

## The Role of Fear of Missing Out, Impulsive Buying, and Doom Spending as a Mediator on Ticket Purchase Decisions for International Concerts in Jakarta

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### ABSTRACT

*This study examines the effect of Fear of Missing Out (FoMO) and impulsive buying on purchase decisions, with doom spending as a mediating variable in the context of international concert tickets. Using a quantitative approach and SEM-PLS analysis, data were collected from respondents aged 18–34 who actively use social media. The findings reveal that FoMO and impulsive buying significantly influence purchase decisions, both directly and indirectly through doom spending. This study highlights the important role of psychological and emotional factors in shaping consumer behavior and introduces doom spending as a mediating mechanism in purchase decision processes.*

### INTRODUCTION

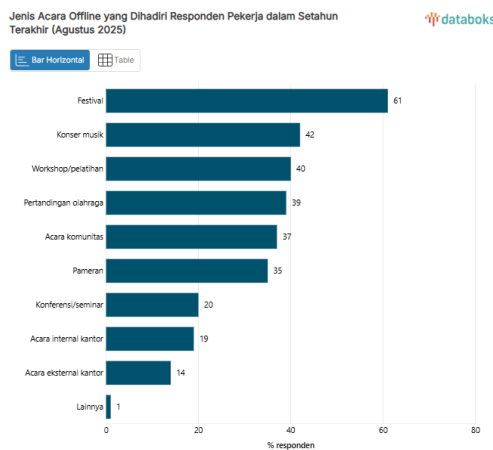
In recent years, consumer consumption patterns have undergone significant changes due to the COVID-19 pandemic, which has led to social restrictions and a shift in activities online, including virtual concerts. This situation has created new habits for enjoying entertainment digitally. However, after restrictions were lifted, the entertainment industry has returned to offline growth with an increase in concerts and festivals. This indicates a transition from digital consumption back to more interactive live experiences. This situation has driven changes in consumer behavior, with concert entertainment becoming a top priority. This is marked by the rapid recovery of the music concert industry through the increase in international concerts and music festivals in Indonesia .



Source: GoodStats (2024)

**Figure 1.** Choice of Activities for Fun

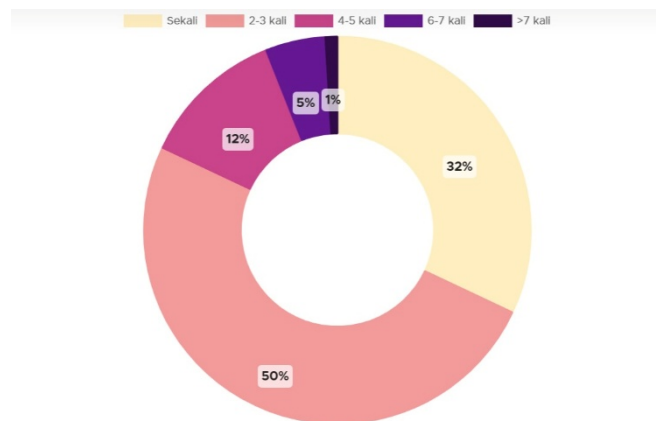
Based on Figure 1, it can be seen that public enthusiasm for attending music concerts is high. This research shows that music concerts rank second among the most popular entertainment activities among the public.



Source: Populix (2025)

**Figure 2.** Types of Offline Events Attended

Based on Figure 2, the assessment shows that there has been a change in people's preferences which are increasingly moving towards *offline entertainment experiences*, or in person. These results support previous surveys that found attending live music concerts is a popular activity.



Source: GoodStats (2025)

**Figure 3.** Frequency of Concert Attendance Per Year

In Figure 3 it is known that enthusiasm public to concert by 50% that they has plan will attend concert as much as two until three times in 2025. The situation This indicates that concert music has become part from style life and experience social today 's society .

In consumer behavior, the younger generation's Purchase Decisions are driven by a 'fear of missing out'—a concern about falling behind others (Sommantico et al., 2023). This can prompt consumers to purchase items such as concert tickets immediately so as not to miss out on the moments, trends and experiences that are currently the talk of the town. The phenomenon of the fear of missing out has been extensively studied in the context of the younger generation. Cahyadi (2021) research found that the level of the fear of missing out among Generation Z students falls into the moderate category. However, research by Cindy et al. (2024) found that the fear of missing out does not influence Purchase Decisions. This discrepancy in findings highlights a research gap to reexamine the role of FOMO in Purchase Decisions for international concert tickets in Jakarta. Furthermore, purchasing behavior can also be influenced by impulsive buying, such as the tendency to buy spontaneously upon seeing an attractive product or opportunity.

