocial Interaction itself refers to the experience as if there is closeness or direct communication between the audience and media figures , which makes tourists feel entertained, inspired, and get emotional satisfaction from the content displayed. When tourism figures share the beauty and appeal of Bali's marine destinations, positive perceptions are formed, increasing followers' trust in their recommendations and motivating them to have similar experiences.

In theory, parasocial interaction is part of a subjective norm. The emotional closeness tourists feel with public figures creates a social urge to imitate the tourism activities they display. The experiences and recommendations shared by these figures are then perceived as social benchmarks worthy of following, thus strengthening tourists' intentions and decisions to visit marine destinations in Bali. This finding also aligns with research by, which showed that parasocial interaction has a positive and significant influence on visit decisions.

The Influence of Electronic Word of Mouth (E-WOM) on Tourists' Visiting Decisions for Marine Tourism in Bali

The results of the hypothesis testing show that E-WOM has a positive and significant influence on the decision to visit, with an original sample value of 0.297, a p-value of 0.000 < 0.05, and a T statistic of 5.834 > 1.96. This means that the more positive reviews and experiences tourists share through digital media about destinations such as Amed, Tanjung Benoa, Menjangan, and Lovina, the greater the likelihood that other tourists will decide to visit. E-WOM, as a form of word-of-mouth communication through social media [30], has been shown to influence tourists' choices because they prefer to search for, compare, and trust reviews that are considered honest, credible, and reflect the real conditions of the destination.

From a theoretical perspective, e-WOM is closely linked to social norms and perceived behavioral control. Positive reviews circulating on social media create social pressure and increase tourists' confidence in decision-making, as the information convinces them that the destination is worth visiting. This situation then strengthens tourists' intentions and decisions to visit marine destinations in Bali, such as Amed, Tanjung Benoa, Menjangan, and Lovina. These results also align with previous findings from and which showed that e-WOM significantly drives tourists' visit decisions.

Pengaruh Fear of Missing Out (FOMO) Terhadap Electronic Word of Mouth (E-WOM)

Hypothesis testing results show that Fear of Missing Out (FOMO) has a positive and significant effect on E-WOM among domestic tourists visiting marine destinations in Bali, with an original sample value of 0.403, a p-value of 0.000 < 0.05, and a t-statistic of 5.543 > 1.96. This means that the greater the fear of missing out, the more actively tourists search, read, and share information related to destinations such as Amed, Tanjung Benoa, Menjangan,

and Lovina. FOMO, which reflects the need to stay connected and not miss out on other people's experiences, encourages tourists to follow content from friends, influencers, or public figures, thus fostering curiosity and motivation to follow popular tourism trends. As a result, tourists interact more frequently with marine destination content and even share personal experiences after visiting, strengthening the formation of positive E-WOM that spreads across digital platforms.

Conceptually, this finding aligns with the Theory of Planned Behavior , where FOMO is directly linked to attitudes toward a behavior. The fear of missing out makes tourists evaluate their visit more positively, encouraging them to engage in e-WOM, both by seeking information and sharing experiences about marine destinations in Bali. This research also aligns with the findings of , who demonstrated that FOMO drives e-WOM activity, emphasizing the crucial role of fear of missing out as a trigger for tourists' digital communication behavior.

The Influence of Parasocial Interaction on Electronic Word of Mouth (E-WOM)

The results of the hypothesis testing indicate that Parasocial Interaction has a positive and significant influence on E-WOM of domestic tourists in Bali's marine tourism destinations, with an original sample value of 0.322, a P value of 0.000 < 0.05, and a T statistic of 5.276 > 1.96. This means that the stronger the one-way closeness tourists feel with public figures or influencers on social media, the greater their drive to search, read, and share information about places such as Amed, Tanjung Benoa, Menjangan, and Lovina. Parasocial Interaction, which is a non-face-to-face relationship between the audience and media figures , creates a sense of emotional closeness that increases tourists' trust in the messages conveyed. When content showcases the beauty and exciting experiences of Bali's marine destinations, tourists are encouraged to actively participate in E-WOM, either by seeking additional information or sharing their own experiences.

Conceptually, the findings suggest that parasocial interactions can influence attitudes and subjective norms in tourism information-seeking behavior. The emotional closeness formed between tourists and public figures makes them more trusting of shared content, thus encouraging them to read reviews and share positive experiences about marine destinations in Bali. These findings support the research of ,which showed that parasocial interactions have a positive and significant influence on e-WOM. Furthermore, the research of confirmed that parasocial interactions can significantly increase tourist engagement in e-WOM activities.

Electronic Word of Mouth (E-WOM) Mediates the Influence of Fear of Missing Out (FOMO) on Visit Decisions

The results of the hypothesis testing show that FOMO positively and significantly influences the decision to visit through the partial mediation role of E-WOM, with an original sample value of 0.120, a p-value of 0.000 < 0.05, and a T-statistic of 4.137 > 1.96. This means that the stronger the FOMO feelings felt by tourists, the greater their drive to not only immediately decide to visit destinations such as Amed, Tanjung Benoa, Menjangan, and Lovina, but also actively search for, read, and share tourism information through social media. These E-WOM activities carried out by tourists then strengthen their beliefs, so that the decision to visit the currently popular marine destination of Bali becomes more solid.

FOMO, defined as the urge to stay up-to-date and not miss out on other people's experiences , arises when tourists see posts from friends, influencers, or public figures showcasing interesting travel experiences. This feeling motivates them to seek additional information, especially through e-WOM, which provides a realistic picture of the facilities, attractions, and experiences at the destination. From a theoretical perspective, this finding aligns with the Theory of Planned Behavior , where FOMO shapes attitudes toward behavior, while e-WOM strengthens perceived behavioral control by providing information that increases tourists' confidence in making a decision to visit. This research also supports the findings of and ,which show that e-WOM functions as an important mediator between FOMO and tourists' decisions to visit a destination.

Electronic Word of Mouth (E-WOM) Mediates the Influence of Parasocial Interactions on Visit Decisions

The analysis results show an original sample value of 0.095, a p-value of 0.000, and a t-statistic of 3.614, indicating that E-WOM acts as a partial mediator between Parasocial Interaction and visit decisions, thus the seventh hypothesis is accepted. Emotional closeness with media figures encourages tourists to dig for more detailed information about the destination they wish to visit. E-WOM activities then help strengthen their beliefs through real reviews from other tourists, thus making the decision to visit more solid. This finding is in line with the research of ,which shows the important role of E-WOM as a mediator in the relationship between Parasocial Interaction and visit decisions.

4. Conclusion

Based on the research findings, it can be concluded that FOMO has a positive and significant influence on tourists' decision to visit, meaning that the greater the fear of missing out, the greater their motivation to visit marine tourism destinations in Bali. Parasocial Interactions have also been shown to significantly drive visit decisions, indicating that emotional closeness with public figures makes tourists more motivated to make decisions to visit those locations. Furthermore, E-WOM has a clear positive influence on visit decisions, where the better the quality of reviews and digital information received by tourists, the higher their interest in visiting the destination. FOMO also encourages tourists to be more active in spreading and seeking information through E-WOM, while Parasocial Interactions increase tourists' engagement in digital communication about the destination. Furthermore, E-WOM acts as a partial mediator between FOMO and visit decisions; increasing FOMO makes E-WOM activity more intense, which in turn strengthens tourists' decisions. A similar pattern is also seen in Parasocial Interactions, where the stronger the parasocial relationship, the more E-WOM is formed, ultimately increasing tourists' tendency to visit marine destinations in Bali.

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