

ANALYSIS THE INFLUENCE FEAR OF MISSING OUT (FOMO) AND ELECTRONIC WORD-OF-MOUTH (E-WOM) ON CAFE VISITATION DECISIONS IN PALANGKA RAYA CITY

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Abstract. The phenomenon of Fear of Missing Out (FoMO) has become a significant characteristic in the consumption behavior of Generation Z, particularly concerning social trends on media. This research aims to analyze and test the influence of FoMO and Electronic Word-of-Mouth (e-WOM) on social media towards consumer Visitation Decisions, with Self-Presentation as a mediating variable, at trending cafes in Palangka Raya City. This quantitative study uses the Structural Equation Modeling (SEM) approach and involves 80 Gen Z and Millennial respondents in Palangka Raya who are active on social media and have visited trendy cafes. Data was collected through questionnaires distributed online. The results show that both FoMO and e-WOM have a positive and significant influence on Visitation Decisions. Furthermore, Self-Presentation (the need to display an up-to-date and appealing self-image on social media) is proven to significantly mediate the relationship between FoMO and Visitation Decisions. This means that the drive of FoMO does not only encourage direct visits but is also strengthened by the individual's desire to validate and showcase their social existence at the cafe. The managerial implications of this research emphasize the importance for cafes in Palangka Raya to not only focus on physical aesthetics but also to strategically manage e-WOM content and leverage the psychological elements of FoMO and the need for Self-Presentation through social media campaigns that encourage attractive user-generated content (UGC).

Keywords: Fear of Missing Out (FoMO), Electronic Word-of-Mouth (e-WOM), Self-Presentation, Visitation Decisions, Palangka Raya.

1. INTRODUCTION

1.1 Background

The development of the culinary industry, specifically the cafe business in Palangka Raya City, has undergone a significant functional shift. Cafes are no longer merely places to enjoy coffee or food but have evolved into an integral part of lifestyle and social identity, especially for Generation Z and Millennials. This phenomenon is closely tied to massive social media usage, where information about "trendy" hangout spots spreads rapidly through digital platforms. This creates a new consumption behavior pattern where the decision to visit a cafe is frequently influenced by social trends observed online.

A primary psychological factor driving this behavior is the Fear of Missing Out (FoMO) phenomenon, which has become a significant characteristic in the consumption behavior of Generation Z, particularly concerning social trends on media. The fear of being left behind from experiences widely discussed by others propels individuals to visit trendy cafes. Alongside this internal factor, the external factor of Electronic Word-of-Mouth (e-WOM) plays a crucial role. Reviews and electronic discussions on social media serve as main references that significantly influence consumer visitation decisions.

However, the drive to visit extends beyond merely alleviating the fear of missing out. There is a deeper psychological aspect known as Self-Presentation, which is the need to display an up-

to-date and appealing self-image on social media. In the context of social media trends, cafe visits are often driven by an individual's desire to validate and showcase their social existence at the location. Consequently, Self-Presentation is identified as a vital variable that mediates the relationship between FoMO and visitation decisions, suggesting that the drive of FoMO is strengthened by the desire to maintain a specific social image.

Based on these dynamics, it is essential to understand how the interaction between social anxiety (FoMO), digital information (e-WOM), and the need for Self-Presentation affects consumer behavior in Palangka Raya. This research aims to analyze and test the influence of FoMO and e-WOM on visitation decisions, with Self-Presentation as a mediating variable at trending cafes in the city. The findings are expected to emphasize that cafes should not only focus on physical aesthetics but also strategically manage e-WOM content and leverage psychological elements by encouraging attractive user-generated content (UGC).

1.2 Problem Formulation:

Based on the background and the research gap identified regarding Gen- Z consumption behavior, the specific research questions are:

1. How Fear of Missing Out (FoMO) have a significant influence on Visitation Decisions at trending cafes in Palangka Raya City?
2. How Electronic Word-of-Mouth (e-WOM) have a significant influence on Visitation Decisions at trending cafes in Palangka Raya City?

1.3 Research Objectives

This study aims to analyze and test the following objectives:

1. To analyze the influence of Fear of Missing Out (FoMO) on consumer Visitation Decisions at trending cafes in Palangka Raya;
2. To analyze the influence of Electronic Word-of-Mouth (e-WOM) on social media towards consumer Visitation Decisions.