Impulsive buying refers to unplanned purchases made spontaneously without careful consideration of needs, price or priorities. According to Sumarwan in Rahmadani (2021), this occurs when consumers have no initial intention to buy or have not yet decided which product to purchase. In the context of concert tickets, this behavior can arise due to time pressure, urgency and a sense of exclusivity, particularly when tickets are in limited supply. Pratiwi's (2020) research indicates that impulsive buying at music and entertainment events in Indonesia is influenced by fleeting emotions and time pressure. Furthermore, there is a hedonistic drive within the individual. A hedonistic drive refers to the desire to derive pleasure, satisfaction, or an emotional experience from a purchase (Ahn & Kwon, 2022). Previous research indicates

that this behavior is prevalent in the context of online shopping because digital platforms provide various triggers, such as flash sales, limited-time offers, and personalised recommendations (Chen et al., 2022; Gulfraz et al., 2022; Lim et al., 2017). In the context of e-commerce, the limited duration of offers can create a sense of urgency that drives consumers to buy immediately before the opportunity is lost (Sun et al., 2023; Kimiagari & Malafe, 2021).

Besides being impulsive buying and fear of missing out, doom spending has also become a new term that emerged after the COVID-19 pandemic. Overspending is excessive consumption behavior due to anxiety, stress, or exposure to negative information on social media. This behavior is usually done impulsively as a form of emotional escape, even though the goods or services purchased are not actually needed. Doom Spending can be understood as a form of emotion-based consumption behavior that has the potential to drive irrational Purchase Decisions. This can be linked to Protection Motivation Theory Rogers (1975) states that individuals make purchases to obtain a temporary sense of comfort or the illusion of control over situations that are considered uncertain (Anggraheni, 2025).

Stimulus Organism Response (SOR) theory is a theory in psychology that explains how stimuli from the external environment can influence the internal state of an individual (organism), which then produces a certain response. In the SOR framework, there are three main components: stimulus (S), organism (O), and response (R). Stimulus is a stimulus originating from the environment, whether in the form of information, social pressure, or situational conditions that influence an individual. Organism refers to an individual's internal state such as emotions, perceptions, and psychological states that arise in response to the stimulus. Meanwhile, response is the behavior displayed by an individual as a result of this internal process such as the decision to make a purchase.

In this study, Fear of Missing Out (FoMO) and impulsive buying are positioned as stimuli (S) originating from the external environment that influence an individual's psychological state. FoMO reflects the social pressure and anxiety that arise when individuals feel left out of experiences, information or activities enjoyed by others, particularly via social media. This condition creates a drive to remain engaged and not be left behind socially, leading individuals to engage in consumption as a response to this pressure. Meanwhile, impulsive buying reflects an emotional urge that arises suddenly without planning, triggered by specific situations such as time constraints, product scarcity, or the appeal of marketing stimuli. These two variables function as stimuli capable of triggering emotional reactions within individuals, thereby influencing consumers' thinking and behavior in the decision-making process. Furthermore, doom spending is positioned as the organism (O), that is, the individual's internal state formed in response to these stimuli. Thus, the S-O-R theory provides a comprehensive conceptual framework for explaining the mechanisms of the relationships between variables in this study.

In the past five years, Jakarta has developed as one of Southeast Asia's international concert hubs. Jakarta has become a hub for international concerts in Indonesia thanks to the presence of major venues such as the Jakarta International Stadium, Gelora Bung Karno Stadium and Indonesia Arena, as well as the active participation of music promoters in presenting global artists such as Blackpink, Westlife, Ed Sheeran, and Coldplay. Social media helps to accelerate the dissemination of information about concerts, from schedule announcements to audience experiences. Furthermore, relatively expensive ticket prices and a 'first come, first served' or 'ticket war' sales system create time pressure that drives consumers to make Purchase Decisions quickly. Consequently, the purchase of tickets for international concerts can be influenced by rational considerations and psychological factors such as the fear of missing out, impulsive buying, and doom spending.

A person who is experiencing Fear of Missing Out with high levels of FOMO will inevitably experience anxiety about missing out on important moments, social experiences, and opportunities to be part of a community. In the context of an international concert in Jakarta, FOMO isn't just about the product, but also about exclusive experiences and social pressure. Therefore, it's strongly suspected that FOMO will be a major trigger for doom behavior spending such as purchasing VIP tickets beyond budget limits among fans.

