# THE INFLUENCE OF VIRAL MARKETING, FEAR OF MISSING OUT, AND PRICE PERCEPTION ON CUSTOMER SATISFACTION THROUGH PURCHASE DECISION AS AN INTERVENING VARIABLE AMONG FANS OF ONLINE-BASED TRENDY FOOD & BEVERAGES IN THE SPECIAL REGION OF YOGYAKARTA

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**Abstract.** *This study aims to analyze the influence of viral marketing, fear of missing out (FoMO), and price perception on consumer satisfaction, with purchase decision as an intervening variable, among fans of trendy food and beverages sold online in the Special Region of Yogyakarta. The research employs a quantitative approach with a survey method involving 100 respondents. Data analysis is conducted using Structural Equation Modeling–Partial Least Square (SEM–PLS). The results show that price perception has a positive and significant effect on both purchase decisions and consumer satisfaction. Conversely, viral marketing and FoMO do not significantly influence purchase decisions or consumer satisfaction. Furthermore, purchase decisions do not significantly mediate the relationship between the independent variables and consumer satisfaction. These findings imply that digital-based culinary businesses should focus more on price perception when developing their marketing strategies*

**Keywords**: *Consumer Satisfaction; Fear of Missing Out; Price Perception; Purchase Decision; Viral Marketing*

## 1. INTRODUCTION

The rapid advancement of digital technology has transformed the food and beverage (F&B) industry, particularly in Yogyakarta, which is known as a student city and culinary tourism destination. The emergence of trends in online-based F&B products such as bottled drinks, modern coffee, and fast food reflects a shift in consumer behavior towards digital platforms for culinary needs. Several factors drive this trend, including accessibility, product variety, and innovative marketing strategies. The growth of visually and socially engaging culinary trends on social media is also noteworthy. Yogyakarta, with its digital-savvy young population and strong consumer culture, is an ideal case for studying the impact of digital marketing strategies.

Viral marketing leverages social media to disseminate product information quickly and widely. Fear of missing out (FoMO) refers to consumer anxiety over missing out on popular trends, which can drive purchasing behavior. Price perception plays a crucial role in evaluating whether the product's value aligns with its cost. Purchase decisions are shaped by the information and perceptions consumers hold, and ultimately, customer satisfaction reflects the extent to which their expectations are met.

According to the Indonesian Central Statistics Agency (BPS), Yogyakarta's average per capita monthly expenditure in 2024 reached IDR 1,758,865, with IDR 299,387 allocated to food and beverage consumption, indicating high demand for ready-to- eat, practical meals. Additionally, 99.43% of Indonesian households consume ready- made food and drinks. These statistics support the relevance of studying the online F&B market in this region.

## 2. LITERATURE REVIEW

### 2.1 Marketing Management

According to Keller (2022), marketing is about identifying and meeting human and social needs in a way that aligns with organizational goals. Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. The American Marketing Association also defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

According to Armstrong (2021), marketing is about engaging customers and managing profitable customer relationships. The dual purpose of marketing is to attract new customers by promising superior value and to retain and grow current customers by delivering value and satisfaction.

According to Ariyanto (2023), marketing is a managerial process that results in individuals or groups obtaining what they need or want by producing, providing, and exchanging products of value with others. From these understandings, it can be concluded that marketing is an activity in delivering goods or services to consumers, where this activity can satisfy customer needs and satisfaction.

According to Kotler et al. (2022), marketing management is the art and science of choosing target markets and acquiring, keeping, and growing customers by creating, delivering, and communicating superior customer value. Meanwhile, according to Ariyanto (2023), marketing management is a crucial area of management science in all business activities. Marketing management is the most fundamental element for the sustainability and management of a company or business to achieve its desired goals.

Based on the several definitions of marketing management above, it can be said that marketing management is a process that begins with planning, directing, and controlling products or services, pricing, distribution, and promotion, with the aim of helping the organization achieve its goals.

