

Research Article

The Influence of Fear of Missing Out (FOMO), Social Influence, and Service Quality on Visitor Decisions at Cafe Taki in Palembang City

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Abstract: This study aims to analyze the effect of Fear of Missing Out (FOMO), Social Influence, and Service Quality on purchasing decisions of visitors at Cafe Taki. This research employs a quantitative approach using a survey method. The population consists of visitors to Cafe Taki Palembang City, with sample of 97 respondents selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression analysis with SPSS software. Partially Fear of Missing Out has a positive and significant effect on purchasing decisions, with a regression coefficient of 0.145, a t-value of 3.133, and a significance level of $0.002 < 0.05$. Social Influence shows a positive and significant effect on purchasing decisions, with a regression coefficient of 0.385, a t-value of 7.590, and a significance level of $0.000 < 0.05$. Furthermore, Service Quality has a positive and significant effect on purchasing decisions, indicated by a regression coefficient of 0.392, a t-value of 6.494, and a significance level of $0.000 < 0.05$. Simultaneously, Fear of Missing Out, Social Influence, and Service Quality significantly influence purchasing decisions, as evidenced by an F-value of 74.222 with a significance level of $0.000 < 0.05$. The correlation coefficient (R) of 0.840 indicates a strong relationship between the independent variables and purchasing decisions, while the coefficient of determination (Adjusted R Square) of 0.696 reveals that 69.6% of the variation in purchasing decisions can be explained by the three independent variables, with the remaining percentage influenced by other factors outside this study.

Keywords: Cafe; FOMO; Purchasing Decision; Service Quality; Social Influence.

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1. Introduction

The Indonesian cafe industry has shown significant growth over the past five years. According to the Top Brand Index, the coffee shop sector has grown by more than 15% annually (Top Brand Index, 2025). This growth is driven by changing lifestyles, which have transformed cafes into multifunctional spaces. They are not only places to enjoy food and drinks, but also as a place to socialize and express identity (Kurniati et al., 2022).

The growth rate of the Indonesian cafe industry is projected to be around 15% per year from 2019 to 2024. This increase reflects changing lifestyles, particularly among the younger generation, who view cafes as social spaces, workplaces, and lifestyle symbols. This growth is driven by the influence of social media, where aesthetic visualization and digital trends determine a cafe's popularity. Furthermore, increasing purchasing power is strengthening demand for comfortable and unique relaxing experiences. Economically, the cafe industry contributes significantly to the culinary and creative economy sectors, creating jobs and encouraging local coffee consumption. However, increasing competition requires businesses to focus on product innovation, service quality, and brand differentiation to survive in an increasingly competitive market.

This phenomenon is further fueled by the growing number of young people who consider relaxing in cafes part of their modern lifestyle. Palembang, as one of the economic centers of South Sumatra, is also a key figure in this trend. The growth of new cafes has been significant in recent years. One example is Cafe Taki, a popular destination for young people in Palembang. This cafe is known not only for its menu but also for its atmosphere and social image, built through social media. Thus, the development of the cafe industry demonstrates lifestyle and economic changes due to the influence of digital culture (Savira et al., 2024).

These changes reflect the crucial role social media plays in shaping consumer preferences and behavior among young people. Argeto emphasized that social media not only influences consumption choices but also creates new social identities among the younger generation, making cafes a symbol of a modern lifestyle (Argeto et al., 2021). The role of social media in shaping adolescents' self-image and lifestyle is increasingly evident, especially in environments filled with cafes serving as social spaces. These cafes have become strategic places for teenagers to express themselves and build social networks, in line with the increasingly popular hangout phenomenon among millennials.

One of the social phenomena that strengthens the trend of visiting Cafes is Fear of Missing Out (FOMO). This concept describes the feeling of someone who does not want to feel left out of the social experiences carried out by others (Septiana et al., 2024). In the context of the cafe industry, this is seen when consumers see other people's posts on social media who are enjoying time in a particular place. The social experience displayed creates a psychological urge to imitate the same behavior. As a result, many consumers visit cafes not only for culinary needs, but to obtain social validation. This phenomenon indicates that current consumption patterns are more driven by symbolic and emotional needs. The fear of being left behind or Fear of Missing Out (FOMO) is a psychological factor that encourages consumers to follow the trend of visiting popular cafes. As a result, social media has an important role in shaping consumer behavior that is oriented towards social exposure.