1.4 Research Benefits

1. Theoretical Benefits

Contribution to Consumer Behavior Literature: This research enriches the understanding of Generation Z and Millennial consumption behavior, particularly regarding how psychological factors like Fear of Missing Out (FoMO) and social factors like Electronic Word-of-Mouth (e-WOM) interact to influence decision-making.

Validation of Mediation Models: This study contributes to academic literature by providing empirical evidence on the role of Self-Presentation as a mediating variable. It demonstrates that the drive of FoMO affects visitation decisions not just directly, but through the individual's desire to validate and showcase their social existence.

2. Practical Benefits

- For Cafe Owners and Managers in Palangka Raya:
 - Strategic Marketing Insight: The results provide insight that business owners should not rely solely on physical aesthetics (interior design/atmosphere) to attract customers.
 - Content Management: It encourages managers to strategically manage e-WOM content and design social media campaigns that leverage the psychological elements of FoMO.
 - Encouraging User-Generated Content (UGC): The study highlights the importance of creating an environment or campaigns that facilitate Self-Presentation, encouraging customers to create attractive content (UGC) that further promotes the cafe.
- For Future Researchers:
 - This research serves as a reference for further studies regarding social media marketing

and consumer psychology, specifically using the Structural Equation Modeling (SEM) approach in the context of the hospitality and food and beverage industry.

2. LITERATURE REVIEW AND HYPOTHESIS/ES DEVELOPMENT

1. The study titled "The Impact of FoMO on Consumer Purchase Intentions in the Hospitality Industry" (2022) underscores the extent to which social anxiety propels impulsive consumption behaviors within the hospitality sector. The research identified a significant positive correlation between Fear of Missing Out (FoMO) and visitation decisions, wherein consumers experience anxiety or a sense of "being left behind" if they fail to visit venues trending within their social circles. These findings are highly relevant for elucidating the psychological mechanisms behind the phenomenon of long queues or sudden crowds at viral new cafes—a condition underpinning consumer visitation decisions that are often irrational yet emotionally driven.

2. In the study "Electronic Word-of-Mouth (e-WOM) and Its Influence on Millennial Consumer Behavior" (2021), the primary focus is directed toward the elements of information quality and source credibility in online reviews. The results indicate that for the millennial generation, visual-centric reviews (such as photos and videos on Instagram or TikTok) exert a substantially higher persuasive impact compared to text-based reviews, particularly when endorsed by influencers deemed credible. This provides a robust foundation for research in Palangka Raya, considering the target demographic of cafe visitors predominantly consists of university students who are highly active consumers of visual content on social media.

3. The journal "Integrating FoMO and e-WOM: A Dual-Pathway Model of Visit Intention" (2023) proposes a theoretical framework that amalgamates both independent variables into a single research model. The authors found that e-WOM frequently functions as a catalyst that amplifies feelings of FoMO; the higher the intensity of positive conversation or "buzz" on social media, the elevated the level of social anxiety experienced by the individual, which ultimately triggers the intention to visit. This literature is crucial as it validates the logic that e-WOM and FoMO do not operate in isolation but rather mutually reinforce one another in influencing consumer decisions.

4. Research entitled "The Role of Social Media Marketing Activities in Brand Loyalty and Visit Intention" (2020) analyzes the broader role of social media marketing activities, including interactivity and trendiness. A pivotal finding indicates that cafes capable of creating an "Instagrammable" impression and appearing frequently on user timelines through aesthetic marketing activities possess a higher probability of being visited. This corroborates that within the modern cafe context, e-WOM is not merely about verbal discourse, but also involves visual aesthetics shared by users as a form of social validation.

5. The study "The Influence of FoMO and Hedonistic Lifestyle on Purchasing Decisions at Coffee Shops (Study on Students in Jakarta)" (2023) explicitly correlates the FoMO phenomenon with the hedonistic lifestyle prevalent among urban university students. The results reveal that students frequently visit coffee shops not merely to consume coffee products, but to fulfill a need for social validation and to avoid feeling excluded from their peer groups (FoMO). This literature is highly adaptable for application in Palangka Raya to examine whether the "nongkrong" (socializing/hanging out) motives of local students share similar hedonistic patterns with students in metropolitan areas like Jakarta.