### 2.2 Marketing Mix

Kotler et al. (2022) explain that the marketing mix is a strategy involving a well-defined target market in which a company competes by delivering value. The marketing mix includes everything a company can do to influence the demand for its product. Initially introduced by Jerome McCarthy in the 1960s, the marketing mix was composed of four elements: product, price, place, and promotion. However, with increasing market complexity and evolving consumer behavior, the 4Ps model was expanded into a 7T model by Kotler et al. (2022), adding service, brand, and incentives. These additions reflect the growing importance of technology, digitalization, and customer experience in shaping consumer decisions. The 7T model emphasizes a holistic strategy for managing company offerings. The seven elements consist of product, service, brand, price, incentives, communication, and distribution, all of which must be well- integrated to create competitive and customer-centered marketing efforts.

### 2.3 Marketing communication Mix

According to Kotler et al. (2022), marketing communications is a method used by companies to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

According to Kotler et al. (2022), the marketing communications mix (communication media mix) is a mix of communication media used to identify the various communication methods a company will use to inform its target audience about its offerings. The most common media formats include advertising, online and social media communications, mobile communications, direct marketing, events and experiences, word of mouth, publicity and public relations, personal selling, and packaging.

### 2.4 Viral Marketing

According to Kotler et al. (2022), viral marketing attempts to create a sensation in the market to showcase a brand and its key features. Some believe that viral marketing efforts are driven more by entertainment than sales. However, ultimately, the success of a viral campaign or word-of-mouth promotion depends on consumers' willingness to talk to other consumers. Firmansyah (2020) explains that viral marketing is a strategy for disseminating electronic messages containing information about a particular product widely and continuously.

Viral marketing is marketing that uses the internet, email, social networks, and even electronic media to convey marketing information at a low cost. Viral marketing can be called the internet version of word-of-mouth marketing, where one consumer recommends the product to another after seeing or hearing information through electronic media or the internet. Meanwhile, according to Natasya (in Mahendra, 2019), the key to viral marketing is attracting website visitors and recommending it to those who are then deemed interested.

### 2.5 Fear Of Missing Out (FOMO)

According to Kotler et al. (2022), research on consumer behavior explores how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Meanwhile, Putri (2024) defines consumer behavior as enabling marketers to predict how consumers will react to various messages delivered by producers and to understand how they make purchasing decisions.

According to Nugraha (2022), consumer behavior is influenced by two types: rational and irrational. Rational behavior is characterized by consumers considering their needs, benefits, and quality when choosing a product, along with adjusting the price to their affordability. Irrational behavior, on the other hand, tends to purchase products based on prestige by following high-profile and well-known brands. The products purchased are not related to needs but rather to the desire to satisfy prestige. Consumers are easily tempted by advertising and promotions in the media.

According to Muharam (in Agustina et al., 2024), fear of missing out (FoMO) is a term related to anxiety caused by the fear of being left behind by others in various experiences, especially in the experience of unity.

Furthermore, according to Syamer and Setyawati (2024), fear of missing out (FoMO) is defined as part of consumer behavior that is often utilized in marketing strategies. This definition is also supported by the argument put forward by Kotler and Armstrong (in Agustina et al., 2024), who state that impulsive buying can be influenced by three factors: psychological factors, social factors, and marketing tactics on online shopping sites. One psychological factor that can increase impulsive buying is behavior (FoMO).

According to Kim et al. (2020), FoMO is defined as a pervasive worry that others may be having a rewarding experience that one is not having. Furthermore, there is a pervasive anxiety that others may be enjoying a pleasant or rewarding experience that one is not having.