Besides Fear of Missing Out (FOMO), another factor that has a strong influence on consumer behavior is social influence. In the digital era, purchasing decisions are not only driven by rational needs but also by the opinions and actions of others. Widjaya found that social influence through social media significantly impacted Generation Z's purchasing interest in local coffee products (Widjaya et al., 2024). Recommendations, positive reviews, and trends on platforms like TikTok are key sources of reference in decision-making. Even a short review from an influencer can create a viral effect that triggers interest in visiting a particular cafe. In this case, social media acts as a highly influential marketing agent. Consumers tend to be influenced by shared opinions formed through social media. As a result, people's shopping and choosing products is now more influenced by the desire to follow popular trends. Social influence not only influences how people assess a product's quality but also fosters a sense of belonging to a particular group or community. Therefore, social media plays a crucial role as a key driver in shaping purchasing decisions in the cafe industry.

While social and psychological influences are important, service quality remains the primary foundation for customer retention. Service quality is a crucial dimension that determines the sustainability of the relationship between businesses and consumers. Octarani showed that service quality in cafes, such as staff friendliness, speed of service, and comfort of the venue, significantly impacts customer satisfaction and decision to visit (Octarani et al., 2025). Responsive and friendly service creates a positive experience for customers. A pleasant experience will encourage customers to return. Conversely, if service is slow or unfriendly, customers may perceive the establishment as less than satisfactory. Mudjiyanti noted that in the service industry, such as cafes, the customer's emotional experience is crucial, distinguishing one establishment from another (Mudjiyanti, 2022). Therefore, cafes need to consistently manage service quality to maintain their reputation and loyalty. Good service quality not only creates satisfaction but also fosters long-term emotional relationships with customers.

Previous research has shown that the relationship between Fear of Missing Out (FOMO), social influence, and service quality on consumer decisions is not always linear. Some findings show varying results depending on the context and customer experience. Kurniadi found that Fear of Missing Out (FOMO) positively influences purchase intentions, but the effect decreases when customer service experiences are negative (Kurniadi et al., 2024). These findings indicate that psychological factors can be weakened by less than

satisfactory real-life experiences. Fear of Missing Out (FOMO) may be able to drive initial intention to visit, but it is not enough to maintain loyalty. A bad experience at a location will negate the positive effects of this social drive. Therefore, it is important for cafes to ensure that customers' social expectations align with the quality of service provided.

The increasing use of social media in Indonesia also reinforces the emergence of trend-driven consumer behavior. According to Data Reportal, there were approximately 221 million active social media users in Indonesia that year (DataReportal, 2024). This figure indicates that almost all levels of society are connected to the digital space. Akbar revealed that social media has now become an arena for social identity formation, including in decisions to visit cafes (Akbar et al., 2025). Sharing content in cafes has become a form of self-expression and a symbol of social status. Therefore, the decision to visit is often influenced more by social needs than functional ones. This phenomenon demonstrates a shift in motivation from rational consumption to symbolic consumption. With increased social media exposure, the effects of Fear of Missing Out (FOMO) and social influence also become stronger. This makes digital media not only a communication tool, but also a major driver of consumer behavior in modern society.

One well-known and popular cafe in Palembang is Cafe Taki, located on Jl. Taman Kenten, Duku, Ilir District, Tim. II, Palembang City, South Sumatra 30114. Established on March 1, 2024, Taki boasts two indoor and outdoor spaces, suitable for work or casual social activities. It also offers a food and beverage menu, including snacks, main courses, coffee, non-coffee cold drinks, and more. Cafe Taki has captured the attention of the public with its creative concept and comfortable atmosphere.

Cafe Taki boasts several advantages that set it apart from other cafes in Palembang. One of its main attractions is the on-site futsal court, a rarity in most cafes. This facility is not only used for sports activities but also serves as a social interaction space for young people who enjoy exercising while enjoying a relaxed atmosphere. The presence of the futsal court enhances the cafe's functionality as a place that offers not only food but also an active and healthy recreational experience. In addition, Cafe Taki offers live music and DJ performances daily, providing a lively and energetic atmosphere for its visitors. This consistent entertainment concept creates a dynamic and modern atmosphere, in line with lifestyle trends, especially among the younger generation. The combination of sports facilities, musical entertainment, and recently the addition of a photo booth, along with quality service, makes Cafe Taki a popular hangout spot that serves not only as a place to eat and drink, but also as a center for social and recreational activities. This uniqueness is one of the factors that strengthens consumer interest and supports Cafe Taki's image as an innovative and distinctive cafe destination in Palembang.