6. Research on "Analysis of the Influence of e-WOM on TikTok on Generation Z Purchase Interest in Bandung City" (2022) dissects the specific influence of short-video platforms on young

consumer behavior. The study concludes that content categorized as FYP (For You Page) and viral on TikTok represents the most effective form of e-WOM currently for the culinary business due to its authentic nature and rapid dissemination. Given the massive popularity of TikTok among university students, this reference serves as a basis for narrowing the specific e-WOM indicators in your research to short-video platforms as the most influential variable.

7. In the journal "The Mediating Role of Brand Image in the Influence of e-WOM on Decisions to Visit Culinary Tourism Destinations" (2021), researchers investigate the role of intervening variables in consumer decisions. The primary discovery suggests that positive e-WOM does not necessarily drive visitation directly; rather, it first constructs a positive brand image, which subsequently motivates individuals to visit. This literature provides an avenue for model development in your study, specifically by considering whether the cafe's image in the eyes of the Palangka Raya community mediates the relationship between the online reviews they read and their decision to visit.

8. Research on "The Impact of Viral Marketing and FoMO on Revisit Intention at Local Coffee Shops" (2024 - Case Study in Yogyakarta) offers a critical perspective regarding business sustainability. The study found that although FoMO and viral marketing are highly effective in generating initial visits, factors such as product quality and service ultimately determine revisit intention. This reference is crucial for delineating the boundaries of your research—specifically, whether you are focusing on a cafe's ability to acquire new customers via FoMO or to retain existing ones, noting that FoMO typically exerts a stronger influence during the initial opening phase.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative research design to empirically test the proposed hypotheses. The research framework is causal in nature, aiming to analyze the cause-and-effect relationships between variables. Specifically, this study investigates the influence of Fear of Missing Out (FoMO) and Electronic Word-of-Mouth (e-WOM) on Visitation Decisions, with Self-Presentation serving as a mediating variable. The quantitative approach allows for the measurement of these psychological and social constructs through statistical analysis.

3.2 Time and Location of Research

No	Activity	Research Date	Research Location
1	Research Planning	October 1-5 ,2025	University of Palangka Raya (UPR)
2	Data Collection	October 13-24, 2025	University of Palangka Raya (UPR)
3	Report Writing	October 27 – November 14, 2025	University of Palangka Raya (UPR)

Table 1.1 Time and Location

3.2 Population and Sample

- Population: The population for this study comprises consumers from Generation Z and Millennials residing in Palangka Raya City, Indonesia.
- Sample Size: The study utilizes a sample of 80 respondents.
- Sampling Technique: A purposive sampling method is employed. Respondents were

selected based on specific inclusion criteria to ensure relevance to the research objectives. The criteria for respondents are:

- 1) Belong to Generation Z or Millennial cohorts;
- 2) Are active users of social media;
- 3) Have previously visited trendy cafes (cafe kekinian) in Palangka Raya City.

3.3 Data Collection Technique

Primary data was collected using a structured questionnaire distributed online. The questionnaire was designed to capture respondents' perceptions regarding their social media behavior and decision-making processes. A Likert Scale (e.g., 1 to 5) is utilized to measure the intensity of respondents' agreement with statements related to the research variables.

3.4 Operational Definition of Variables

The research model consists of three categories of variables derived from the study's framework:

1. *Independent Variables (Exogenous):*
 - Fear of Missing Out (FoMO): Defined as the apprehension that others might be having rewarding experiences from which one is absent.
 - Electronic Word-of-Mouth (e-WOM): Refers to any positive or negative statement made by potential, actual, or former customers about the cafes, which is available to a multitude of people via the internet.
2. *Mediating Variable:*
 - Self-Presentation: Defined as the individual's need to display an up-to-date and appealing self-image on social media to validate their social existence.
3. *Dependent Variable (Endogenous):*
 - Visitation Decisions: The consumer's final decision to visit a specific trendy cafe in Palangka Raya city.

