

Analysis of The Effect of Live Shopping, Influencer Marketing, and Fear of Missing Out on Purchase Decision Through Brand Trust of Glad2Glow Products on Tiktok Shop in Surabaya

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ABSTRACT

This study aims to examine the influence of Live Shopping, Influencer Marketing, and Fear of Missing Out (FOMO) on Purchase Decisions through Brand Trust for Glad2Glow products on TikTok Shop in Surabaya. A quantitative approach was employed using a survey method involving 200 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that Live Shopping, Influencer Marketing, and FOMO significantly affect Brand Trust and Purchase Decisions. Brand Trust also significantly affects Purchase Decisions and mediates the relationships between Live Shopping, Influencer Marketing, FOMO, and Purchase Decisions. These findings demonstrate the important role of Brand Trust in explaining the relationship between digital marketing strategies and consumer purchase decisions for Glad2Glow products on TikTok Shop.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer purchasing patterns. The convergence of social media platforms and e-commerce services has facilitated the emergence of social commerce, allowing consumers to search for product information and complete transactions within the same platform. Among the various social commerce platforms, TikTok Shop has experienced remarkable growth and popularity. Data reported by GoodStats (2025) indicate that approximately 58% of TikTok users utilize TikTok Shop as a channel for direct product purchases. In addition, TikTok Shop generated a Gross Merchandise Value (GMV) of US\$6.198 billion in Indonesia during 2024, positioning Indonesia as one of the platform's largest markets worldwide. These figures highlight the increasingly important role of TikTok Shop in supporting the expansion of the digital commerce sector in Indonesia..



Figure 1. Countries with the Largest TikTok Shop GMV

Source: GoodStats (2025)

Generation Z is a user group that dominates social media activity and digital transactions. Data from AMZ Scout (2026) shows that the engagement rate of female Generation Z users on TikTok reaches 75%, higher than the 62% for male users. Generation Z's characteristics of actively following trends, seeking product information through social media, and being highly dependent on digital technology make this group a potential target market for various brands utilizing digital marketing strategies.



Figure 2. TikTok Usage by Generation Z by Gender

Source: AMZ Scout (2026)

Within the beauty and skincare industry, Glad2Glow has emerged as one of the brands experiencing notable growth through the utilization of TikTok Shop as a digital sales channel. According to Kompas (2025), Glad2Glow secured

the second position in the best-selling beauty package category on TikTok Shop, accounting for a 4.65% market share, while Skintific occupied the first position with a market share of 5.99%. These figures suggest that a brand's competitive performance is influenced not only by the quality of its products but also by the effectiveness of its digital marketing efforts.

Among the various digital marketing approaches, live shopping has become increasingly popular due to its ability to facilitate real-time interaction between sellers and consumers. Previous studies have highlighted its effectiveness in encouraging consumer purchases. Zahra et al. (2025) reported that live shopping significantly influences purchase decisions, while Anindita et al. (2025) found that live streaming activities on TikTok contribute to higher levels of consumer purchasing behavior.

Another widely adopted strategy is influencer marketing, which leverages the credibility, attractiveness, and persuasive power of influencers to shape consumer perceptions. Yudi and Salim (2025) demonstrated that influencer marketing plays a substantial role in strengthening brand awareness and stimulating purchase decisions. Likewise, Adriana and Syaefulloh (2022) concluded that recommendations delivered by influencers can effectively encourage consumers to purchase the products being promoted.

In addition, Fear of Missing Out (FOMO) has become a prominent psychological phenomenon, particularly among Generation Z. This condition reflects an individual's concern about being excluded from trends, information, or experiences enjoyed by others. Wachyuni et al. (2024) found that FOMO affects consumers' thought processes when making purchase decisions. Similarly, Amelia (2025) confirmed that FOMO significantly contributes to consumer purchasing decisions.