**H1:** Fear of Missing Out influence on Doom Spending.

Impulsive Impulse buying refers to an individual's tendency to make spontaneous Purchase Decisions. In the context of an international concert in Jakarta, this phenomenon is exacerbated by ticket scarcity, deadline pressure, and fandom hype. Impulse buying in this situation is not just about buying tickets, but often results in choosing more expensive ticket categories or excessive purchases of exclusive merchandise. A study by Sahabuddin et al. (2025) explicitly stated that impulsive drives are not just a driving factor, but rather the main and strongest predictor that leads individuals to risky consumption patterns.

**H2:** Impulsive Buying influence on Doom Spending.

FoMO acts as a powerful motivator because these concerts are exclusive and limited socio-cultural events. Fans fear not only missing their idols' performances but also missing out on the opportunity to be part of a global conversation and a moment of camaraderie with fellow fans. This pressure creates a sense of urgency that accelerates the decision-making process and shifts considerations from rational to emotional and social factors. At an international concert in Jakarta, factors such as the emotional bond between fans and artists (parasocial relationship), the social value of tickets, and social media pressure can amplify the influence of FoMO. This is due to the unique characteristics of international concerts as high-involvement experiences with extreme levels of scarcity and hype.

**H3:** Fear of Missing Out influence on Purchase Decisions.

Queue process strict online, uncertainty about ticket availability, and extremely short deadlines force potential buyers to react as quickly as possible, often overriding careful financial or logistical considerations. Fans who have been anticipating this concert for a long time tend to be in a state of high emotional arousal making it easier to make impulse purchases to avoid disappointment and obtain immediate certainty. Study by Rupayana et al. (2021) showed that impulsive buying has a positive and significant influence on Purchase Decisions. This finding confirms that the tendency to act impulsively not only influences intentions but can actually translate into actual purchasing actions.

**H4:** Impulsive Buying influence on Purchase Decisions.

Doom spending refers to a pattern of consumer behavior in which individuals make excessive and financially risky purchases, often in response to emotional distress, existential anxiety, or perceived crises, whilst disregarding considerations of long-term financial stability. The underlying motivation is no longer the rational value of the purchase, but rather the pursuit of emotional escapism, self-validation, and a sense of control over uncertainty by ‘securing’ experiences perceived as a remedy for stress or anxiety about the future.

**H5:** Doom Spending influence Purchasing Decisions.

FoMO creates an initial psychological condition that encourages individuals to adopt risky consumption patterns (doom spending) and this consumption pattern is what then directly drives the realization of the ticket purchase decision.

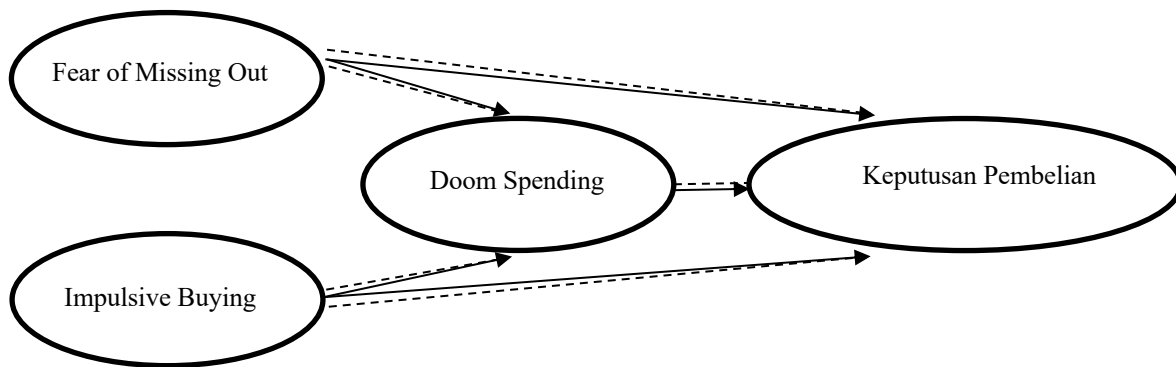
**H6:** Doom Spending mediates the influence of Fear of Missing Out on Purchase Decisions.