The definition of FOMO in marketing by Soewarno et al. (2024) is that when consumers make purchasing decisions, they are usually influenced by feelings of fear of missing out regarding experiences or offers they find attractive. FOMO marketing leverages this fear of missing out to drive consumer engagement, urgency, and action. FOMO is a concept that arises when individuals experience low life satisfaction and fail to meet three basic psychological needs, leading to a desire to compare themselves to the lives of others. These three needs include competence, autonomy, and connectedness. In marketing, FOMO is often associated with its impact on excessive consumer behavior, such as bandwagon consumption (Hartini, 2023). Fear of Missing Out (FoMO) increases customers' desire to consume all available items because individuals don't want to miss out on what's going viral and want to stay engaged in social circles. Therefore, Fear of Missing Out (FoMO) can serve to motivate customers to make purchasing decisions (Tania Tithes Kinasih et al., 2023).

### 2.6 Price Perception

According to Kotler et al. (2022), price perception, including price image, reflects consumers' general perceptions of price levels at a particular retailer. Price image differs from price, which is expressed quantitatively; in contrast, price image is qualitative, meaning that consumers assess retailer prices in categorical terms such as "expensive" or "cheap," and the price image is embedded in the buyer's mind.

According to Olson and Peter (in Syamer and Setyawati, 2024), price perception concerns how customers understand price information so that it appears meaningful to them. On the other hand, Hoyer also states that price perception is how consumers compare two different prices, noting that the differences must be similar or greater than one of them. Meanwhile, according to Kotler and Keller (in Tonce et al., 2020), consumers assume that several current prices are the ones they consider, not the prices stated by marketers.

### 2.7 Consumer Satisfaction

According to Kotler et al. (2022), customer satisfaction is the key to building customer loyalty. Consumer satisfaction is the level of feeling a consumer experiences after comparing what they have received with their expectations, as explained by Umar (Syamer & Setyawati, 2024). Meanwhile, according to Mahendra (2019), consumer satisfaction is defined as the feeling of pleasure or disappointment experienced by someone after comparing the performance (results) of a product with what they expected or expected. Consumers who are satisfied with a product or service are likely to become loyal and long-term customers.

### 2.8 Purchase Decision

According to Kotler et al. (2022), a purchase decision is an evaluation stage in which consumers form preferences among brands in a choice set and may also form an intention to purchase the most preferred brand. Syamer and Setyawati (2024) define a purchase decision as an action taken by consumers to decide whether or not to purchase a product.

According to Tjiptono (in Mendur et al., 2021), a purchase decision is a process in which consumers identify a problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchase decision. Therefore, it can be concluded that a purchase decision is not merely a consumer's activity toward purchasing, but rather a process of prior consideration. Consumers assess a product to see whether it meets their expectations, is feasible, and meets their needs before ultimately making a purchase.

### 2.9 Hypothesis Development

The development of each hypothesis in this study is supported by theoretical concepts and empirical findings from previous research:
H1: Viral marketing has a positive and significant influence on purchase decision. This is supported by Andora & Yusuf (2021), who found that viral marketing significantly influenced the decision-making process of consumers.

H2: Viral marketing has a positive and significant influence on consumer satisfaction. Research by Widianita (2023) and Andora & Yusuf (2021) shows that viral marketing has a positive impact on consumer satisfaction in digital product contexts.
H3: Fear of Missing Out (FoMO) has a positive and significant influence on purchase decision. According to Tahir et al. (2025) and Kinasih et al. (2023), FoMO can lead to impulsive purchases driven by the urgency to not miss current trends.

H4: Fear of Missing Out (FoMO) has a positive and significant influence on consumer satisfaction. While Kim et al. (2020) found FoMO had no significant effect, this study includes it for further exploration due to its prevalence in digital behavior.

H5: Price perception has a positive and significant influence on purchase decision. Syamer and Setyawati (2024) showed that perceived price fairness plays a crucial role in driving consumer purchase behavior.

H6: Price perception has a positive and significant influence on consumer satisfaction. Consistent with the findings of Syamer & Setyawati (2024), consumers feel satisfied when prices reflect the perceived value and quality of a product.

H7: Purchase decision has a positive and significant influence on consumer satisfaction. As shown by Hikmawati et al. (2020), purchase decisions are directly linked to how satisfied consumers feel after the transaction.

