



# The Influence of Viral Marketing and Atmosphere on Purchase Decisions with FOMO as Moderation in Coffee Shops

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## ABSTRACT

**Purpose** – This paper seeks to examine the influence of menu variations on Generation Z customer loyalty in coffee shops in Denpasar City, with customer satisfaction as a mediating variable and social media marketing as a moderating variable. **Methodology/approach** – A quantitative explanatory approach was applied using questionnaire data collected from 175 Generation Z respondents who frequently visit coffee shops in Denpasar. The data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) to test both direct and indirect relationships among menu variations, customer satisfaction, social media marketing, and loyalty. **Findings** – The results indicate that menu variations have a positive and significant effect on both customer loyalty and customer satisfaction. However, customer satisfaction does not significantly influence loyalty and fails to mediate the relationship between menu variations and loyalty. Furthermore, social media marketing plays a quasi-moderating role, strengthening the effect of menu variations on loyalty while also directly influencing loyalty. These findings suggest that Generation Z loyalty is more strongly driven by innovative product experiences and digital engagement rather than satisfaction alone. **Novelty/value** – This study contributes to the growing literature on Generation Z consumer behavior in the coffee shop industry by highlighting the importance of continuous menu innovation supported by effective social media marketing strategies to build and maintain long-term customer loyalty.

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## INTRODUCTION

In recent years, the coffee industry in Indonesia has experienced very rapid growth, especially in the modern coffee segment. Based on information from KataData 2023, Indonesia has managed to become the leader of the modern coffee market in Southeast Asia with a market share of 28% in 2023, outperforming countries such as Thailand and the Philippines. This phenomenon is also evident in areas with a high concentration of tourists such as Bali. This is supported by the large number of restaurants and cafes in the City Regency in Bali. This is also followed by the growth of hundreds of coffee shops starting from popular tourist areas such as Seminyak, Kuta, and Canggu.

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A coffee shop itself can be defined as a small café or restaurant, which usually sells coffee and non-alcoholic beverages, simple meals, or snacks with supporting facilities in the place (Budiman & Dananjoyo, 2021). Based on data from reviews on Tripadvisor, coffee shops near the beach have their own interests that add to the pleasant experience for consumers. The Kuta area is one of the attractions to gather in a coffee shop with a sunset view, and offers a variety of concepts, ranging from modern minimalism, bohemian, to tropical-vintage aesthetic and instagramable.

In the coffee shop business, quick response and the ability to understand buyer behavior are factors that affect business success (Khan et al., 2022), as well as the findings in the research of Setini et al., (2025) all business scopes always want to create loyal customers, this finding in the retail sector. Purchasing behavior is not just an act of buying, but is the result of stages that start from recognizing needs, seeking information, evaluating alternatives, and finally making a purchase (Zubaidah & Latief, 2022). Hidayat (2021) said that in the context of coffee shops, consumer purchase decisions are influenced by consumer perceptions of coffee quality, service, price, atmosphere, as well as external factors such as trends and recommendations from others. In addition, promotions are also a factor that can influence purchasing decisions, which serves to attract customers to make purchases (Indiani & Devi, 2023). The more positive the consumer's experience and perception of these aspects, the more likely it is that consumers will make a purchase decision.

Along with the shift in consumer interest from traditional marketing towards digital technology, viral marketing is one of the important strategies in attracting the attention of today's consumers (Hamade, 2021). The presence of viral marketing has been proven to help business actors to introduce products more effectively and quickly to consumers (Praditya & Purwanto, 2024). This strategy is believed to be a strategic marketing tool for a brand, which allows it to gain many benefits through the rapid and extensive dissemination of information (Dinh & Lee, 2024). Viral marketing content is crucial in persuading consumers to engage and buy. This was revealed by Wandira & Rahman (2021), Hamade (2021), Praditya & Purwanto (2024), Dinh & Lee (2024), and Shatnawi et al. (2024) who prove that viral content has an impact on increasing purchasing decisions. Meanwhile, other studies such as Parmariza (2019), Rahayu et al. (2022), Saktiendi et al. (2022), Wahyuni (2023), and Sari et al. (2024) concluded that there was no significant influence between viral marketing and purchase decisions. Saktiendi et al. (2022) added that viral marketing reaches a wide audience, but is largely irrelevant to the product offered, so its impact on purchase decisions becomes insignificant.

In addition, there is a new paradigm in the food service business, especially restaurants or coffee shops, which previously only provided a menu of dishes (food and drinks), now it has shifted to a modern concept that offers an unforgettable experience, one of which is through atmosphere (Budiman & Dananjoyo, 2021). Atmosphere is the ability to create positive effects (Giantari et al., 2020). Consumers certainly expect an atmosphere that can provide comfort because the emotional state of consumers affects behavior. Atmosphere acts as a stimulus, influencing consumers' anticipatory emotions and improving the shopping experience through the consumer's senses, which in turn consumers will respond to the stimulus where the consumer's anticipatory emotions help in decision-making (Van et al., 2024). This was revealed by Budiman & Dananjoyo (2021), Khan et al. (2022), Dewobroto & Wijaya (2022), Aulia et al. (2023) and Yahya & Haryadi (2023) which proved the existence of a positive and significant influence between atmosphere and purchase decisions. Meanwhile, Turley et al. (2024) mentioned that general design is not as important as the other four categories of atmospheric variables in the formation of affects for restaurants. Fauzi et al. (2024) added that consumers only use the atmosphere as a complement so that it is not directly significant to the purchase decision.