The urge to buy impulsively is not enough to result in a financially risky concert ticket purchase decision without first processing it through the doom framework of thinking and behavior spending. Impulsive Buying creates a strong initial desire and urge, but it needs to be catalyzed by a mindset that legitimizes the disregard for financial consequences for that urge to actually manifest in the act of purchasing.

**H7:** Doom Spending mediates the influence of Impulsive buying on Purchase Decisions.**RESEARCH METHODS**

This study uses a quantitative approach with an explanatory research type. The study population is individuals who have an interest or experience in purchasing international concert tickets in Jakarta. The research sample was determined using a purposive sampling technique with the criteria of respondents aged 17–35 years, have purchased or attended an international concert in Jakarta in the last five years. The determination of the sample size in this study

follows Hair et al. (2019) for PLS-SEM analysis, the minimum sample size is 10 times the number of indicators. This study used 18 indicators for each variable, resulting in a minimum of 180 respondents. Data collection was conducted through an online questionnaire using google forms. The research instrument was structured based on the indicators of each variable and measured using a Likert scale with a value range of 1 to 5, ranging from strongly disagree to strongly agree. The data analysis technique in this study used Structural Partial- based Equation Modeling Least Squares (SEM-PLS) with the help of the SmartPLS application. The analysis was conducted through two main stages: evaluation of the measurement model (outer model) and the structural model (inner model). Validity and reliability tests were used to ensure the quality of the research instruments, and hypothesis testing was conducted using the bootstrapping method with criteria of t- statistic > 1.96 and p-value < 0.05. In addition, this study also tested the mediation effect of doom spending in the influence of FoMO and impulsive buying on Purchase Decisions to understand the psychological mechanisms that occur.



**Figure 4.** Research Framework

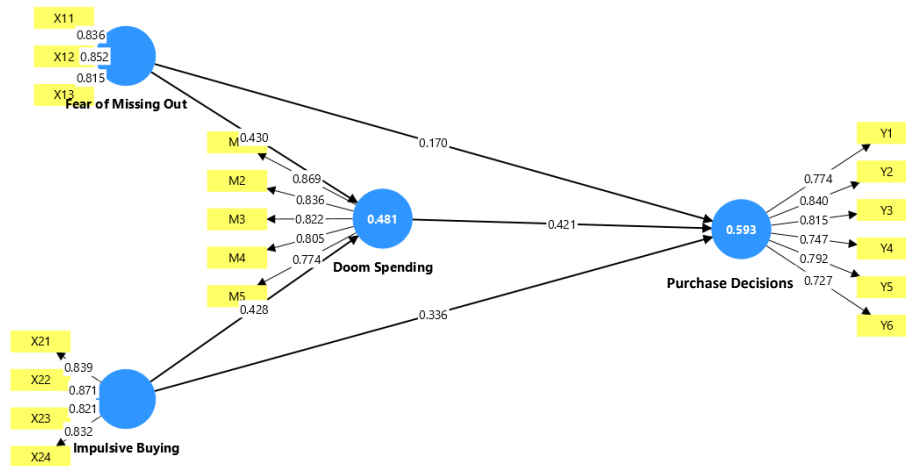
**RESULTS AND DISCUSSION**

**Research result**

The respondents participating in this study were predominantly aged 26–30, representing 39.4% of the total. All respondents were active social media users and had attended an international concert in Jakarta within the past five years. Their monthly income ranged from Rp 3.000.000 to Rp 4.999.999 representing 53.9% of all respondents. They had attended international concerts twice or three times in the past five years. Furthermore, 49.4% of respondents used emergency fund savings to attend concerts.

Based on the results of the questionnaire response index analysis, in general respondents showed a fairly high level of tendency towards the fear of missing out (FoMO), impulsive buying, *doom spending* and Purchase Decisions. This is evident from the index values, which are in the moderate to high category, indicating that respondents tend to experience

psychological pressures in the form of social anxiety and spontaneous purchase behavior. This condition then develops into a tendency to engage in emotionally driven spending (doom spending) which ultimately drives purchase decisions. Thus, these results indicate that consumer behavior in the context of this study can be influenced by rational considerations and fairly dominant emotional and psychological factors.



Source: Primary Data (2026)

Figure 5. Measurement Model (Outer Model)

Based on Figure 5, it shows that the test results are convergent validity shows that 18 indicators have loading values factor > 0.60 so that all items are declared valid. The AVE value of all constructs exceeds 0.50 and Cronbach's alpha > 0.70 which meets the convergent requirements validity. All constructs also meet the discriminant requirements validity based on cross results loading, thus declaring it reliable. This indicates that all items can proceed to the next testing stage.