Despite the growing number of studies examining live shopping, influencer marketing, FOMO, and purchase decisions, the findings remain inconsistent. Saputra and Fadhilah (2022) identified a significant relationship between live shopping and purchase decisions, whereas Nadia et al. (2026) reported no significant effect. Similar discrepancies can be observed in influencer marketing research. Iwan and Sopyan (2025) found a significant impact on purchase decisions, while Rachel et al. (2024) obtained contrasting results. The same inconsistency is evident in FOMO studies, where Nadhil and Aditya (2025) reported a significant effect on purchase decisions, whereas Tegar et al. (2026) found no significant relationship. Furthermore, studies investigating brand trust have also generated conflicting findings. Fify Alayfia (2025) concluded that brand trust significantly affects purchase decisions, while Muchtar et al. (2024) found the effect to be insignificant.

Conflicting evidence is also apparent regarding the mediating role of brand trust. Dewi et al. (2025) demonstrated that brand trust effectively mediates the relationship between digital marketing activities and purchase decisions. In contrast, Nurul and Putu (2025) reported that brand trust does not function as a mediator in this relationship. These inconsistencies indicate that further investigation is necessary to better understand the role of brand trust in linking digital marketing strategies to consumer purchase decisions..

In addition, the study aims to analyze the influence of live shopping, influencer marketing, and Fear of Missing Out (FOMO) on purchasing decisions through brand trust on Glad2Glow products in TikTok Shop among Generation Z in Surabaya.

LITERATURE REVIEW

Stimulus Organism Response (SOR)

The Stimulus-Organism-Response (SOR) theory explains how external stimuli influence an individual's internal psychological state, which subsequently shapes behavioral responses (Suryadi et al., 2023). In the context of consumer behavior, marketing stimuli received by consumers are processed cognitively and emotionally before resulting in a particular action. Therefore, the SOR framework is widely applied to explain how marketing activities affect consumer attitudes and purchasing behavior (Janah et al., 2024).

In this study, Live Shopping, Influencer Marketing, and Fear of Missing Out (FOMO) function as external stimuli. These stimuli influence consumers' internal evaluations represented by Brand Trust, which subsequently affects their Purchase Decisions regarding Glad2Glow products on TikTok Shop among Generation Z in Surabaya.

Live Shopping

Live Shopping refers to an interactive online selling activity conducted through real-time video streaming, enabling consumers to directly observe product demonstrations and communicate with sellers (Saputra & Fadhilah, 2022). This feature allows consumers to obtain immediate information, ask questions, and receive instant responses regarding products. As a result, live shopping creates a more engaging shopping experience and can increase consumer confidence in the products being promoted (Mindiasari et al., 2024).

From the point of view of the Stimulus Organism Response theory, live shopping events act as a stimulus that helps boost consumer involvement by allowing two-way conversation, showing products in real time, and having more direct interactions. The more interesting, helpful, and fun the live shopping event is, the better chance consumers have to learn about the products and brands being shown.

Influencer Marketing

Influencer Marketing is a marketing strategy that utilizes individuals with substantial social media influence to communicate product information and shape consumer perceptions (Lie Shearent, 2022). Agustin and Amron (2022) say that influencer marketing is a type of marketing where social media is used to promote products or services. Through their credibility, expertise, and social reach, influencers can increase consumer awareness and encourage positive attitudes toward a brand. Consequently, influencer recommendations often play an important role in influencing consumer purchase decisions.

Fear of Missing Out

Fear of Missing Out (FOMO) is a psychological condition characterized by feelings of anxiety or worry when individuals feel they are missing out on experiences, activities, or information enjoyed by others. This condition arises from a strong desire to stay connected and aware of the activities of others,

especially through social media (Przybylski, 2013). Therefore, individuals experiencing FOMO tend to actively monitor their social environment, both in person and through digital platforms. This condition can encourage individuals to continuously follow the activities of others and pay attention to various trends that are popular on social media.

Brand Trust

Brand Trust reflects consumers' confidence in a brand's ability to consistently deliver the promised benefits and meet their expectations (Kotler & Armstrong, 2016). A high level of trust develops when consumers perceive a brand as reliable, honest, and capable of providing satisfactory product performance. Consumers tend to place greater confidence in brands that consistently demonstrate quality, credibility, and commitment to customer satisfaction. Consequently, strong Brand Trust fosters long-term relationships between consumers and brands and positively influences consumer purchasing behavior. This perspective is supported by Fify Alayfia (2025), who argues that Brand Trust represents a relationship built on consumers' belief that a brand can fulfill their needs and provide the expected value.