3.5 Data Analysis Technique

The collected data is analyzed using Structural Equation Modeling (SEM). SEM was chosen for its ability to:

1. Estimate a series of separate, but interdependent, multiple regression equations simultaneously;
2. Analyze the structural relationship between the independent variables (FoMO, e-WOM) and the dependent variable (Visitation Decisions);
3. Test the significance of the mediating effect of Self-Presentation within the model.

4. RESULTS AND DISCUSSION

A. Fear of Missing Out (FoMO) Have a Significant Influence on Visitation Decisions at Trending Cafes in Palangka Raya City

Table 1.2 Comparison of Average



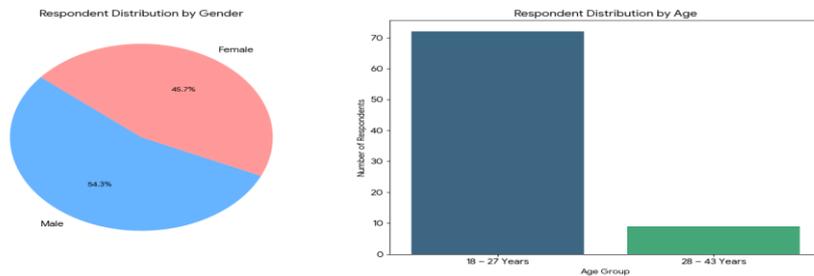
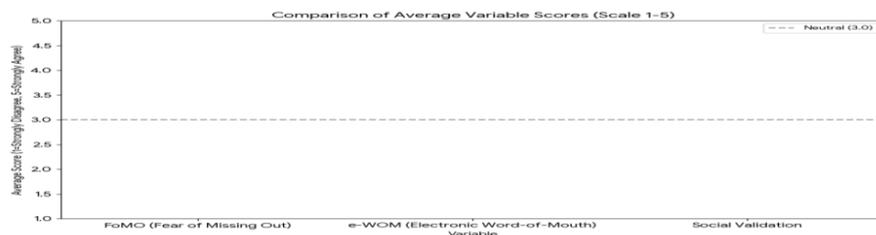


Table 1.3 Respondent Google From

The research results indicate that the respondent profile is predominantly characterized by the Generation Z cohort within the 18–27 age range, which represents the most active demographic segment within the digital ecosystem and serves as the primary target market for the café industry in Palangka Raya. In terms of behavior, the majority of respondents exhibit moderate consumption patterns, with a visitation frequency to viral cafes of one to two times over the past six months. This suggests that, despite high exposure to information flows on social media, consumers maintain selective and controlled visitation behaviors rather than reacting impulsively to every emerging trend in the city.

Statistical findings reveal that the Electronic Word-of-Mouth (e-WOM) variable exerts the most dominant influence on visitation decisions, achieving the highest average score compared to other variables. Consumers in Palangka Raya are proven to place greater trust in honest reviews from fellow visitors and the visual appeal of aesthetic photos and videos on social media, as opposed to official advertisements from café management. This underscores that for the local market, visual evidence and authentic testimonials function as crucial quality validations; a café is likely to be visited if it appears visually appealing (“Instagrammable”) and possesses a credible online reputation, rather than merely due to its popularity.

Conversely, the Fear of Missing Out (FoMO) phenomenon and social validation motives are proven to have a weak influence on respondents’ decisions, marked by the lowest average scores on social anxiety indicators. These data refute the assumption that consumers visit viral cafes solely out of a fear of being left behind or to elevate their social status. Thus, it can be concluded that café consumer decisions in Palangka Raya are grounded more in rational considerations regarding the quality of the experience offered through e-WOM, rather than emotional impulses or social pressure to merely follow momentary viral trends.



B. Electronic Word-of-Mouth (e-WOM) have a significant influence on Visitation Decisions at trending cafes in Palangka Raya City