Table 1. Coefficient of determination (R<sup>2</sup>)

| Variables          | R <sup>2</sup> value |
|--------------------|----------------------|
| Doom Spending      | 0.481                |
| Purchase Decisions | 0.593                |

Source: Primary Data (2026)

Table 1 shows that the R<sup>2</sup> value for the Purchase Decisions variable is 0.593. This value indicates that the variables Fear of Missing Out, Impulsive Buying, and Doom Spending account for 59.3% of the variation in the Purchase Decision variable, whilst the remaining 43.7% is explained by other factors outside the scope of this study.

Table 2. Predictive Relevance (Q<sup>2</sup>)

| Variables     | Q <sup>2</sup> value |
|---------------|----------------------|
| Doom Spending | 0.464                |

|                    |       |
|--------------------|-------|
| Purchase Decisions | 0.490 |
|--------------------|-------|

Source: Primary Data (2026)

Table 2 shows the Q<sup>2</sup> values for the doom spending is 0.464. This value indicates that the model has good predictive ability in explaining doom spending.

**Table 3.** Goodness of Fit (GoF)

|            | <i>Saturated Model</i> | <i>Estimated Model</i> |
|------------|------------------------|------------------------|
| Chi-Square | 270,661                | 270,661                |

Source: Primary Data (2026)

Table 3 shows the results of the model feasibility evaluation. The SRMR value for both the saturated model and the estimated model was 0.058. This value is below the 0.08 limit, so it can be concluded that the research model has a good level of fit or meets the model fit criteria.

**Table 4.** Multicollinearity (VIF)

| Indicator | VIF   |
|-----------|-------|
| M1        | 2,627 |
| M2        | 2,142 |
| M3        | 2,063 |
| M4        | 2,003 |
| M5        | 1,873 |
| X1.1      | 1,614 |
| X1.2      | 1.749 |
| X1.3      | 1.557 |
| X2.1      | 2.022 |
| X2.2      | 2.213 |
| X2.3      | 1.917 |
| X2.4      | 2.044 |
| Y1        | 1.782 |
| Y2        | 2.264 |
| Y3        | 2.070 |
| Y4        | 1.748 |
| Y5        | 2.014 |
| Y6        | 1.629 |

Source: Primary Data (2026)

Table 4 shows that the highest VIF value is found in the M1 indicator of the doom spending, which is 2.627. Although it is the highest value in the table, this figure is still far below the maximum limit of 5. This shows that the M1 indicator on the doom spending does not experience serious multicollinearity issues. Meanwhile, the lowest VIF value is found in the X1.3 indicator of the FoMO, which is 1.557 has a low correlation with other indicators in the model. Thus, in general, all indicators have VIF values within the safe range, namely between 1.557 and 2.627.

**Tabel 5. Path Coefficient**

| Variable                                | Original Sample | T Statistics | P Values |
|---|-----------------|--------------|----------|
| Fear of Missing Out > Doom Spending     | 0.430           | 6.829        | 0.0000   |
| Impulsive Buying > Doom Spending        | 0.428           | 7.898        | 0.0000   |
| Doom Spending > Purchase Decisions      | 0.421           | 6.463        | 0.0000   |
| Impulsive Buying > Purchase Decisions   | 0.336           | 5.962        | 0.0000   |
| Fear of Missing Out > Purchase Decision | 0.170           | 3.015        | 0.003    |

Source: Primary Data (2026)

A path coefficients analysis aims to directly test the hypothesis. Based on Table 5, it is stated that all hypotheses have a direct positive and significant effect. This is known because the t- statistics > 1.96 and p- value < 0.05.

**Table 6. Mediation Test**

| Variable   | Original Sample | T Statistics | P Values |
|--|-----------------|--------------|----------|
| Fear of Missing Out > Doom Spending > Purchase Decisions | 0.181           | 4.928        | 0.0000   |
| Impulsive Buying > Doom Spending > Purchase Decisions    | 0.180           | 5.152        | 0.0000   |

Source: Primary Data (2026)

Table 6 shows that the test results indicate that Fear of Missing Out (FOMO) has a positive and significant influence on purchase decisions, with a coefficient of 0.181, a t-statistic of 4.928, and a p-value of 0.000. T-statistic greater than 1.96 and a p-value less than 0.05 indicate that this effect is statistically significant. This means that the higher the level of Fear of Missing Out felt by an individual, the greater their tendency to make a decision to purchase tickets for an international concert. This indicates that the higher an individual's tendency to make impulsive purchases, the higher the likelihood of that individual making a purchase decision. Spontaneous and emotionally driven purchase behavior has been proven to be a key factor in driving the decision to purchase international concert tickets.