Based on this explanation, it is known that in the findings of the previous research, there are still inconsistent results that provide a gap for the current research. One of the psychological variables that plays a role in purchasing decisions in the digital era is Fear of Missing Out (FOMO). FOMO is not only a fear of being left behind, but also affects individual behavior and decision-making (Setiawan,

2025). Consumers are prone to FOMO when considering the purchase of a product and viral content can influence perceptions of certain products and even drive purchases. The prevalence of FOMO is exacerbated by the ease of disseminating information through social media, thus perpetuating the phenomenon (Mahmud et al., 2024). This causes FOMO to be used as a way to stimulate consumers to buy and increase the popularity of a product (Kopřivová & Bauerová, 2024). Several empirical studies support the role of FOMO moderation in the relationship between viral marketing and purchase decisions, including Sa'bani et al. (2024), Sakti (2023), Mahmud et al. (2024), Kopřivová & Bauerová (2024), Setiawan (2025) in their study emphasizing that FOMO is an important determinant in bridging the influence of social media, in this case viral marketing on product and service consumption behavior in the form of purchase decisions.

Psychological factors such as FOMO also have a close relationship with the atmosphere of the purchase decision. Although consumers who seek hedonistic value (a shopping lifestyle) show purchasing tendencies, in this case situational and atmospheric factors play an important role in influencing this behavior, which is supported by FOMO (Sofiana & Hayu, 2025). This can be seen when social media displays an instagramable or aesthetic atmosphere can be a special attraction that causes people not to want to be left behind. Several empirical studies support the role of FOMO as a moderating variable in the relationship between atmosphere and purchasing decisions, such as Xi et al. (2022), Siquara et al. (2023), Sa'bani et al. (2024), Sari & Darma (2024), and Sofiana & Hayu (2025) confirm that the visual design and atmosphere of the app are attractively designed, followed by the concern of missing out on opportunities can improve purchasing decisions.

## **LITERATURE REVIEW**

### **PLANNED BEHAVIOR THEORY (TPB)**

This theory explains that attitudes towards behavior are important subjects that can predict an action, although it is necessary to consider a person's attitude in testing subjective norms and measuring the control of the person's perceptual behavior. Shirahada & Zhang (2022) define SDGs as an individual's intention to participate based on three main components, namely attitudes, subjective norms, and perceived behavioral control. There is a positive attitude, support from the people around us, and the perception of ease because there are no obstacles to behave, a person's intention to behave will be higher (Ajzen, 1991). According to Bläse et al. (2024), the Theory of Planned Behavior (TPB) is often used in research to explain purchasing behavior. In the framework of SDGs, purchasing behavior can act as an attitude variable, subjective norms, and behavioral control with actual behavior. His research shows that psychological factors such as fear of missing out (FoMO) can strengthen consumer behavior, thereby encouraging sustainable consumption behavior. According to Nasr et al. (2023), the study also incorporates the Theory of Planned Behavior as one of the variables in the model that examines how Fomo affects purchase intention, buying behavior, and post-purchasing behavior among Generation Z e-commerce users in Indonesia. In his research, it was concluded that FoMO significantly affects subjective norms in the SDGs, and the purchase intention in the SDGs also has a significant influence on purchasing behavior. In addition, Pellicari & Andriollo (2025) examined how viral marketing on social media includes user-generated content, influencers, and content created by brands themselves through the framework of the Theory of Planned Behavior (TPB). His research found that viral marketing that is designed synergistically from various types of content is able to form positive attitudes, subjective norms, and control of behavior that consumers feel towards purchases. Meanwhile, Pang et al. (2021) stated that subjective attitudes and norms play a dominant role in shaping consumers' purchase intentions for organic products, while perceived behavioral control determines the extent to which consumers assess the ease of making purchases. This finding can be related to the role of atmosphere, because a comfortable and well-organized environment can strengthen positive attitudes, create social encouragement, and make it easier for consumers to make purchasing decisions.

### **PURCHASE DECISION**

Purchase decisions are the process by consumers in making choices for a product or service after going through the stages of identifying needs, searching for information, evaluating alternatives, and making

a final decision to buy. Alma (2018) explained that purchase decisions are influenced by various factors such as products, prices, locations, promotions, and environmental conditions that support purchasing actions. In the context of coffee shops, purchase decisions are not only based on product quality, but are also influenced by the atmosphere of the place, services, and trends that develop in society. Hidayat (2021) stated that coffee shop consumers' purchasing decisions are influenced by the perception of coffee quality, price, service, and atmosphere that are directly felt. In addition, purchasing decisions are also part of consumer behavior that is formed through systematic stages, from recognizing needs to purchasing actions (Zubaidah & Latief, 2022). Psychological factors such as trust and service experience can also strengthen consumer decisions. This is supported by Yasa and Setini's (2026) research which emphasizes that customer trust plays an important role in forming loyalty and driving decision behavior in choosing a service.

### **VIRAL MARKETING**

Viral marketing merupakan strategi pemasaran digital yang memanfaatkan penyebaran informasi secara cepat melalui media sosial dan komunikasi online. Kotler dan Armstrong (2016) menjelaskan bahwa viral marketing adalah bentuk pemasaran word of mouth versi digital, di mana pesan promosi dibuat menarik sehingga konsumen terdorong untuk membagikannya kepada orang lain layaknya penyebaran virus. Dalam era digital, strategi ini menjadi alat yang efektif untuk meningkatkan kesadaran konsumen terhadap suatu produk atau layanan karena mampu menjangkau audiens luas dalam waktu singkat. Hamade (2021) menyatakan bahwa viral marketing dapat memengaruhi keputusan pembelian secara signifikan melalui konten yang menyebar cepat dan membentuk persepsi positif konsumen. Selain itu, Dinh dan Lee (2024) menegaskan bahwa kampanye viral yang mengandung unsur hiburan, emosi, dan kepercayaan mampu mendorong keterlibatan serta perilaku pembelian konsumen. Temuan ini juga didukung oleh Praditya dan Purwanto (2024) yang menunjukkan bahwa viral marketing berperan penting dalam memengaruhi keputusan pembelian konsumen di platform digital. Dengan demikian, viral marketing dapat dipahami sebagai strategi pemasaran yang efektif dalam membentuk perhatian, persepsi, dan keputusan pembelian melalui penyebaran konten yang cepat dan luas di media sosial.