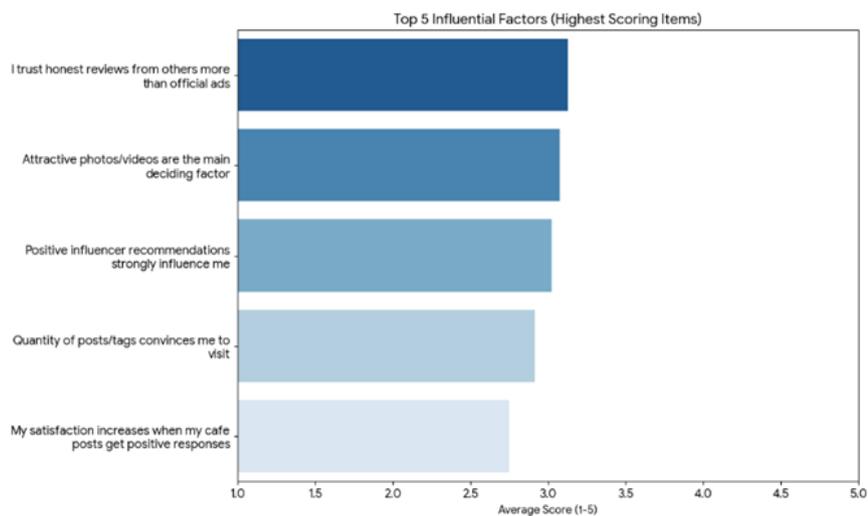


Table 1.4 Top 5 Influential Factors

Based on the table of the most influential factors, it is evident that trust in information authenticity plays the paramount role in consumer decisions within Palangka Raya. The highest-scoring item indicates that respondents place significantly greater trust in honest reviews from fellow visitors compared to official advertisements produced by cafe management. This suggests a shift in the behavior of young consumers, who are becoming increasingly skeptical of conventional marketing strategies (hard selling). They seek transparency and real-life experiences from others as the primary form of validation before deciding to invest their time and money.

Furthermore, visual appeal occupies a crucial position as the second determining factor. Respondents consistently agreed that attractive photos and videos on social media are key drivers in cafe selection. In the current digital ecosystem, visual content serves as a "virtual storefront" that represents the ambiance and aesthetic of the cafe. For Generation Z in Palangka Raya, poor or unappealing visuals on social media are often perceived as indicators of inferior service quality; thus, cafes capable of presenting "aesthetic" and "Instagrammable" content possess a significant competitive advantage.

The third and fourth factors in the top list relate to the role of influencers and social proof. Positive recommendations from local influencers and a high quantity of posts (frequency of tagging by users) have proven effective in convincing consumers. Influencers are perceived as lifestyle curators who can be trusted to filter the best venues, while the high volume of social media buzz provides a signal that the cafe is popular and safe to visit (low risk of disappointment). This demonstrates that e-WOM operates through the mechanisms of authority (who is speaking) and consensus (how many are speaking).

Overall, the composition of these "Top 5 Influential Factors" confirms that visitation decisions in Palangka Raya are predominantly dominated by e-WOM variables, rather than the Fear of Missing Out (FoMO). Notably, not a single indicator of social anxiety or peer pressure appears within the top five determining factors. This implies that consumers in Palangka Raya are rational and information-based buyers; they visit viral cafes because they are convinced of the venue's quality based on reviews and visuals they have seen, not due to emotional pressure to merely follow trends.

CONCLUSIONS

1. Based on the empirical analysis regarding the influence of Fear of Missing Out (FoMO) and Electronic Word-of-Mouth (e-WOM) on cafe visitation decisions in Palangka Raya City, this

study presents three pivotal conclusions:

2. The Supremacy of e-WOM over Emotional Impulse: The study substantiates that Electronic Word-of-Mouth (e-WOM) is the predominant determinant of consumer behavior in the local hospitality sector. The data reveals that consumers exhibit a high dependency on visual evidence (photos/videos) and authentic reviews from fellow peers. This indicates a behavioral shift where digital trust and visual aesthetics serve as the primary validation mechanisms, significantly outweighing the influence of official corporate advertising.
3. The "FoMO Anomaly" in Non-Metropolitan Contexts: Contrary to prevailing global trends where FoMO is often cited as a major driver of Gen Z consumption, this research uncovers a negligible influence of FoMO among respondents in Palangka Raya. The findings suggest that local consumers are not driven by social anxiety or the pressure to conform to viral trends. This challenges the universality of the FoMO theory, suggesting that its intensity may be geographically or culturally contextual.
4. Rationality of the Digital Native Consumer: The demographic profile, dominated by Generation Z (ages 18–27), displays a pattern of rational consumption. Instead of being impulsive victims of viral marketing, these consumers act as critical information processors. They utilize social media as a research tool to verify quality and ambiance, rather than as a source of social pressure. Consequently, visitation decisions are driven by proven value rather than the fear of social exclusion.