Purchase Decision

Purchase Decision refers to the process through which consumers evaluate available alternatives and determine whether to purchase a particular product or service. This process generally begins with problem recognition, followed by information searching, evaluation of alternatives, and the final purchasing decision (Kotler & Armstrong, 2016). Consumers typically consider various factors, including product attributes, personal preferences, and available information before making a purchase. In digital commerce environments such as TikTok Shop, purchase decisions are often influenced by both rational considerations and emotional responses generated through online interactions. Therefore, consumers tend to evaluate product quality, suitability, and perceived value before deciding to complete a transaction. This perspective is also supported by Erlyasari and Isnafahrani (2024), who emphasize that consumers engage in a decision-making process to identify the most appropriate option among available alternatives.

Hypothesis

- H1: Live shopping has a significant influence on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H2: Influencer marketing has a significant influence on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H3: Fear of Missing Out (FOMO) has a significant influence on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H4: Live shopping has a significant effect on brand trust in Glad2Glow products on TikTok Shop in Surabaya.
- H5: Influencer marketing has a significant influence on brand trust in Glad2Glow products on TikTok Shop in Surabaya.
- H6: Fear of Missing Out (FOMO) has a significant effect on brand trust in Glad2Glow products on TikTok Shop in Surabaya.

- H7: Brand trust has a significant effect on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H8: Brand trust can mediate the influence of live shopping on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H9: Brand trust can mediate the influence of influencer marketing on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.
- H10: Brand trust can mediate the influence of Fear of Missing Out (FOMO) on purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya.

Contextual Framework

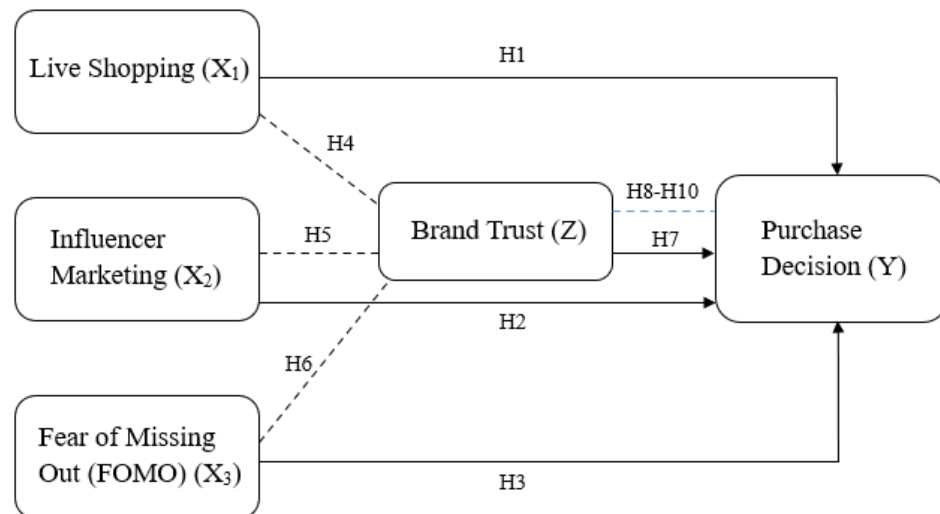


Figure 3. Conceptual Framework

METHODOLOGY

This research uses a quantitative approach. Creswell (2023:6) says that a quantitative approach is a research method that focuses on measuring and analyzing numbers to test ideas that were already formed before the study began. Data was gathered with research tools and looked at using statistical methods. The study group included young people from Generation Z living in Surabaya who bought Glad2Glow products via the TikTok Shop.

The method used for sampling is called purposive sampling. The people who were part of the study were young adults aged 17 to 27 years old. They were active users of TikTok Shop and had bought Glad2Glow products at least two times. The study used 200 respondents. Variable measurements were done using a five-point Likert scale. The data analysis was done using SmartPLS version 4 software, which uses a variance-based method called Partial Least Squares-Structural Equation Modeling (PLS-SEM).