H8: Purchase decision mediates the effect of viral marketing on consumer satisfaction. Yulianto (2019) confirmed that purchase decisions can serve as an intervening variable between viral marketing and satisfaction.

H9: Purchase decision mediates the effect of FoMO on consumer satisfaction. Syamer and Setyawati (2024) found this mediation effect was not significant, but the variable is still worthy of investigation in different market settings.

H10: Purchase decision mediates the effect of price perception on consumer satisfaction. Again, Syamer and Setyawati (2024) demonstrated that price perception affects satisfaction through the mediating role of purchasing decisions.

## 3. RESEARCH METHODS

### 3.1 Sample

The sample criteria for this study included customers in the Special Region of Yogyakarta who had shopped and purchased trendy food and beverage products online. The primary data collection method used in this study was a questionnaire distributed via Google Forms, which has been tested for validity and reliability. The number of respondents in this study was 100 customers.

### 3.2 Operationalization of Research Variables

The variables in this study are categorized into independent variables (viral marketing, fear of missing out, and price perception), intervening variables (purchase decisions), and dependent variables (consumer satisfaction). Each variable is conceptually and operationally defined and measured using indicators derived from previously validated studies. All variables are measured using a modified 4-point Likert scale based on Sugiyono (2022), with a scale ranging from 1 = Strongly Disagree to 4 = Strongly Agree, where 1 indicates "strongly disagree" and 4 indicates "strongly agree." The selected indicators ensure that the constructs are represented accurately and reliably in the quantitative analysis.

a. Dependent Variable

Consumer satisfaction refers to consumers' post-purchase evaluations to determine whether a product or service meets or exceeds expectations. Four indicators are used to measure this construct: (1) fulfillment of expectations, (2) repurchase intention, (3) perceived overall value, and (4) emotional reaction or pleasure associated with the purchase. These operational definitions are based on research by Kotler and Keller (2022) and Yulianto (2019).

b. Independent Variables

Viral marketing is defined as a marketing strategy that utilizes digital platforms and social networks to rapidly disseminate promotional content through user engagement

and sharing. This variable is operationalized through four main indicators: (1) affective-altruism, which reflects users' emotional motivation to share content; (2) curiosity, or the desire to explore viral content; (3) content consumption, which indicates the tendency to engage with viral media; and (4) content forwarding, which refers to the act of sharing content with others. These indicators are adapted from studies by Andora and Yusuf (2021) and Widianita (2023).

Fear of Missing Out (FoMO) refers to the psychological anxiety individuals experience when they perceive they are missing out on valuable or trending social experiences, particularly those observed through digital media. This construct is measured using four indicators: (1) FoMO traits, such as discomfort when missing updates; (2) social dependency, or reliance on social platforms for information; (3) impulsivity in responding to social trends; and (4) social comparison with peers. This operationalization follows the framework presented by Kim et al. (2020) and Kinasih et al. (2023).

Price Perception is conceptualized as consumers' subjective assessments of the fairness, appropriateness, and attractiveness of a product's price. This variable includes four key indicators: (1) perceived price affordability, (2) price fairness, (3) alignment between price and perceived product quality, and (4) comparison with competitors' prices. These indicators are adapted from Syamer and Setyawati (2024), who emphasize the relevance of price- value in digital consumer markets.

c. Intervening Variable

Purchase Decision is defined as the cognitive and behavioral processes consumers use to decide to purchase a product. This decision is measured using four indicators: (1) product choice, (2) purchase intention, (3) brand or seller evaluation, and (4) timing and confidence in the purchase. These variables are operationalized based on the work of Hikmawati et al. (2020) and Kotler et al. (2022).