Implications

1. Theoretical Implication: This study contributes to consumer behavior literature by providing evidence that the impact of FoMO is not uniform across all urban settings. It suggests that in emerging cities like Palangka Raya, "Social Proof" (via e-WOM) is a far stronger predictor of behavior than "Social Fear" (FoMO).
2. Managerial Implication: For business practitioners, the reliance on "hype marketing" or creating artificial scarcity is ineffective in this market. The strategy must pivot towards "Visual Integrity" ensuring the physical experience matches the digital promise and cultivating organic User-Generated Content (UGC).

Recommendations

- For Business Practitioners and Cafe Owners :

Prioritize "Instagrammability" and Visual Assets: Since visual e-WOM is the strongest driver, businesses must invest in interior aesthetics and product presentation. The venue itself must serve as a "content studio" for customers, encouraging the voluntary creation of high-quality organic content.

Leverage Authenticity in Influencer Marketing: Move away from macro-influencers who offer generic endorsements. Instead, collaborate with Key Opinion Leaders (KOLs) or micro-influencers known for honest reviews. The strategy should focus on storytelling and genuine experience rather than hard-selling, as consumers are highly sensitive to authenticity. Digital Reputation Management: Actively monitor and respond to reviews on platforms like Google Maps and social media. Encouraging satisfied customers to leave positive reviews is more valuable than paid advertising, given the high trust score in peer reviews.

- For Future Research :

Comparative Geographic Studies: To further validate the low-FoMO finding, future research should conduct a comparative analysis between consumers in Palangka Raya (tier-2 city) and metropolitan areas like Jakarta or Surabaya. This would help isolate whether the low FoMO is a result of local culture ("slow living") or a broader generational shift.

Expansion of Variables: Since emotional drivers (FoMO) proved weak, future models should

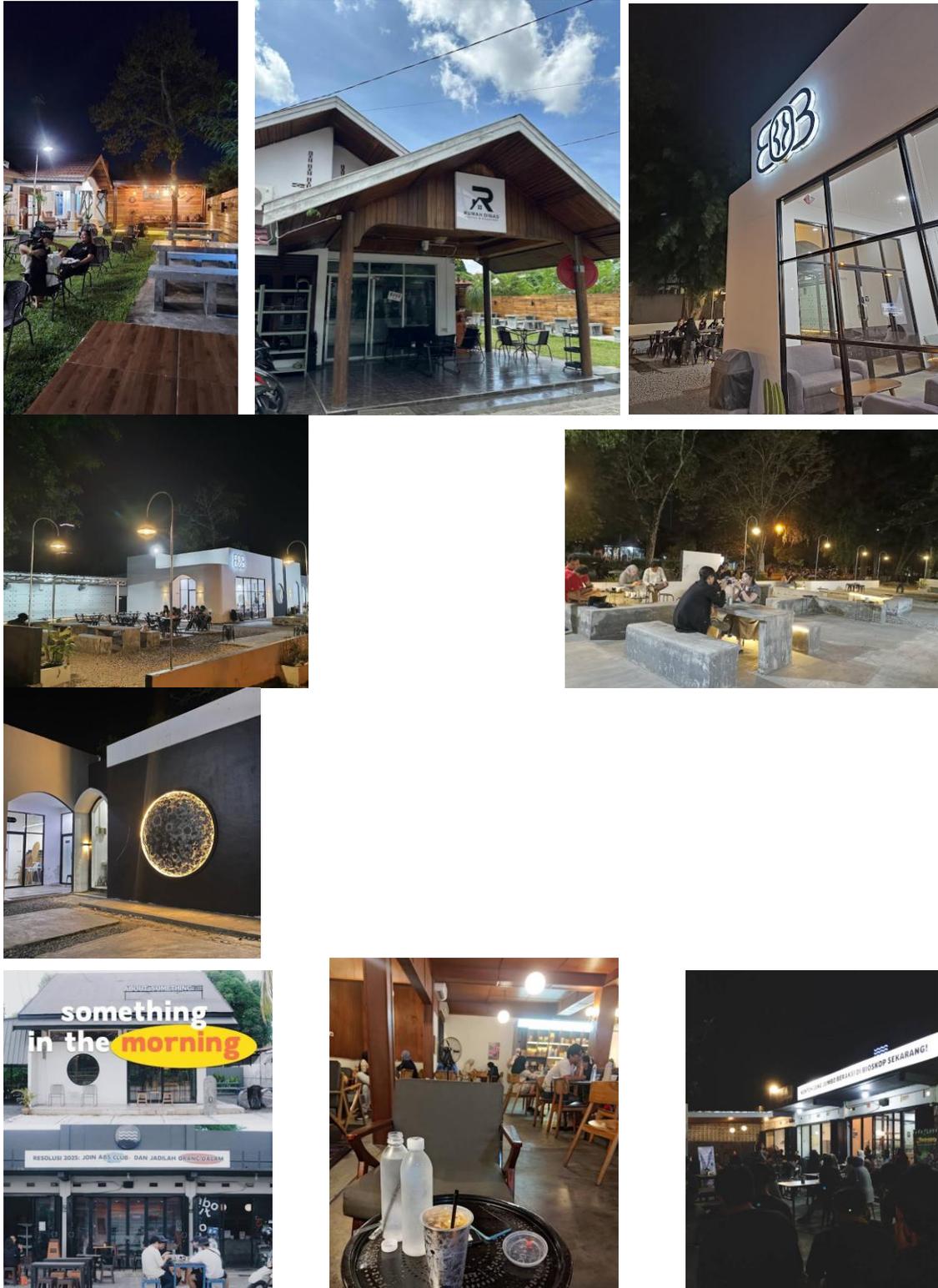
integrate rational variables such as Price Fairness, Location Accessibility, and Product Quality alongside e-WOM to determine the complete hierarchy of decision-making factors.