### **ATMOSPHERE**

Viral marketing is a digital marketing strategy that utilizes the rapid dissemination of information through social media and online communication. Kotler and Armstrong (2016) explained that viral marketing is a form of digital word of mouth marketing, where promotional messages are made attractive so that consumers are encouraged to share them with others like the spread of viruses. In the digital era, this strategy is an effective tool to increase consumer awareness of a product or service because it is able to reach a wide audience in a short time. Hamade (2021) stated that viral marketing can significantly influence purchasing decisions through content that spreads quickly and forms positive consumer perceptions. In addition, Dinh and Lee (2024) emphasized that viral campaigns that contain elements of entertainment, emotions, and trust are able to encourage consumer engagement and purchasing behavior. These findings are also supported by Praditya and Purwanto (2024) who show that viral marketing plays an important role in influencing consumer purchase decisions on digital platforms. Thus, viral marketing can be understood as an effective marketing strategy in shaping attention, perception, and purchasing decisions through the rapid and widespread dissemination of content on social media.

### **FEAR OF MISSING OUT (FOMO)**

Fear of Missing Out (FOMO) is a psychological condition that describes the fear of missing out on experiences, information, or trends that others are enjoying, especially those that appear through social media. Wiesner (2017) explained that FOMO arises when individuals feel like they are missing something and have a need to always be up-to-date in order to stay connected to social activities. Przybylski et al. (2013) emphasized that FOMO is a concern when others experience a valuable experience without their presence, thus giving rise to the urge to continue following what others are

doing. In the context of consumer behavior, FOMO can drive purchasing decisions because consumers feel the need to buy products or follow trends so as not to feel left behind. Kopřivová and Bauerová (2024) state that FOMO reinforces the influence of social media virality on purchase intentions and decisions, especially in young generations who are highly responsive to digital trends. Thus, FOMO can be understood as a psychological factor that influences consumer consumption behavior through the emotional drive to stay engaged in popular trends and experiences.

## **RELATIONSHIP BETWEEN VARIABLES**

### **The Influence of Viral Marketing on Purchase Decisions at *Coffee Shops* in the Kuta Beach Area**

Viral marketing is a very profitable strategy for marketers looking for optimal consumer engagement (Dinh & Lee, 2024). Viral marketing strategies that involve the dissemination of creative content, consumer reviews, and recommendations *from influencers* through social media create attraction and urgency for consumers to try a product or service (Setini and Juliasa, 2026). This was revealed by Wandira & Rahman (2021) who conducted research in Indonesia and found that viral marketing through *online consumer reviews* affects the purchase decision of halal products with the intention of purchasing as mediation. In addition, Hamade (2021) conducted a quantitative study in Lebanon, which showed that viral marketing strategies are able to significantly influence purchasing decisions, especially through social media. Furthermore, Praditya & Purwanto (2024) conducted research on digital consumers in Indonesia, especially users of *e-commerce platforms*, proving that viral marketing has an impact on the final decision, namely purchase. Dinh & Lee (2024) in a study conducted in South Korea, confirmed that values in viral campaigns such as emotional engagement, entertainment, and trust have a significant impact on consumer purchasing behavior. Meanwhile, Shatnawi *et al.* (2024) examined the influence of viral marketing on *the e-commerce* sector in Jordan found that consumer perception of the credibility and attractiveness of viral content had an impact on improving purchasing decisions. Based on this explanation, the hypotheses proposed in this study are as follows:

H1: Viral marketing has a positive and significant effect on purchase decisions

### **The Influence of *Atmosphere* on Purchase Decisions at *Coffee Shops* in the Kuta Beach Area**

*Atmosphere* is one of the important elements in creating a pleasant experience for consumers. Store design features, such as the interior and exterior of the store, and the atmosphere, such as color, sales, music, and lighting, are some of the important attributes that consumers use in making decisions about selection and sponsorship (Khan *et al.*, 2022). *Atmosphere* can affect the emotional state of consumers which has an impact on the consumer's final decision. This was revealed by Budiman & Dananjoyo (2021) researching Generation Z in Indonesia and found that the atmosphere in cafes has a direct influence on purchasing decisions. Meanwhile, Khan *et al.* (2022) conducted a study in the Delhi-NCR region, India concluded that design and atmosphere significantly affect consumer shopping behavior. In addition, Dewobroto & Wijaya (2022) also proved that *atmosphere* is able to elicit an emotional response that drives purchase decisions in retail consumers in Indonesia. Another study by Aulia *et al.* (2023) highlights that atmosphere that creates a pleasant shopping experience, which ultimately improves purchasing decisions. This finding is reinforced by Yahya & Haryadi (2023) who conducted a study on shopping malls in Yogyakarta, and stated that a comfortable and attractive atmosphere creates a perception of positive values that influence consumer decisions. Based on this explanation, the hypotheses proposed in this study are as follows:

H2: *Atmosphere* has a positive and significant effect on purchasing decisions

### **The Role of *Fear of Missing Out* as a Moderator of the Influence of Viral Marketing on Purchase Decisions at *Coffee Shops* in the Kuta Beach Area**

In the all-connected digital era, viral marketing strategies are a very effective tool to attract consumers' attention. However, the success of viral marketing depends not only on the wide dissemination of

content, but also on the psychological response of consumers to the content. One of the dominant responses is *Fear of Missing Out* (FOMO), which is the fear of missing out on trends or experiences that are popular among their socials. Consumers can benefit greatly from social media promotion, but consumers are also at risk of falling into the trap of FOMO (Kopřivová & Bauerová, 2024).