Amidst the booming cafe business in Palembang, featuring contemporary and innovative concepts, Cafe Taki faces the challenge of maintaining customer interest. Increasing competition has led consumers to choose from a variety of alternative places to relax, work, or gather with friends. Although the increasing number of cafes in Palembang is evident, specific data on the year-over-year growth of cafes is not yet publicly available. Therefore, this description is based on field observations and the general trend of the Indonesian culinary industry. This situation demands that every cafe, including Taki, create a memorable experience for its visitors.

Cafe Taki competes with five other cafes in Palembang: CCE Space, Kopi Nako, Rumah Loer, Panchehub, and Kusmana. These five cafes excel in aesthetic interior design, a comfortable atmosphere, and diverse concepts, ranging from modern cafes and lifestyle cafes to coffee and art spaces. Cafe Taki stands out through its modern entertainment space concept, combining cafe, entertainment, and sports activities in one location. Live music, DJ performances, and a futsal court are key distinguishing features of Cafe Taki compared to other cafes in Palembang.

2. Literature Review

Fear of Missing Out (FOMO) is a psychological condition where a person feels anxious or afraid of missing out on information, experiences, or events being experienced by others (Zhang et al., 2020). This feeling often arises from a desire to stay connected to activities occurring in the social environment (Rizky et al., 2013). In psychological studies, FOMO can make someone obsessed with various events deemed important or interesting in their

surroundings (Jessica et al., 2016). Furthermore, FOMO is also understood as an experience involving emotional and cognitive aspects that arises from the discrepancy between a person's personal experiences and those of their social environment (Luca et al., 2020). In a marketing context, this condition can be exploited to influence consumer behavior, particularly in encouraging impulse buying (Jessica et al., 2016).

Social influence is the influence exerted by individuals or groups on a person's attitudes and behavior (Suyanto, 2024). This influence can come from reference groups, family, or the consumer's social status. Furthermore, social influence is also related to the process of providing information or encouragement that can influence someone in making a purchasing decision (Khoir & Hidayah, 2023). This influence can occur through direct or indirect social interactions within the community.

Service quality is the degree of conformity between customer expectations and the actual service received (Sugiyono, 2021). A service itself is an action or activity offered by one party to another that is intangible and does not result in ownership of a product (Sugiyono, 2021). Service quality is also understood as a form of performance provided by one party to another in the form of intangible actions that are not related to ownership of a specific item (Lubis & Andayani, 2018). Thus, service quality reflects the service provider's ability to meet customer needs and expectations.

Based on the previous description, the following conceptual framework can be described:

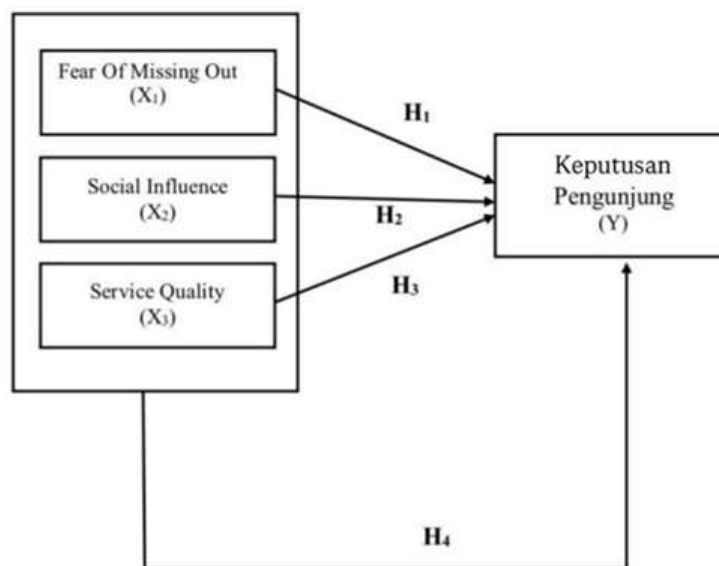


Figure 1. conceptual framework.