RESEARCH RESULT

Respondent Characteristics Results

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Presentation (%)
Gender	Man	77	38.5%
	Woman	123	61.5%
Age	17-20 years	12	6.0%
	21-23 years old	148	74.0%
	24-27 years old	40	20.0%
Purchase Frequency	2-3 times	144	72.0%
	4-5 times	39	19.5%
	> 5 times	17	8.5%

Source: Processed Data (2026)

Based on Table 1, the majority of respondents were female (123 people) (61.5%). Based on age, the majority of respondents were in the 21–23 age range (148 people) (74.0%). In terms of purchase frequency, the majority of respondents (144 people) had purchased Glad2Glow products through TikTok Shop 2–3 times.

Measurement Model (Outer Model)

Validity and Reliability Test Results

Table 2. Validity and Reliability Test Results

Variables	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Live Shopping	0.775–0.865	0.674	0.931	0.943
Influencer Marketing	0.793–0.913	0.745	0.951	0.959
Fear of Missing Out	0.824–0.902	0.742	0.950	0.958
Brand Trust	0.871–0.915	0.784	0.908	0.936
Purchase Decision	0.817–0.881	0.708	0.963	0.936

Source: Processed Data (2026)

Based on Table 2, all indicators have outer loading values above 0.70, thus meeting the convergent validity criteria. All variables have AVE values above 0.50, indicating that the construct is able to explain more than 50% of the indicator's variance. The Cronbach's Alpha and Composite Reliability values for all variables are also above 0.70, thus concluding that all research constructs are valid and reliable.

Structural Model (Inner Model)

In this study, the loading factor limit used was 0.7. After data processing using SmartPLS 4.0.9, the loading factor results are shown below:



Figure 4. Inner Model

Source: SmartPLS 4.0, Processed Data (2026)

R-Square (R²)

Table 3. R-Square (R²) Test Results

Variables	R-square (R ²)	R-square adjusted
Brand Trust	0.662	0.657
Purchase Decision	0.724	0.718

Source: Processed Data (2026)

Table 3 shows that the R² value of Brand Trust of 0.662 indicates that the variables Live Shopping, Influencer Marketing, and Fear of Missing Out (FOMO) are able to explain the variation in Brand Trust by 66.2%, while the remaining 33.8% is explained by other variables outside the research model. Furthermore, the R² value of Purchase Decision of 0.724 indicates that the variables Live Shopping, Influencer Marketing, Fear of Missing Out (FOMO), and Brand Trust are able to explain the variation in Purchase Decision by 72.4% with 27.6% influenced by external factors.

F-Square (F²)

Table 4. F-Square (F²) Test Results

Variables	Brand Trust	Purchase Decision
Live Shopping	0.150	0.119
Influencer Marketing	0.140	0.074
Fear of Missing Out	0.101	0.062
Brand Trust		0.084
Purchase Decision		

Source: Processed Data (2026)

Table 4 shows that the F-Square value for the relationship between Live Shopping and Brand Trust indicates a moderate effect ($f^2 = 0.150$). Influencer

Marketing has a small effect ($f^2 = 0.140$), and Fear of Missing Out also has a small effect ($f^2 = 0.101$) on Brand Trust. In addition, all the factors that affect the purchase decision fall into the small effect size category. These include Live Shopping ($f^2 = 0.119$), Influencer Marketing ($f^2 = 0.074$), Fear of Missing Out ($f^2 = 0.062$), and Brand Trust ($f^2 = 0.084$). These results show that Live Shopping plays the most important role in the research model, especially when it comes to building Brand Trust.

Hypothesis Testing

Direct Effect Testing

Influence	Coefficient	T statistics	P values	Description
Live Shopping -> Purchase Decision	0.269	4,853	0,000	Significant
Influencer Marketing -> Purchase Decision	0.231	2,490	0.013	Significant
Fear of Missing Out -> Purchase Decision	0.209	2,691	0.007	Significant
Live Shopping -> Brand Trust	0.312	4,635	0,000	Significant
Influencer Marketing -> Brand Trust	0.331	4,435	0,000	Significant
Fear of Missing Out -> Brand Trust	0.280	4,176	0,000	Significant
Brand Trust -> Purchase Decision	0.261	2,988	0.003	Significant

Table 5. Results of the Direct Effect Test

Source: Processed Data (2026)

Based on Table 5, the direct correlation test shows that all relationships between variables have a p-value of less than 0.05, thus being declared significant. These results indicate that Live Shopping, Influencer Marketing, and Fear of Missing Out (FOMO) influence both Brand Trust and Purchase Decisions.