*3.3 Analysis Method*

This study employed a quantitative research design with an explanatory approach to test the causal relationships between variables. The data collected through a structured questionnaire were analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS), a statistical technique suitable for testing complex models with multiple constructs and indicators, particularly in studies with relatively small sample sizes. SEM–PLS was chosen due to its flexibility in handling reflective and formative constructs, its ability to work well with non-normally distributed data, and its appropriateness for exploratory research. The software used for this analysis was SmartPLS version 4.0, which provides robust tools for estimating path models, evaluating measurement models, and performing bootstrapping for hypothesis testing. The analysis process consisted of two main stages:

a. Evaluation of the Measurement Model (Outer Model)

This stage aimed to assess the reliability and validity of the constructs. It included: Convergent Validity, tested using Average Variance Extracted (AVE), where values above 0.5 indicate adequate validity. Discriminant Validity, evaluated through the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT), with HTMT values below 0.90 considered acceptable. Indicator Reliability, using outer loading values (>0.7), and Construct Reliability, assessed using Cronbach's Alpha and Composite Reliability (CR), where values above 0.7 are deemed reliable.

b. Evaluation of the Structural Model (Inner Model)

This stage tested the hypotheses by analyzing the path coefficients between constructs. It included: Collinearity Statistics (VIF) to ensure no multicollinearity exists between variables. Path Coefficient Significance Testing, conducted using the bootstrapping method with 5,000 subsamples to obtain t-values and p-values. Coefficient of Determination ($R^2$) to measure the model's explanatory power, where higher $R^2$ values

indicate stronger predictive capability. Effect Size ($f^2$) to assess the impact of each exogenous variable on the endogenous variable. Predictive Relevance ($Q^2$) as an indicator of the model's out-of- sample prediction quality.

This comprehensive approach ensured that both the measurement and structural components of the model were rigorously tested, providing reliable insights into the influence of viral marketing, FoMO, and price perception on consumer satisfaction, with purchase decision as an intervening variable.
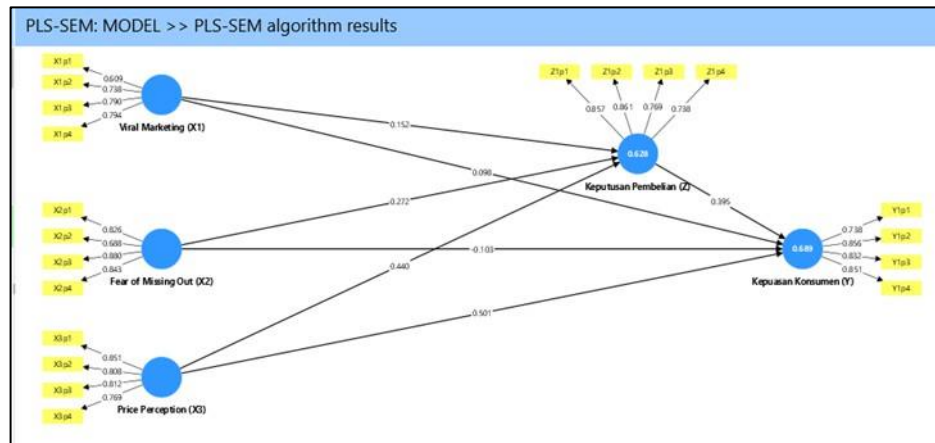


**Figure 1.** framework SEM

## 4. RESULTS AND DISCUSSION
### 4.1 Descriptive Statistics

Descriptive statistics were conducted to provide an overview of the demographic profile of respondents and the general tendencies of their responses toward the variables studied. A total of 100 respondents participated in the survey, consisting primarily of online consumers of trendy food and beverage (F&B) products in the Yogyakarta region.

Respondent profile the demographic characteristics of the respondents are summarized as follows: Gender: The majority of respondents were female (65%), while the remaining (35%) were male. Age: Most respondents fell within the 18–25 years age range (72%), followed by 26–30 years (18%) and above 30 (10%), indicating that the sample primarily consisted of Gen Z and young millennials. Occupation: Respondents were mostly students (60%), followed by employees (25%), and entrepreneurs or others (15%). Online Purchase Frequency: A large portion of respondents (68%) reported ordering food or beverages online at least 2–3 times per week, reflecting active engagement in the digital F&B space.