Based on the above framework, the researcher formulated the following hypotheses:

H1: Fear of Missing Out influences the decision-making process of Cafe Taki visitors.

H2: Social Influence influences the decision-making process of Cafe Taki visitors.

H3: Service Quality influences the decision-making process of Cafe Taki visitors.

H4: Fear of Missing Out, Social Influence, and Service Quality influence the decision-making process of Cafe Taki visitors.

3. Proposed Method

This study was conducted on visitors to Cafe Taki Palembang who obtained information about the cafe through social media or recommendations from others. The study lasted for five months, from September to January 2026, and was conducted at Cafe Taki located on Jalan Taman Kenten, Ilir Timur II District, Palembang City. The study used a quantitative method with variables Fear Of Missing Out (FOMO) (X₁), social influence (X₂), service quality (X₃), and visitor decisions (Y). Variable measurement used a Likert scale with data sources in the form of primary and secondary data. The study population was all visitors to Cafe Taki Palembang with an unknown number, so the sampling technique used was purposive sampling. The number of samples was determined using the Lemeshow formula and obtained 97 respondents. Data collection was carried out through questionnaires,

interviews, literature studies, and observations. Data analysis used multiple linear regression to determine the effect of independent variables on visitor decisions. Before the analysis was carried out, the instrument was tested through validity and reliability tests as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity. Furthermore, the data was analyzed using SPSS through the t-test, F-test, and coefficient of determination (R^2) to explain the data and draw research conclusions.

4. Results and Discussion

Respondent Characteristic

Table 1. Distribution of respondent characteristics.

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	43	44.3
	Female	54	55.7
	Total	97	100
Age	< 20 Years	15	15.5
	20–25 Years	60	61.9
	26–30 Years	18	18.6
	> 30 Years	4	4.1
	Total	97	100
Visit Frequency	1 Time	19	19.6
	2–3 Times	48	49.5
	> 3 Times	30	30.9
	Total	97	100

Based on Table 1, of the 97 respondents, the majority were female (54 people) (55.7%), while 43 were male (44.3%). Based on age, the majority of respondents were in the 20–25 years range (60 people) (61.9%), followed by 26–30 years old (18.6%), under 20 years old (15.5%), and over 30 years old (4.1%). Meanwhile, based on the frequency of visits, the majority of respondents had visited 2–3 times (48 people) (49.5%), more than 3 times (30.9%), and 1 time (19.6%).

Research Instrument Testing

Table 2. Validity Test Results.

Variable	Item	Pearson Correlation	r-table	Description
Fear of Missing Out (X1)	1	0.849	0.1996	Valid
	2	0.918	0.1996	Valid
	3	0.886	0.1996	Valid
	4	0.831	0.1996	Valid
	5	0.820	0.1996	Valid
Social Influence (X2)	1	0.828	0.1996	Valid
	2	0.863	0.1996	Valid
	3	0.873	0.1996	Valid
	4	0.705	0.1996	Valid
	5	0.860	0.1996	Valid
Service Quality (X3)	1	0.849	0.1996	Valid
	2	0.849	0.1996	Valid
	3	0.865	0.1996	Valid

	4	0.846	0.1996	Valid
	5	0.751	0.1996	Valid
	1	0.641	0.1996	Valid
	2	0.787	0.1996	Valid
Visitor Decision (Y)	3	0.822	0.1996	Valid
	4	0.764	0.1996	Valid
	5	0.609	0.1996	Valid

Based on table 1, it can be said that all items have a calculated r value > r table, so that the questionnaire items have met the validity requirements and can be used in further analysis.

Table 3. Reliability Test Results.

Variable	Cronbach's Alpha	Description
Fear of Missing Out (X1)	0.866	Reliable
Social Influence (X2)	0.884	Reliable
Service Quality (X3)	0.894	Reliable
Visitor Decision (Y)	0.906	Reliable

Based on Table 2, it can be concluded that the questionnaire is reliable for all variables. This is evidenced by the Cronbach's Alpha value for each variable being >0.50.