Several empirical studies support the role of FOMO moderation in the relationship between viral marketing and purchase decisions, such as Sa'bani *et al.* (2024) researched Gen Z consumers who use Shopee in Tasikmalaya City and found that FOMO significantly strengthens the influence of viral marketing on purchase decisions. Likewise, the results of Sakti (2023) research identified that consumers with high levels of FOMO showed a tendency to buy products that are going viral, especially among students in Surabaya. Furthermore, Mahmud *et al.* (2024) conducted a study among Gen Z consumers in urban areas of Indonesia and showed that FOMO increases the effectiveness of *influencers* and viral marketing in driving purchase decisions, both consciously and emotionally. Kopřivová & Bauerová (2024) in their research in Central Europe also found that FOMO has a strong impact on the effect of virality on purchase intentions and decisions in the context of the metaverse and digital branding. Meanwhile, Setiawan (2025) in a literature review on Gen Z consumers in Indonesia emphasized that FOMO is an important determinant in bridging the influence of social media on product and service consumption behavior. Based on this explanation, the hypotheses proposed in this study are as follows:

H3: *Fear of Missing Out* (FOMO) moderates the influence of viral marketing on purchasing decisions

### **The Role of *Fear of Missing Out* as a Moderate Influence of *Atmosphere* on Purchase Decisions at Coffee Shops in the Kuta Beach Area**

*Atmosphere* is one of the important factors in creating a positive experience for consumers. A comfortable, aesthetic, and trend-appropriate atmosphere can create a deep impression and encourage the intention to make a purchase. In the era of social media, an "*instagramable*" or aesthetic atmosphere and a supportive store environment can be a special attraction that is not only enjoyed directly, but also shared on digital platforms by consumers.

Some empirical studies support the role of FOMO as a moderating variable in the relationship between *atmosphere* and purchasing decisions such as Xi *et al.* (2022) and Siquara *et al.* (2023) shows that individuals with high levels of FOMO tend to be more affected by social environments and evocative moods, as consumers do not want to be left out of the popular consumption experience. Sa'bani *et al.* (2024) which researches Gen Z in Tasikmalaya City, shows that a fun and dynamic shopping atmosphere, when combined with high levels of FOMO, is able to encourage consumers to make purchases immediately so as not to feel left behind by others. A study by Sari & Darma (2024) in Bali shows that the shopping atmosphere in both physical stores and *online platforms* has a significant influence on purchasing decisions, and this effect is even stronger in consumers who experience FOMO. Meanwhile, Sofiana & Hayu (2025) confirmed that Gen Z in Indonesia, especially users of *e-commerce platforms*, is very responsive to the visual design and atmosphere of attractively designed applications, especially when there are promos or viral shopping trends, because consumers are worried about missing out on opportunities. Based on this explanation, the hypotheses proposed in this study are as follows:

H4: *Fear of Missing Out* (FOMO) moderates the influence of *atmosphere* on purchasing decisions.

### **RESEARCH MODEL**

The conceptual framework of this study is based on several previous studies conducted by researchers and theories of the relationship between variables. This study is focused on the analysis of the

structural relationship between four variables, namely viral marketing (X1), atmosphere (X2), fear of missing out (M), and purchase decision (Y) as shown in the conceptual framework in Figure 1 below:

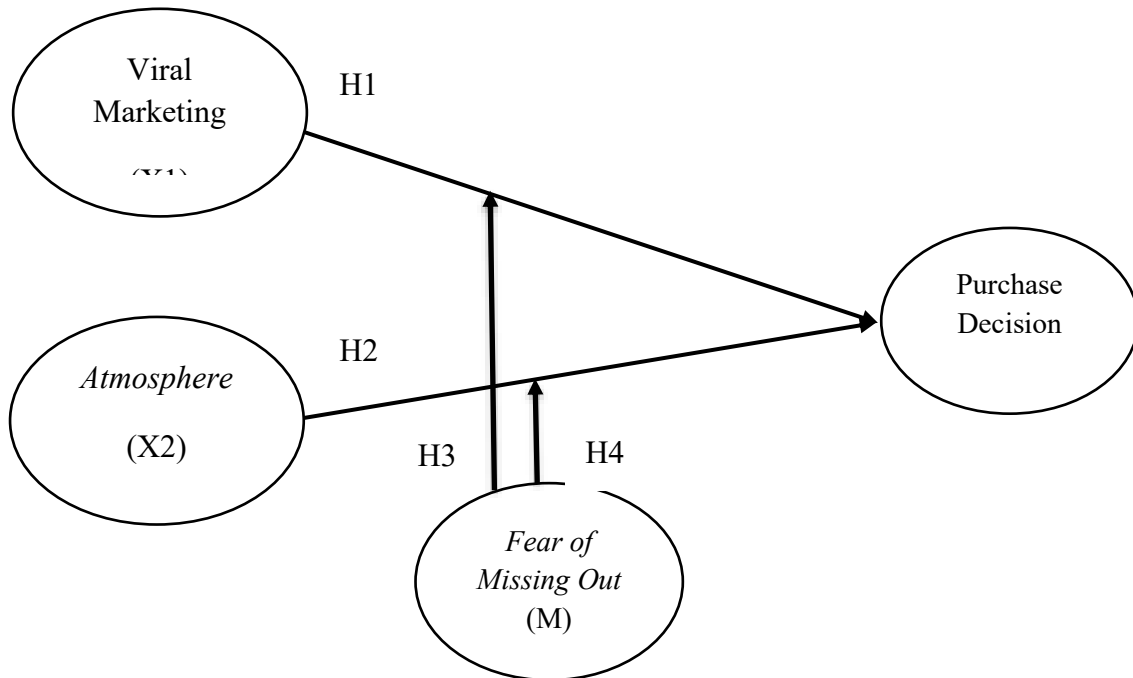


Figure 1: Proposed research model

Source: Prepared author (2025)

### **METHOD**

This study is an explanatory research conducted by testing hypotheses regarding the influence between variables through the distribution of questionnaires to 180 consumers who have visited coffee shops at least 1 time in the last 3 months and have seen coffee shop promotions on social media. This study uses fear of missing out as a moderation on the influence of viral marketing and atmosphere on purchase decisions. Meanwhile, the research location is focused on the Kuta Region Coffee shop. The results of data collection are then processed through the PLS (Statistic Partial Least Square) processing method.