## Discussion

The research findings indicate that Fear of Missing Out (FOMO) has a positive and significant effect on doom spending, thus confirming the hypothesis. This suggests that the higher the level of FOMO experienced by an individual, the greater their tendency to engage in spending driven by emotional factors. In the context of international concerts, the fear of missing out on social experiences deemed valuable drives individuals to make purchases as a response to this social pressure. From a consumer behavior perspective, FOMO reflects a psychological drive stemming from the need to remain connected to one's social environment. This condition can trigger emotional responses that prompt individuals to consume as a means of fulfilling that need. Thus, doom spending behavior can be understood as a reaction to the psychological pressure arising from FOMO. These findings are consistent with research

conducted by Pramesty & Merida (2025) which states that FoMO is linked to individuals' anxiety about falling behind in social trends, which subsequently drives consumptive behavior as a form of emotional escape within the phenomenon of doom spending. The study explains that individuals with high levels of FoMO tend to be driven to make purchases as an attempt to remain connected to their social environment.

The results of the study indicate that impulsive buying has a positive and significant effect on doom spending. Therefore, the hypothesis is accepted. This suggests that individuals who are prone to making impulsive purchases are more likely to engage in uncontrolled spending behavior. In the context of this study, purchase decisions made spontaneously without careful consideration can increase the likelihood of doom spending. Impulsive buying behavior is a form of response driven by emotions and momentary desires, so that individuals tend to disregard rational considerations when making decisions. This condition makes individuals more vulnerable to the influence of situations and external pressures, which ultimately leads to excessive spending. These findings are supported by the research of Pramesty & Merida (2025), which shows that there is a positive and significant relationship between FOMO and impulsive buying in the context of doom spending, where impulsive buying is one form of behavior that emerges as a response to emotional anxiety. The study also explains that doom spending is a consumptive behavior that arises as an escape from pressure and anxiety about the future, which is often manifested through impulsive buying.

The research findings indicate that doom spending has a positive and significant effect on purchase decisions. Therefore, the hypothesis is accepted. This suggests that consumption behavior driven by emotional states plays a significant role in influencing individuals' purchase decisions. In the context of international concerts, individuals who engage in doom spending tend to be more likely to decide to purchase tickets. This suggests that purchase decisions are not always based on rational considerations, but are also influenced by psychological factors related to emotions and social pressure. Individuals experiencing certain emotional states tend to use consumption as a means of obtaining satisfaction or alleviating the pressure they feel. In theory, doom spending is a form of consumer behavior driven by emotional states such as stress, anxiety and uncertainty about the future. These findings suggest that although individuals exhibit a tendency towards doom spending, they still take rational factors into account when making purchase decisions, such as need, price and product benefits. This means that purchase decisions are not driven solely by emotion, but are also influenced by logical considerations. Furthermore, this study also found that doom spending only exerts a significant influence when tested simultaneously with other variables such as online customer reviews and service quality. This suggests that purchase decisions are influenced more by a combination of various factors, rather than emotional states alone.

The research findings indicate that impulsive buying has a positive and significant effect

on purchase decisions. Therefore, the hypothesis is accepted. This suggests that the greater an individual's tendency to make impulsive purchases, the higher the likelihood of that individual making a purchasing decision. In the context of international concerts, limited and fast-moving ticket sales encourage individuals to make spontaneous decisions. These conditions cause individuals to tend to disregard rational considerations and rely more on emotional impulses when making purchases. The findings of this study are consistent with research conducted by Yuniar & Anasrulloh (2022), which states that impulsive buying has a positive and significant effect on purchase decisions. The study explains that impulsive buying behavior occurs when consumers make a purchase suddenly without prior planning, which ultimately leads to a purchasing decision. This reinforces the notion that emotional and situational factors play a significant role in shaping consumer behavior.