Testing the Indirect Effect of Mediation

Influence	Coefficient	T statistics	P values	Description
Live Shopping -> Brand Trust -> Purchase Decision	0.082	2,585	0.010	Significant
Influencer Marketing -> Brand Trust -> Purchase Decision	0.087	2,340	0.019	Significant
Fear of Missing Out -> Brand Trust -> Purchase Decision	0.073	2,164	0.031	Significant

Table 6. Results of the Mediation Effect Test (Indirect Effect)

Source: Processed Data (2026)

Based on Table 6, the test results show that all mediation relationships have a p-value <0.05 , thus being declared significant. Brand Trust is proven to significantly mediate the influence of Live Shopping on Purchase Decision ($t = 2.585$, $p = 0.010$). Brand Trust also significantly mediates the influence of Influencer Marketing on Purchasing Decision ($t = 2.340$, $p = 0.019$). In addition, Brand Trust significantly mediates the influence of Fear of Missing Out (FOMO) on Purchasing Decision ($t = 2.164$, $p = 0.031$). Thus, Brand Trust plays a significant role as a mediating variable in the relationship between independent variables and Purchase Decision.

DISCUSSION

The Influence of Live Shopping on Purchase Decision for Glad2Glow Products on TikTok Shop in Surabaya

The findings indicate that Live Shopping significantly contributes to consumers' Purchase Decisions regarding Glad2Glow products on TikTok Shop in Surabaya. Through real-time interaction, consumers are able to obtain detailed product information, observe product demonstrations directly, and receive immediate responses to their inquiries. These advantages reduce uncertainty during the purchasing process and increase consumers' confidence in making purchase decisions. Furthermore, promotional incentives offered during live shopping sessions, such as discounts, vouchers, and limited-time offers, create additional motivation for consumers to complete transactions.

These findings are consistent with Dara et al. (2025), who reported that live shopping significantly influences consumer purchasing decisions by providing direct interaction and a more engaging shopping experience. Similarly, Widiyanti and Zakky (2025) found that live shopping strategies play an important role in encouraging consumers to make purchase decisions on TikTok Shop.

The Influence of Influencer Marketing on Purchase Decision for Glad2Glow Products on TikTok Shop in Surabaya

The findings indicate that Influencer Marketing significantly contributes to consumers' Purchase Decisions regarding Glad2Glow products on TikTok Shop in Surabaya. Influencers play an important role in delivering product-related information, shaping consumer perceptions, and enhancing confidence in the products being promoted. Through content such as product reviews, tutorials, and personal recommendations, influencers provide consumers with valuable insights into product quality, benefits, and suitability. As a result, consumers are more likely to develop favorable attitudes toward the product and proceed with purchasing decisions when recommendations come from credible and trusted influencers.

These findings are consistent with the study conducted by Lengkawati and Saputra (2021), which demonstrated that influencer marketing positively affects consumer purchasing decisions for skincare products. Similarly, Yudi et al. (2025) and Adriana et al. (2022) reported that effective influencer marketing strategies can strengthen Generation Z consumers' intentions and decisions to purchase skincare products, particularly when the information delivered is perceived as credible, relevant, and trustworthy.

The Influence of Fear of Missing Out on Purchase Decision for Glad2Glow Products on TikTok Shop in Surabaya

This study shows that the Fear of Missing Out has a significant influence on Purchase Decision for Glad2Glow Products on TikTok Shop in Surabaya, so that the fear of being left behind on information and trends can strengthen consumer decisions in purchasing Glad2Glow products. Fear of Missing Out arises because consumers do not want to feel left behind from the social environment or the development of ongoing trends. In the context of TikTok Shop, various contents such as product reviews, viral videos, live shopping, and recommendations from influencers make consumers feel compelled to immediately purchase products so as not to miss opportunities or be considered left behind from existing trends.