### **RESULT AND DISCUSSION**

The data collection of this research was carried out through the distribution of questionnaires to respondents who are coffee shop consumer customers in the Kuta Beach area. The characteristics of the study respondents were grouped into several groups which are described as follows.

**Table 2: Descriptive analysis summary**

Respondent Characteristics	Quantity	Percentage
<b>Gender</b>		
Male	60	33.3
Women	120	66.7
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Age</b>		
< 20 years old	41	22.8
21 – 30 years old	128	71.1
31-40 years old	10	5.6
>41 years old	1	0.6
<b>Quantity</b>	<b>180</b>	<b>100</b>
<b>Education Level</b>		
Junior High School	3	1.7
High School/Vocational School/Equivalent	71	39.4
Diploma	8	4.4
S1	95	52.8
Others	3	1.7
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Job Type</b>		
Student/Student	65	36.1
Civil Servants/ASN	8	4.4
BUMN/BUMD	4	2.2
Private Employees	65	36.1
Entrepreneur	15	8.3
Influencer/Affiliate	5	2.8
Others	18	10.0
<b>Total</b>	<b>180</b>	<b>100</b>

**Evaluation of Measurement Models (Measurement Model/Outer Model)**

Validity testing shows that the significance value obtained by all indicators is able to measure its construct significantly, indicated by a *p-value* of less than 0.05. In addition, the *loading factor* value of all indicators is above 0.7, which indicates that each indicator has a strong correlation and is able to explain latent constructs well. Thus, the constructs of viral marketing, atmosphere, purchase decisions, and FOMO have met *the criteria of convergent validity* and have been declared valid. Furthermore, the Average Variance Extracted (AVE) value of the entire construct is above 0.6, which indicates an adequate level of convergence of the indicator. The Composite Reliability (CR) value also showed excellent results, with the entire construct having values above 0.9. This indicates that the indicators in the study have a high internal consistency and reliably represent the latent construct being measured.

**Table 2: Construct Validi**

Construct	Indicators/Items	P value	Loading factor	AVE	CR
Viral Marketing (X1)	X1.1 The content about <i>the coffee shop</i> is on my FYP list	<0.001	0.872	0.727	0.941
	X1.2 Influenced by other consumers' opinions about <i>the coffee shop</i>	<0.001	0.865		

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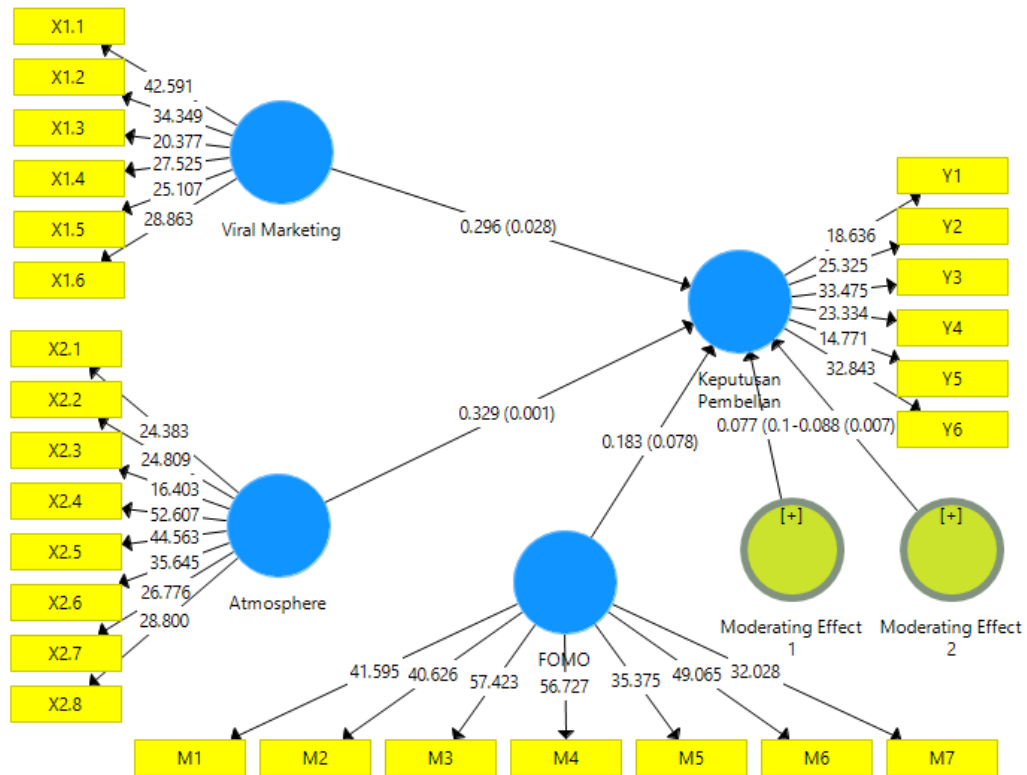
Construct	Indicators/Items	P value	Loading factor	AVE	CR
	X1.3 Can interact with the viral campaign of <i>the coffee shop</i>	<0.001	0.825		
	X1.4 Obtain complete information about the <i>coffee shop</i> from viral content	<0.001	0.858		
	X1.5 Getting the fact that many other users have the same expectations about <i>the coffee shop</i>	<0.001	0.868		
	X1.6 Trusting viral content created by someone about <i>the coffee shop</i>	<0.001	0.827		
Atmosphere (X2)	X2.1 Loves <i>coffee shops</i> because they have a beautiful view	<0.001	0.809	0.704	0.950
	X2.2 Aroma in a <i>coffee shop</i> can arouse interest in oneself	<0.001	0.821		
	X2.3 No noise in the <i>coffee shop</i> that interferes with comfort	<0.001	0.749		
	X2.4 The atmosphere in the <i>coffee shop</i> is able to please all the senses	<0.001	0.893		
	X2.5 The temperature in the <i>coffee shop</i> is able to provide a sense of comfort	<0.001	0.896		
	X2.6 The design of the coffee shop space feels real to get together with friends	<0.001	0.874		
	X2.7 The menu price in the <i>coffee shop</i> is clearly displayed	<0.001	0.837		
	X2.8 The staff at the coffee shop is friendly in helping consumers	<0.001	0.821		
Purchase Decision (Y)	Y1 Happy to visit a <i>coffee shop</i> in Kuta	<0.001	0.805	0.652	0.918
	Y2 Visited the <i>coffee shop</i> as recommended by relatives	<0.001	0.781		
	Y3 had planned in advance to visit the <i>coffee shop</i> at the	<0.001	0.859		
	Y4 Makes the <i>coffee shop</i> the main choice of various alternatives available	<0.001	0.819		
	Y5 decided not only to buy coffee but several other menus from <i>the coffee shop</i>	<0.001	0.736		
	Y6 decided to go back to <i>the coffee shop</i>	<0.001	0.842		
FOMO (M)	M1 wanted to visit the <i>coffee shop</i> because he was afraid of being left behind by the current trend	<0.001	0.887	0.775	0.960
	M2 wanted to visit the <i>coffee shop</i> for fear of missing an important moment	<0.001	0.883		
	M3 Wanted to visit the <i>coffee shop</i> because he was afraid that others would have a more valuable experience	<0.001	0.920		
	M4 wanted to visit the <i>coffee shop</i> because he was worried about missing out from his friends	<0.001	0.909		
	M5 Want to visit the <i>coffee shop</i> because I think it's important to know the real situation	<0.001	0.840		
	M6 wanted to visit the <i>coffee shop</i> because it was important to share the moment on social media	<0.001	0.875		
	M7 wants to visit the <i>coffee shop</i> after monitoring the status of one of his friends	<0.001	0.844		