### 4.2 Outer Model
### 4.2.1 Convergent validity

Convergent validity testing was conducted by measuring the outer loading value of each variable. A loading value greater than 0.5 or an AVE value greater than 0.5 fulfills the requirements for a valid indicator (Ghozali & Kusumadewi, 2023). It is known that the variables Viral Marketing, Fear of Missing Out, Price Perception, Purchasing Decision, and Consumer Satisfaction have loading factor values of >0.5 or above 0.5 for all item statements. Therefore, it can be concluded that each indicator item meets the criteria for convergent validity.

**Table 1.** Result from convergent validity.

| Variabel | VM | FOMO | PP | KP | KK |
|----------|-------|------|-----|-----|-----|
| X1p1 | 0.609 | | | | |
| X1p2 | 0.738 | | | | |

| | | | | |
|---|---|---|---|---|
| X1p3 | 0.790 | | | |
| X1p4 | 0.794 | | | |
| X2p1 | | 0.826 | | |
| X2p2 | | 0.688 | | |
| X2p3 | | 0.880 | | |
| X2p4 | | 0.843 | | |
| X3p1 | | | 0.851 | |
| X3p2 | | | 0.808 | |
| X3p3 | | | 0.812 | |
| X3p4 | | | 0.769 | |
| Y1p1 | | | | 0.857 |
| Y1p2 | | | | 0.861 |
| Y1p3 | | | | 0.769 |
| Y1p4 | | | | 0.738 |
| Z1p1 | | | | | 0.738 |
| Z1p2 | | | | | 0.856 |
| Z1p3 | | | | | 0.832 |
| Z1p4 | | | | | 0.851 |

(Source: Data Processing Results SEM-PLS, 2025)

### 4.2.2 Discriminant validity

Discriminant validity test was conducted to measure the value based on Fornell-Larcker. Good results indicate the AVE root value of each variable > correlation between the construct and other constructs. The following are the results of the discriminant validity test: The analysis results show that the AVE root value of each variable > correlation between the construct and other constructs, so it can be concluded that all variables of Viral Marketing, Fear of Missing Out, Price Perception, Purchase Decision, and Consumer Satisfaction are stated as valid discriminants.

**Table 2**. Result from discriminant validity.

| Variabel | FOMO | KK | KP | PP | VM |
|---|---|---|---|---|---|
| Fear of Missing Out | 0.812 | - | - | - | - |
| Consumer Satisfaction | 0.641 | 0.821 | - | - | - |
| Purchase Decision | 0.724 | 0.762 | 0.808 | - | - |
| Price Perception | 0.769 | 0.786 | 0.753 | 0.810 | - |
| Viral Marketing | 0.748 | 0.620 | 0.655 | 0.680 | 0.737 |

(Source: Data Processing Results SEM-PLS, 2025)

### 4.2.3 Composite reliability

Composite reliability testing is performed by measuring the lower limit value of the variables used. A variable is considered reliable if it exhibits a Cronbach's Alpha value > 0.7 (Ghozali & Kusumadewi, 2023). Table 4 shows that all reflective variable models have Cronbach's Alpha values above 0.7, indicating that each variable is reliable and meets its standards.

**Table 3.** Result from discriminant validity.

| Variabel | Cronbach's alpha | Composite reliability (rho c) |
|---|---|---|
| Viral Marketing | 0.716 | 0.824 |
| Fear of Missing Out | 0.826 | 0.885 |
| Price Perception | 0.826 | 0.884 |
| Consumer Satisfaction | 0.837 | 0.891 |
| Purchase Decision | 0.821 | 0.882 |

(Source: Data Processing Results SEM-PLS, 2025)

## 4.3 Inner model
### 4.3.1 Coefficient of Determination (R2)

The customized R-square value of the Viral Marketing, Fear of Missing Out, and Price Perception variables is able to explain the Purchase Decision variable by 0.616 or in percentage of 61.6%. Therefore, it can be concluded that the model is considered strong. Meanwhile, the customized R-square value of the Consumer Satisfaction variable is 0.676 with a percentage of 67.6%. This indicates that the Viral Marketing, Fear of Missing Out, and Price Perception variables are able to explain the Consumer Satisfaction variable by 67.6%. Therefore, it can be concluded that the model is considered strong.