Table 4. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,53747843
Most Extreme Differences	Absolute	,080
	Positive	,080
	Negative	-,075
Test Statistic		,080
Asymp. Sig. (2-tailed)		,143 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on Table 4, the Kolmogorov-Smirnov test results have an Asymp. Sig. (2-tailed) value of 0.143 > 0.05. These results indicate that the regression equation model is normally distributed.

Table 5. Multicollinearity Test Results.

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,636	1,204		1,359	,177		
Fear Of Missing Out	,145	,046	,189	3,133	,002	,873	1,145
Social Influence	,385	,051	,476	7,590	,000	,804	1,244
Service Quality	,392	,060	,418	6,494	,000	,765	1,307

a. Dependent Variable: Visitor Decision

Based on Table 5, it can be seen that the tolerance value for each variable is greater than 10% or 0.1 and the VIF value is less than 10, which means that the regression equation model is free from multicollinearity.

Table 6. Heteroscedasticity Test Results.

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,958	,747		5,300	,000
	Fear Of Missing Out	,016	,029	,056	,554	,581
	Social Influence	-,125	,031	-,419	-3,986	,134
	Service Quality	-,009	,037	-,025	-,235	,815

a. Dependent Variable: ABRES

Based on Table 6, it is shown that each model has a significance value greater than 0.05 (5%). This indicates that the independent variables used in this study are free from heteroscedasticity symptoms.

Table 7. Results of Multiple Linear Regression Analysis.

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,636	1,204		1,359	,177
	Fear Of Missing Out	0,145	0,046	,189	3,133	,002
	Social Influence	0,385	0,051	,476	7,590	,000
	Service Quality	0,392	0,060	,418	6,494	,000

a. Dependent Variable: Visitor Decision

Based on Table 7, the multiple linear regression equation is as follows:

$$Y = 1.636 + 0.145 + 0.385 + 0.392 + e$$

Based on the regression equation, the constant value of 1.636 indicates that visitor decisions remain at 1.636 when the Fear of Missing Out (FOMO), Social Influence, and Service Quality variables are set to zero. The FOMO regression coefficient of 0.145 indicates that FOMO has a positive effect on visitor decisions. The Social Influence regression coefficient of 0.385 also indicates a positive effect. Meanwhile, the Service Quality regression coefficient of 0.392 indicates that service quality has a positive influence on visitor decisions.

Hypothesis Testing

Based on Table 7, the test results show that the significance value for the influence of Fear of Missing Out (X₁) on Visitor Decisions (Y) is 0.002 < 0.05 and the t-count value is 3.133 > t-table 1.9855. This proves that H₀ is rejected and H₄ is accepted. Furthermore, the significance value for the influence of Social Influence (X₂) on the dependent variable, namely Visitor Decisions (Y) is 0.000 < 0.05 and the t-count value is 7.590 > t-table 1.9855. This proves that H₀ is rejected and H₂ is accepted. Third, the test results show that the significance value for the influence of Service Quality (X₃) on Visitor Decisions (Y) is 0.000 < 0.05 and the t-count value is 6.494 > t-table 1.9855. This proves that H₀ is rejected and H₃ is accepted.

Table 8. F Test Results.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1479,958	3	493,319	74,222	,000 ^b
	Residual	618,124	93	6,646		
	Total	2098,082	96			

a. Dependent Variable: Visitor Decision

b. Predictors: (Constant), Service Quality, Fear Of Missing Out, Social Influence

Based on Table 8, it is known that the significance value is $0.000 < 0.05$ and the F count value is $74.222 > F$ table 3.093. This indicates that H0 is rejected and H4 is accepted.

Table 9. Results of the Determination Coefficient (R²) Test.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,840	,705	0,696	2,578	2,190

a. Predictors: (Constant), Service Quality, Fear Of Missing Out, Social Influence

b. Dependent Variable: Visitor Decision

Based on Table 9, the correlation coefficient (R) is 0.840, while the adjusted R Square is 0.696. This indicates that the independent variables in this study have the ability to explain 69.6% of their influence on the dependent variable. The remaining 30.4% is not discussed in this study.