Source: Prepared author (2025)

**Evaluation of Structural Models (Inner Model)**

Internal model evaluation is a measurement to evaluate the level of accuracy (suitability) of the model in the overall study, which is formed through several variables along with their indicators. The results of bootstrap are as follows:

**Figure 3: Bootstrapping Test Results**



Source: Prepared author (2025)

The structure of the path chart is used to describe the relationship between the latent variables, both exogenous latent variables and endogenous latent variables, including the indicators that make up the latent variables in the form of a relationship diagram shown in the following table:

**Table 3: Hypothesis Test Results**

Hypothesis	Construct	Path Coefficient	t-statistic	P value	Remarks
H1	Viral Marketing → Purchase Decisions	0.296	2.199	0.028	Significant
H2	Atmosphere → Purchase Decision	0.329	3.240	0.001	Significant
H3	Moderating Effect 1 (viral marketing interaction with FOMO) → Purchase Decision	0.077	1.539	0.124	Insignificant
H4	Moderating Effect 2 (atmospheric interaction with FOMO) → Purchase Decision	-0.088	2.716	0.007	Significant

Source: Prepared author (2025)

Based on the results presented in Table 3, several things can be explained as follows:

The path coefficient value of 0.296 with a statistical  $t$  of 2.199 ( $>1.967$ ) and  $p$ -value = 0.028 ( $< 0.05$ ) shows that viral marketing has a positive and significant effect on purchase decisions. This means that the better the implementation of viral marketing, the higher the consumer purchase decision. Thus, H1 is accepted.

The path coefficient of 0.329 with a  $t$ -statistic of 3.240 ( $>1.967$ ) and  $p$ -value = 0.001 ( $< 0.05$ ) shows that atmosphere has a positive and significant effect on purchasing decisions. This means that a comfortable and attractive atmosphere in a coffee shop can improve consumer purchasing decisions. Thus, H2 is accepted.

The path coefficient of 0.077 with a statistical  $t$  of 1.539 ( $<1.967$ ) and  $p$ -value = 0.124 ( $> 0.05$ ) showed that the moderating effect 1, namely the interaction between viral marketing and FOMO, was proven to have no significant effect on purchase decisions. Thus, the first moderation variable is not able to strengthen or weaken the relationship between independent and dependent variables in this case as a moderator predictor because it only acts as a direct predictor variable on the purchase decision. H3 was therefore rejected.

The path coefficient of  $-0.088$  with a statistical  $t$  of 2.716 ( $>1.967$ ) and  $p$ -value = 0.007 ( $< 0.05$ ) shows that the Moderating Effect 2, namely the interaction of atmosphere with FOMO, is proven to have a negative and significant effect on purchase decisions at a significance level of 5%. This means that the second moderation variable has the effect of weakening the relationship between independent variables and purchasing decisions, in this case as a quasi-moderator because in addition to being able to moderate, it is also a direct predictor variable in the model. Thus, H4 was partially accepted.

## **Discussion**

### **The Influence of Viral Marketing on Purchase Decisions at Coffee Shops in the Kuta Beach Area**

The results of the analysis show that viral marketing has a positive and significant effect on purchasing decisions at coffee shops in the Kuta Beach area. This means that the higher the intensity of exposure to viral content that consumers receive about the coffee shop can increase purchase decisions. Viral marketing is believed to be able to spread product or service information quickly and widely through digital social networks. This massive deployment increases the level of consumer awareness of a product and enriches the information received before making a purchase. The more often consumers are exposed to engaging and relevant marketing content, the more likely it is that the product will be a key consideration during the purchase decision-making process.

These results are in line with the characteristics of the respondents, the majority of whom are aged 21–30 years old (71.1%) and dominated by women (66.7%), who are generally a productive young age group with high activity on social media. This group tends to be responsive to trends and viral content that appear on digital platforms such as TikTok, Instagram, and YouTube. This phenomenon shows that viral content plays an important role in building a positive perception of coffee shops and driving purchase decisions.