**Table 4.** Result from coefficient of determination

| Variabel | R-square | R-square adjusted |
|---|---|---|
| Purchase Decision (Z) | 0.628 | 0.616 |
| Consumer Satisfaction (Y) | 0.689 | 0.676 |

(Source: Data Processing Results SEM-PLS, 2025)

### 4.3.2 Effect Size (f-square)

The effect size (f-square) or $f^2$ test value is used to measure the effect size of one exogenous construct on one endogenous construct after the model is run. This will then indicate how much the coefficient of determination ($R^2$) of the endogenous construct changes if a particular exogenous construct is removed from the model.

**Table 5.** Result from Effect Size ( f-square)

| Variabel | VM | FOMO | PP | KP | KK |
|---|---|---|---|---|---|
| *Viral Marketing* | | | | 0.026 | 0.012 |
| *Fear of Missing Out* | | | | 0.063 | 0.010 |
| *Price Perception* | | | | 0.200 | 0.258 |
| Purchase Decision | | | | | 0.187 |
| Consumer Satisfaction | | | | | |

(Source: Data Processing Results SEM-PLS, 2025)

## 4.4 Hypothesis Test Results

Based on data processing performed through path coefficient bootstrapping, the results can be used to reject or accept a hypothesis by measuring the p-value. The research hypothesis can be declared accepted if the p-value is <0.05.

**Table 6.** Result from hypothesis

| Jalur | Path Koefisien | *T statistics* | *P values* |
|---|---|---|---|
| *Viral Marketing*-> Purchase Decision | 0.152 | 1.426 | 0.154 |
| *Viral Marketing* -> Consumer Satisfaction | 0.098 | 1.038 | 0.299 |
| *Fear of Missing Out*-> Purchase Decision | 0.272 | 2.237 | 0.025 |

| | | | |
|---|---|---|---|
| *Fear of Missing Out* -> Consumer Satisfaction | -0.103 | 0.677 | 0.498 |
| *Price Perception* -> Purchase Decision | 0.440 | 4.727 | 0.000 |
| *Price Perception* -> Consumer Satisfaction | 0.501 | 3.536 | 0.000 |
| Purchase Decision -> Consumer Satisfaction | 0.395 | 1.764 | 0.078 |
| *Viral Marketing* -> Purchase Decision -> Consumer Satisfaction | 0.060 | 0.905 | 0.365 |
| *Fear of Missing Out* -> Purchase Decision -> Consumer Satisfaction | 0.107 | 1.489 | 0.136 |
| *Price Perception* -> Purchase Decision -> Consumer Satisfaction | 0.174 | 1.673 | 0.094 |

(Source: Data Processing Results SEM-PLS, 2025)

It can be concluded that the research results indicate that two hypotheses were accepted in this study, while eight hypotheses were rejected. The following are the results of the research model, explained using SmartPls 4 software:
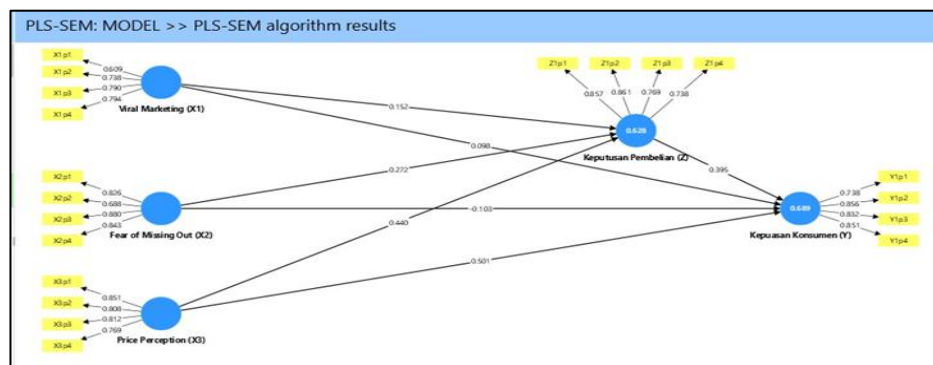