This matches the findings of Wachyuni et al. (2024), who found that the Fear of Missing Out affects how people buy skincare products, as they are often influenced by new trends they see on social media. In addition, a study by Oka and their team in 2025 found that the Fear of Missing Out has a big impact on how people buy cosmetic and skincare products.

The Influence of Live Shopping on Brand Trust in Glad2Glow Products on TikTok Shop in Surabaya

The results of this study indicate that Live Shopping has a significant influence on Brand Trust in Glad2Glow Products on TikTok Shop in Surabaya, so that live shopping activities can strengthen consumer trust in Glad2Glow products on TikTok Shop. Live shopping is able to provide clear product information, display the product's condition in real time, and allow consumers to interact directly with sellers and hosts during the broadcast. Through live shopping, consumers can see live product demonstrations, learn about the benefits and how to use the product, and obtain more detailed explanations compared to only seeing photos or product descriptions on the marketplace.

This is in line with research by Annisa et al. (2025), which states that live shopping interactivity has a positive and significant impact on brand trust. Furthermore, research by Yunita et al. (2026) also shows that live streaming can increase consumer trust in products on TikTok Shop through transparent and interactive communication.

The Influence of Influencer Marketing on Brand Trust in Glad2Glow Products on TikTok Shop in Surabaya

The findings of this study indicate that the use of influencer marketing can strengthen brand trust in Glad2Glow products on TikTok Shop in Surabaya. Influencers are able to provide product information in an engaging, clear, and easy-to-understand manner. Furthermore, influencers with credibility, a good reputation, and good communication skills increase consumer confidence in the quality of the products they promote. Consumers tend to trust products recommended by influencers who are perceived as having experience and knowledge of skincare products.

This aligns with research by Diandra et al. (2024), which states that influencer marketing has a significant influence on brand trust in skincare products. Furthermore, research by Kadek Ayu and Ni Wayan (2025) and

Chandra et al. (2025) also found that the appropriate use of influencers can build consumer trust in a brand, as consumers tend to be more confident in products recommended by figures perceived as experienced and trustworthy.

The Influence of Fear of Missing Out on Brand Trust in Glad2Glow Products on TikTok Shop in Surabaya

The results of this study indicate that Fear of Missing Out can strengthen consumer brand trust in Glad2Glow products. Consumers have more trust in products that are popular, widely used, and frequently discussed on social media, especially TikTok. Consumers tend to assume that viral and highly recommended products are of good quality, thus fostering trust in the brand. This condition indirectly shapes perceptions of Glad2Glow products because consumers see many other users who have used and given positive responses to the product. The more often consumers see a product appearing on social media and being used by many people, the higher consumer confidence in the quality and credibility of the brand.

This aligns with research by Mentari Nasr et al. (2023), which states that Fear of Missing Out is related to the formation of brand trust in consumer purchasing decisions. Furthermore, research by Rahmatullah & Hermeindito (2025) and Azzahra (2026) also shows that Fear of Missing Out and brand trust are factors that influence consumer behavior in purchasing skincare products, as consumers are encouraged to follow emerging trends on social media.

The Influence of Brand Trust on Purchase Decision for Glad2Glow Products on TikTok Shop in Surabaya

This study shows that brand trust can strengthen purchasing decisions for Glad2Glow products on TikTok Shop in Surabaya. When consumers perceive Glad2Glow products to be of good quality and safe to use, they will have greater confidence in purchasing and even repeating purchases. This condition indicates that brand trust is a crucial factor in influencing consumer behavior before making purchasing decisions.

This matches the findings of Sari et al. (2022), who found that brand trust plays a big role in how consumers decide to buy skincare products. Another study by Sapriliana et al. (2025) found that when consumers trust a brand, it makes them more confident about buying skincare products. This shows that trust in a brand helps create good feelings about the brand and also makes customers more likely to buy from it directly.

The Influence of Live Shopping on Purchase Decision through Brand Trust on Glad2Glow Products on TikTok Shop in Surabaya

The findings of this study indicate that Live Shopping serves not only as a promotional medium but also as a means to build brand trust for Glad2Glow products on TikTok Shop in Surabaya. Consumers can see the products directly, receive detailed explanations of their benefits and usage, and interact directly with the host and sellers through real-time comments and Q&A features. This creates a greater sense of confidence and trust in the products offered.