This is in line with the Theory of Planned Behavior (TPB) which explains that purchasing decisions are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of viral marketing, an indicator of the intensity of exposure and consumer involvement to viral content, which plays a role in shaping a positive attitude towards coffee shops. In addition, subjective norms are reflected in the similarity of user expectations that create social pressure to encourage individuals to follow trends. Meanwhile, perceived behavioral control in the form of completeness of information and the level of trust in viral content increases consumer confidence in making purchase decisions. The results of this study are in accordance with the findings of Wandira & Rahman (2021), Hamade (2021), Pradiya & Purwanto (2024), Dinh & Lee (2024), Shatnawi et al. (2024) stating that viral marketing has a significant positive effect on purchase decisions.

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### **The Influence of Atmosphere on Purchase Decisions at Coffee Shops in the Kuta Beach Area**

The results of the analysis showed that the atmosphere had a positive and significant effect on the purchase decision at a coffee shop in the Kuta Beach area. This means that the better the atmosphere created by the coffee shop can improve purchasing decisions. Atmospheric elements such as layout, lighting, color, music, scent, and cleanliness play a role in creating comfort and a pleasant shopping experience. A well-designed atmosphere is able to build a positive image of the products and brands offered. Consumers who are comfortable in a place, then there will be a tendency to decide to make a purchase. This is because there is a belief that the coffee shop will provide comfort for gatherings. This can be explained through the Theory of Planned Behavior (TPB) that the atmosphere of a coffee shop plays an important role in shaping consumer attitudes towards purchasing behavior. The captivating scenery, the scents that arouse interest, the atmosphere that delights all the senses, the comfortable temperature, and the design of the space that supports gathering activities create a positive experience that builds a pleasant assessment of the coffee shop. In addition, the absence of noise and the friendliness of the staff increase the comfort and emotional feel of consumers, thus strengthening a positive attitude to make purchases. The clarity of the menu price display also increases perceived behavioral control, because consumers feel more confident and do not hesitate in making purchase decisions. Thus, a well-managed atmosphere is able to strengthen the TPB component that drives consumer purchase decisions.

This result is strengthened by the characteristics of the respondents, who are mostly young people aged 21-30 years (71.1%) with a high level of social activity, and often use coffee shops not only as a place to enjoy drinks, but also as a space to socialize, work, and take pictures for social media. This group tends to pay more attention to the comfort of the room, lighting, music, aroma, and seating layout as factors that influence consumers' decisions in choosing a place.

The results of this study are in accordance with the research of Budiman & Dananjoyo (2021), Khan et al. (2022), Dewobroto & Wijaya (2022), Aulia et al. (2023), Yahya & Haryadi (2023) found that atmosphere has a significant positive effect on purchasing decisions.

### **The Role of Fear of Missing Out as a Moderator of the Influence of Viral Marketing on Purchase Decisions at Coffee Shops in the Kuta Beach Area**

The results of the analysis showed that the Fear of Missing Out (FOMO) variable was not able to significantly moderate the relationship between viral marketing and purchase decisions. Thus, FOMO does not strengthen or weaken the influence of viral marketing on purchase decisions at coffee shops in the Kuta Beach area. These findings indicate that consumers' decision to buy at a coffee shop is more influenced by the power of viral marketing content itself such as visual appeal, promotional messages, and uniqueness of content than by the emotional drive to follow trends or fear of missing out. Even though consumers have a level of FOMO, purchasing decisions are still based on existing trends. In addition, it may also be due to viral marketing which often contains elements of urgency, popularity, and high social proof, such as the number of views, reviews, and recommendations of other users. These elements have indirectly represented aspects of FOMO, so the existence of FOMO as a moderation variable is less proven.

Based on the characteristics of the respondents, most of the respondents are the young generation aged 21-30 years, who are active in using social media and are used to receiving various forms of viral content. However, consumers seem more rational in making purchasing decisions, taking into account the relevance of the information and the quality of the products offered rather than simply following viral trends. Theoretically, these results reinforce the view that in the context of digital marketing, FOMO does not always play a role as the main trigger of impulsive behavior, especially in consumers who are used to being exposed to a lot of viral information on social media. Practically, this gives an idea for coffee shop managers to not only rely on viral marketing strategies that cause the FOMO effect,

but also strengthen promotional messages that are informative, authentic, and in accordance with brand identity.

Thus, it can be concluded that fear of missing out (FOMO) does not play a significant moderation variable in the relationship between viral marketing and purchase decisions at coffee shops in the Kuta Beach area. Consumers tend to judge the credibility and substance of viral content more than just following trends for fear of being left behind. These findings are not in line with the research of Sa'bani et al. (2024), Sakti (2023), Mahmud et al. (2024), Kopřivová & Bauerová (2024), Setiawan (2025).

### **The Role of Fear of Missing Out as a Moderate Influence of Atmosphere on Purchase Decisions at Coffee Shops in the Kuta Beach Area**

The results of the analysis show that the fear of missing out (FOMO) variable acts as a pure moderation variable that weakens the relationship between atmosphere and purchase decisions. In general, Fear of Missing Out (FOMO) is assumed to be able to strengthen the influence of atmosphere on purchase decisions. An atmosphere that is attractive, crowded, aesthetic, and reflects the latest trends can create the impression that a place or product is in demand by many people. This condition has the potential to trigger consumers' fear of falling behind trends or experiences that are currently popular so that purchase decisions will increase. However, this study shows that FOMO plays a role in weakening the relationship between atmosphere and purchase decisions at coffee shops in the Kuta Beach area. This means that the higher the level of consumer FOMO, the weaker the influence of the comfort and atmosphere of the coffee shop on the consumer's decision to make a purchase, because the decision is driven more by the emotional drive not to miss the trend than the comfort of the café environment itself.

This can be explained through the Theory of Planned Behavior (TPB), purchasing decisions are influenced by attitudes, subjective norms, and perceived behavioral control. In this condition, purchase decisions are more influenced by social pressure and psychological impulses not to fall behind trends (subjective norms) than rational and affective evaluations of the physical atmosphere of the coffee shop. Thus, within the framework of SDGs, FOMO acts as a situational psychological factor that shifts the role of attitude and causes the influence of atmosphere on purchasing decisions to be weaker.