**Figure 2.** Result testing hypothesis

*4.5 Goodness of Fit (GOF)*
The goodness of fit (GOF) test is used to determine the combined performance of the inner and outer models, which will then be classified into the large GOF category with a value of 0.36, and moderate GOF with a value of 0.25, or small GOF with a value of 0.1. By using the calculation of the root of the average communalities index (average AVE) multiplied by R2.

**Table 6.** Result from hypothesis

| Variable | *Average variance extracted* (AVE) | R-Square |
|---|---|---|
| Viral Marketing | 0,543 | |
| Fear of Missing Out | 0,66 | |
| Price Perception | 0,657 | |
| Kepuasan Konsumen | 0,673 | 0,689 |

| Keputusan Pembelian | 0,653 | 0,628 |
| --- | --- | --- |
| **Rata-Rata** | **0,6372** | **0,6585** |

(Source: Data Processing Results SEM-PLS, 2025)

The goodness of fit (GOF) value is calculated as follows:
GOF value = √(Average AVE x Average R-square) GOF value = √(0.6372 x 0.6585)
GOF value = 0.647

Based on the calculation results, the GOF value is 0.647. This indicates that the combined performance of the inner and outer models in this study can be classified as high GOF.

### 4.6 Discussion

The analysis revealed that price perception is the most significant factor influencing both purchase decision and consumer satisfaction. This finding aligns with Syamer and Setyawati (2024), who emphasized that consumers are highly sensitive to price fairness and value, particularly in the online food and beverage (F&B) market.

On the other hand, viral marketing and fear of missing out (FoMO) did not have a significant direct impact on either purchase decision or satisfaction. This contrasts with some previous studies (e.g., Andora & Yusuf, 2021; Tahir et al., 2025), which found that FoMO and viral content had positive influences on purchasing behavior. One possible explanation is that consumers in Yogyakarta are becoming more rational and price-conscious in their decision-making, especially with the abundance of online offerings.

Moreover, purchase decision significantly influenced consumer satisfaction, confirming previous findings (Hikmawati et al., 2020) and reinforcing the idea that satisfaction is closely tied to the quality of the decision-making process.

However, none of the mediating hypotheses (H8, H9, H10) were supported. This suggests that purchase decision does not serve as a strong mediator in this model, and that price perception affects satisfaction more directly.

These findings provide important insights for marketers in the digital F&B industry. Price transparency, competitive pricing, and value communication should be prioritized over purely viral or emotional marketing approaches.

## CONCLUSION

This study aimed to examine the influence of viral marketing, fear of missing out (FoMO), and price perception on consumer satisfaction, with purchase decision as an intervening variable, among consumers of online-based trendy food and beverages in the Yogyakarta region.

The findings reveal that price perception significantly affects both purchase decision and consumer satisfaction, highlighting the importance of price-related evaluations in consumers' buying behavior. Conversely, viral marketing and FOMO did not show significant direct effects on purchase decision or satisfaction, suggesting that emotional and social triggers alone are insufficient to influence outcomes in this context.

Furthermore, although purchase decision has a direct and significant influence on consumer satisfaction, its mediating role in the relationship between the independent variables (viral marketing, FoMO, and price perception) and consumer satisfaction was not statistically supported. This indicates that consumers tend to evaluate satisfaction more based on direct experiences with price and product value rather than the decision-making process itself.

These results suggest that marketers in the online food and beverage sector should focus more on developing pricing strategies that reflect fairness, value, and competitiveness, rather than relying heavily on viral or emotional appeals. Understanding consumer rationality, especially in a digitally saturated environment, is critical for

sustaining satisfaction and long-term loyalty.

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