The research findings indicate that Fear of Missing Out (FOMO) has a positive and significant effect on purchase decisions, albeit with a relatively smaller coefficient value compared to other variables. This suggests that FOMO still plays a role in influencing purchase decisions, though not as the primary factor. In the context of this study, FOMO drives individuals not to miss out on experiences deemed valuable, thereby increasing the desire to make a purchase. However, its smaller influence suggests that FOMO tends to act as an initial trigger that affects an individual's psychological state. Thus, FOMO can be understood as a factor that initiates the decision-making process, which is subsequently reinforced by other variables such as impulsive buying and doom spending. This indicates that purchase decisions result from the interaction of various interrelated psychological factors. The findings of this study are consistent with research conducted by Suhartini & Maharani (2023), which states that Fear of Missing Out (FOMO) plays a role in influencing consumer purchase decisions. The study explains that individuals experiencing FOMO tend to be driven to purchase a product due to a fear of being left behind by their social circle, even without considering factors such as price or need.

The research findings indicate that doom spending acts as a mediating variable in the influence Fear of Missing Out (FOMO) on purchase decisions. This is demonstrated by the results of the indirect effects test, which show that the indirect influence of FOMO on purchase decisions via doom spending is positive and significant. Thus, it can be concluded that FOMO not only influences purchase decisions directly but also through psychological mechanisms reflected in doom spending behavior. This mediating role indicates that the fear of missing out on social experiences deemed important drives individuals to spend as a form of emotional response. In the context of international concerts, individuals experiencing FOMO tend to feel compelled to purchase tickets immediately so as not to miss out on an experience they consider valuable. This compulsion then develops into doom spending behavior, which ultimately influences purchase decisions. From the perspective of the Stimulus–Organism–Response (S-O-R) theory, FOMO acts as a stimulus that influences an individual's internal state—namely,

doom spending as the organism—which subsequently generates a response in the form of a purchase decision. This indicates that the influence of FOMO on purchase decisions does not occur directly, but rather through an internal process involving the individual's emotional state. Furthermore, the research findings also indicate that the direct influence of FoMO on purchase decisions remains significant, meaning that the type of mediation occurring is partial mediation. This suggests that doom spending plays a role in strengthening the relationship between FoMO and purchase decisions, but does not entirely replace the direct influence of FoMO.

The research findings indicate that doom spending acts as a mediating variable in the relationship between impulsive buying and purchase decisions. This is demonstrated by the results of the indirect effects test, which show that the indirect influence of impulsive buying on purchase decisions via doom spending is positive and significant. It can therefore be concluded that impulsive buying influences purchase decisions not only directly but also through doom spending behavior. This mediating role indicates that an individual's tendency to make impulsive purchases encourages the emergence of uncontrolled spending behavior. In the context of international concerts, individuals who make spontaneous purchases without careful consideration tend to experience an increase in doom spending behavior, which subsequently reinforces the decision to purchase concert tickets. Within the Stimulus–Organism–Response (S-O-R) theoretical framework, impulsive buying can be understood as an initial response to an external stimulus that subsequently influences the individual's internal state—namely, doom spending—which ultimately results in a response in the form of a purchasing decision. This suggests that impulsive behavior not only has a direct impact on purchase decisions but also operates through deeper psychological mechanisms. Furthermore, the research findings also indicate that the direct influence of impulsive buying on purchase decisions remains significant, meaning that the type of mediation occurring is partial mediation. This suggests that doom spending acts as a factor that strengthens the relationship between impulsive buying and purchase decisions, yet does not entirely replace the direct influence of impulsive buying.

This study thus makes a theoretical contribution by broadening our understanding of the role of psychological variables in consumer behavior, particularly by incorporating the concept of doom spending as a mediating variable within consumer behavior models. The findings also have practical implications for stakeholders in the entertainment industry, particularly concert promoters, event organizers, and those involved in staging international concerts.

## CONCLUSION AND SUGGESTIONS

These findings also confirm that purchasing behavior in the entertainment context is driven not only by functional needs but also by complex emotional dynamics, thus opening up

opportunities for the development of more comprehensive theoretical models in the future. They also indicate that emotional factors such as FoMO and impulsive buying has a significant influence on purchase decisions, so the marketing strategy designed needs to consider the psychological aspects of consumers.

For future researchers, it is recommended to expand the research by adding additional variables. This aims to obtain a more comprehensive research model to explain consumer behavior. Furthermore, they can expand the research object to other types of entertainment or compare between consumer segments, so that the research results can have a broader level of generalization. Finally, the use of different research methods or a longitudinal approach to observe changes in consumer behavior over a certain period of time.

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