Substantively, this result explains that the higher the level of FOMO felt by consumers, the influence of coffee shop atmosphere on purchase decisions tends to weaken. This means that consumers with a high level of FOMO don't pay much attention to the atmosphere or comfort of the coffee shop when deciding to visit. Consumers tend to be driven by the desire not to miss trends, follow friends' recommendations, or share moments on social media, rather than enjoying the atmosphere of the place itself. At low to moderate levels of FOMO, consumers are still able to process marketing stimuli such as comfortable, aesthetic, and fun atmospheres so that these factors play a strong role in shaping purchasing decisions. Fauziah et al. (2025) in their research also found that the level of FOMO in moderation is a significant negative on purchasing decisions, so companies must consider the ethical aspects and long-term impacts of FOMO strategies, including the potential for a decline in consumer decisions due to impulsive purchases resulting from such pressures.

At high levels of FOMO, consumers experience excessive anxiety due to the fear of missing out on certain products, trends, or experiences (Aliena, 2025). This psychological condition makes consumers not always make rational purchase decisions, but rather in a state of doubt, pressure, and discomfort. As a result, consumers do not choose to buy immediately, but some consumers choose to postpone or even cancel the decision for fear of making the wrong choice or regretting it in the future (anticipated regret) without considering. In high FOMO conditions, consumers' focus is also no longer on the quality of the experience at the coffee shop, but on social pressure and the urgency of time. This pressure can reduce consumer confidence in the decisions to be taken. As a result, despite the impulse to buy, the resulting decisions become weaker or inconsistent.

Academically, this can be explained through a change in the focus of consumer attention. Consumers with high FOMO are generally oriented towards decision-making speed and urgency, so consumers

place more emphasis on aspects of popularity, scarcity, or social momentum than on the environmental experience created by the atmosphere. As a result, a comfortable, aesthetic, or pleasant atmosphere is no longer the dominant factor in determining a purchase decision. Additionally, high FOMO can encourage impulsive and reactive purchasing behaviors. In such situations, consumers do not fully process environmental stimuli in depth, but are more driven by the fear of missing out on opportunities that cause the atmosphere's relationship to purchase decisions to become weak.

The FOMO indicator shows that consumers are encouraged to visit because they are afraid of missing out on trends, missing important moments, worried that others have more valuable experiences, and wanting to share moments on social media and monitor the activities of friends. This motivation is social and psychological, not based on an evaluation of the physical comfort of the coffee shop. As a result, consumers with high FOMO tend to ignore functional aspects of the atmosphere, including noise. In addition, the noise factor in coffee shops also has the potential to be a factor that causes a weakening of the influence of atmosphere on purchase decisions when the level of FOMO is high.

The characteristics of the respondents also support this finding. The majority of respondents are young people who are active on social media and tend to have trend-based consumptive behavior. In this context, the decision to visit a coffee shop is not only based on the search for comfort, but also by the emotional drive to be part of a growing social trend. Logically, FOMO (Fear of Missing Out) describes a psychological state when a person feels afraid of missing out on what is trending or popular on social media. In the context of consumer behavior in coffee shops, individuals with high levels of FOMO tend to be oriented towards social factors and trends, rather than on rational consumption experiences such as the comfort of the place, interior design, or a pleasant atmosphere.

Therefore, as the level of FOMO increases, consumer attention shifts from the atmosphere aspect to the emotional urge to buy immediately so as not to be left behind by friends or trends that are going viral. As a result, the influence of atmosphere on purchasing decisions decreases, as consumer decisions are no longer determined by the physical environment of the coffee shop, but rather by the psychological need to "participate" in the social phenomenon.

Thus, this relationship can be explained as FOMO shifts the consumer's focus from a rational factor (comfort of atmosphere) to an emotional factor (social anxiety and a desire to be accepted). This is why FOMO plays a role in weakening the positive relationship between the atmosphere and the higher the FOMO, the smaller the role of the atmosphere in driving the purchase decision. In practice, consumers with high levels of FOMO tend to buy products or visit coffee shops not because of the comfort of the atmosphere, but because of the emotional drive not to miss the trends that are currently crowded on social media. As a result, the higher the FOMO that consumers feel, the weaker the influence of the atmosphere on the purchase decision, as the decision is driven more by the desire to be part of a social trend than the factor of a pleasant consumption experience. The results of this study are in accordance with the results revealed by Xi et al. (2022), Siquara et al. (2023), Sa'bani et al. (2024), Sari & Darma (2024), Sofiana & Hayu (2025) obtained the same results that service quality has a significant positive effect on customer loyalty.

## CONCLUSION

This study concludes that viral marketing and coffee shop atmosphere play important roles in influencing consumer purchasing decisions. Viral marketing has been proven to have a positive and significant effect on purchasing decisions, indicating that marketing content spread through social media platforms can effectively encourage consumers, especially Generation Z, to make purchase choices. The rapid dissemination of information, online trends, and peer recommendations strongly

drive consumers to visit and buy products at coffee shops. Furthermore, atmosphere also shows a significant positive influence on purchasing decisions. A comfortable environment, attractive interior design, appropriate lighting, music, and overall ambiance contribute to creating a pleasant consumer experience. This confirms that consumers not only purchase products but also seek experiential value when visiting coffee shops. In addition, Fear of Missing Out (FOMO) is found to strengthen the relationship between viral marketing and purchasing decisions. Consumers with high levels of FOMO tend to feel pressured to follow trends and are more likely to make purchases after being exposed to viral marketing content. However, the moderating effect of FOMO on the relationship between atmosphere and purchasing decisions is weaker, suggesting that atmosphere influences consumers more directly through on-site experiences rather than through digital-driven social pressure. Overall, the findings highlight the importance for coffee shop businesses to combine creative viral marketing strategies with a distinctive and comfortable atmosphere. Understanding consumer psychological factors such as FOMO is also essential for developing effective marketing approaches and increasing purchasing decisions in the competitive coffee shop industry.

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