Discussion

The results of the study indicate that Fear of Missing Out (FOMO) has a positive and significant effect on the purchasing decisions of visitors to Cafe Taki in Palembang City. This is evidenced by a significance value of $0.002 < 0.05$ and a calculated t-value of $3.133 > t$ -table 1.9855, indicating that the higher the level of FOMO experienced by visitors, the stronger their urge to make a purchase. FOMO arises from visitors' psychological urge to stay on top of trends, experiences, or social activities widely shared on social media. Exposure to other visitors' posts and the cafe's attractive atmosphere can create a desire to immediately experience similar experiences. These results align with findings that FOMO can influence individual motivation and consumer decisions due to social media exposure (Melisa, 2025), influence lifestyles and trends among the younger generation (Meifilina, 2025), and is reinforced by the intensity of social media use in shaping consumer behavior (Puspitasari et al., 2025). Furthermore, this study also shows that social influence has a positive and significant effect on the purchasing decisions of visitors to Taki Cafe in Palembang City, with a significance value of $0.000 < 0.05$ and a calculated t-value of $7.590 > t$ -table 1.9855. This indicates that the influence of social environments such as friends, family, and recommendations on social media can increase visitors' confidence in making purchasing decisions. Visitors tend to follow the choices made by their social groups because they are considered safer and in accordance with prevailing social norms. This finding aligns with research stating that social influence has a positive and significant influence on purchasing decisions (Kusuma & Hermawan, 2020), is a major factor in shaping the visiting interest of the younger generation (Kusuma Wardhani et al., 2025), and is reinforced by the influence of social media and the social environment in determining cafe visitor decisions (Purnama et al., 2026). Furthermore, the research results show that service quality also has a positive and significant effect on the purchasing decisions of visitors to Cafe Taki in Palembang City, with a significance value of $0.000 < 0.05$ and a calculated t-value of $6.494 > t$ -table 1.9855. This indicates that good service quality can increase customer confidence in making purchasing decisions. Staff friendliness, speed of service, accuracy of presentation, and the comfort and cleanliness of the cafe environment can provide a positive experience for visitors, thereby strengthening purchasing decisions and encouraging the likelihood of repeat visits. These results align with research indicating that service quality has a positive and significant effect on customer satisfaction (Sinta, 2023), cafe consumer purchasing decisions (Kasiono et al., 2020), and visitor revisit intentions (Oktavia, 2025).

Simultaneously, fear of missing out, social influence, and service quality were shown to have a positive and significant effect on the purchasing decisions of Cafe Taki in Palembang City. This is evidenced by a significance value of $0.000 < 0.05$ and a calculated F value of $74.222 > F$ table 3.093. These findings indicate that visitor decisions are not only influenced by one factor, but are the result of an interaction between psychological, social, and service quality factors. FOMO encourages visitors not to miss out on trending experiences, Social Influence strengthens confidence through social support, while Service Quality ensures a positive experience during the visit. Based on a partial test, Social Influence is the most dominant variable influencing visitor decisions with the highest calculated t value of 7.590. The results of this study are in line with research stating that Social Influence and Service Quality simultaneously influence purchasing decisions (Kusuma & Hermawan, 2020), the combination of service quality with other factors can significantly increase purchasing decisions (Kasiono et al., 2020), and social influence supported by positive experiences can encourage individual decisions in choosing a place (Kusuma Wardhani et al., 2025).

5. Conclusion

Based on the research results, it can be concluded that Fear of Missing Out, Social Influence, and Service Quality have a positive and significant influence on the purchasing decisions of visitors to Cafe Taki in Palembang City, both partially and simultaneously. Social Influence and Service Quality have a stronger influence than Fear of Missing Out, indicating that social influence and service quality are important factors in driving purchasing decisions. Together, these three variables explain most of the variation in visitors' purchasing decisions, as indicated by a strong relationship and a coefficient of determination of 69.6%. The remainder is influenced by other factors outside the study.

Therefore, cafe managers are advised to utilize promotional strategies that trigger the Fear of Missing Out phenomenon through social media, strengthen Social Influence through customer reviews and recommendations, and maintain consistent service quality to increase purchasing decisions and repeat visits. Furthermore, this study is expected to serve as a reference in the development of marketing management science. Further research is recommended to include other variables such as price, location, promotion, brand image, or customer satisfaction, and employ different methodological approaches to produce more comprehensive findings.

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