This is in line with research by Nilna Muna and Ni Luh Putu (2024), which states that consumer trust can mediate the influence of live streaming on purchasing decisions on TikTok Shop. The study explains that direct interaction

and transparency of product information during live streaming can increase consumer trust, thus driving purchasing decisions.

The Influence of Influencer Marketing on Purchasi Decision through Brand Trust on Glad2Glow Products on TikTok Shop in Surabaya

The research results show that influencer marketing plays a significant role in shaping perceptions and brand trust for Glad2Glow products on TikTok Shop in Surabaya. Consumers also feel more confident in products promoted by influencers with credibility, experience, and a positive social media reputation. This leads consumers to believe that Glad2Glow products offer the quality and benefits they need. When influencers provide positive reviews of Glad2Glow products, consumers more easily build trust in the brand, thereby increasing their purchasing decisions.

This aligns with research by Adytia et al. (2025), which states that brand trust can mediate the influence of influencer marketing on consumer purchasing decisions. Furthermore, research by Saprilliana et al. (2025) also found that consumer trust in brands is a factor that strengthens the influence of influencer marketing on beauty product purchasing decisions.

The Influence of Fear of Missing Out on Purchasi Decision through Brand Trust on Glad2Glow Products in TikTok Shop in Surabaya

The study results show that Generation Z in Surabaya tends to be more interested in and trust products that frequently appear on social media, are widely used by others, and are widely discussed on TikTok. Consumers are drawn to products when they see them going viral, receiving numerous positive reviews, and being recommended by influencers and other TikTok users. This creates a consumer perception that Glad2Glow products are trustworthy and of high quality.

This finding aligns with Mentari et al.'s (2025) findings that suggest that Fear of Missing Out is linked to the formation of brand trust and consumer purchasing decisions. Furthermore, research by Nur et al.'s (2024) also shows that Fear of Missing Out and brand trust are factors influencing consumer behavior in purchasing skincare products because consumers are encouraged to follow emerging trends on social media.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results and discussions that have been explained previously, the conclusions from the results of this study can be described as follows: (1) Live Shopping has a significant effect on the Purchase Decision of Glad2Glow products on TikTok Shop in Surabaya, (2) Influencer Marketing has a significant effect on the Purchase Decision of Glad2Glow products on TikTok Shop in Surabaya, (3) Fear of Missing Out (FOMO) has a significant effect on the Purchase Decision of Glad2Glow products on TikTok Shop in Surabaya, (4) Live Shopping has a significant effect on Brand Trust of Glad2Glow products on TikTok Shop in Surabaya, (5) Influencer Marketing has a significant effect on Brand Trust of Glad2Glow products on TikTok Shop in Surabaya, (6) Fear of Missing Out (FOMO) has a significant effect on Brand Trust of Glad2Glow products on TikTok Shop in Surabaya, (7) Brand Trust has a significant effect on

the Purchase Decision of Glad2Glow products on TikTok Shop in Surabaya, (8) Brand Trust is able to mediate the influence of Live Shopping on the Purchase Decision of Glad2Glow products on TikTok Shop in Surabaya, (9) Brand Trust is able to mediate the influence of Influencer Marketing on Purchase Decisions for Glad2Glow products on TikTok Shop in Surabaya, (10) Brand Trust is able to mediate the influence of Fear of Missing Out (FOMO) on Purchase Decisions for Glad2Glow products on TikTok Shop in Surabaya.

Advanced Research

Based on the results of the research analysis and the conclusions that have been formulated, the following suggestions are presented:

1. Glad2Glow is advised to continue optimizing its digital marketing strategy by improving the visual quality of its live shopping activities and selecting influencers with good reputations and credibility.
2. They should be wiser in making skincare purchasing decisions, considering the product's quality, benefits, and safety before purchasing. Consumers are also expected to resist being easily influenced by trends, promotions, or viral products on social media without seeking more detailed information about the products they intend to use.
3. Further researchers are advised to add other variables that can influence purchasing decisions, such as electronic Word Of Mouth (e-WOM), product quality, price, or customer satisfaction.

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