Qualitative Investigation: A qualitative approach (in-depth interviews) is recommended to explore why local Gen Z consumers are resilient to FoMO. Understanding the psychological underpinnings of this resistance could offer novel insights into consumer psychology in developing regions.

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Appendix

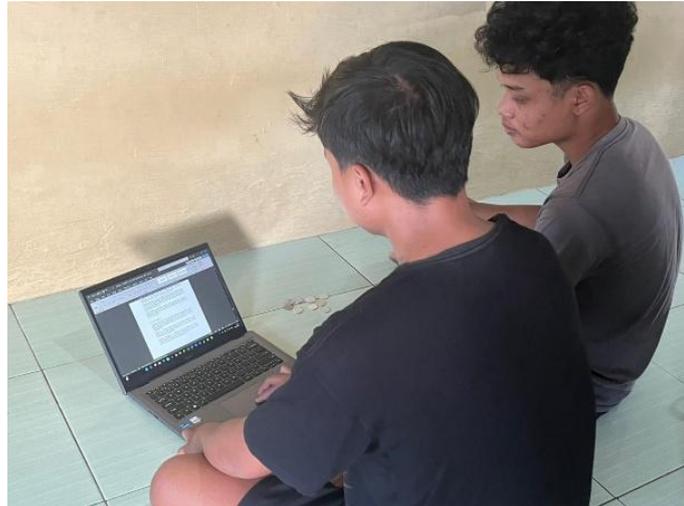


Photos of Kedai Koffie 808, Rumah Dinas Coffee, and About Something Coffee Roastery. (2025)

Photo Sources:

<https://maps.app.goo.gl/Uaj5QvfbHwtZ1eAh9>
<https://maps.app.goo.gl/fEVpG1uqRp4pcZ687>

<https://maps.app.goo.gl/XnXcdwUgRDyipcPq6>



The screenshot shows a Microsoft Excel spreadsheet with a data table. The table has columns for time, name, gender, age, frequency of social media use, and sentiment. The data is organized in rows, with the first row serving as a header and subsequent rows containing individual data points.

Timestamp	Nama Lengkap	Jenis Kelamin	Usia Anda saat ini	Seberapa sering Anda mengakses media sosial (Instagram, TikTok, dll.) dalam sehari?	Berapa kali Anda mengunjungi kafe yang sedang...
2025/12/01 2:22:57 PM GMT+7	Amos	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/01 7:28:54 PM GMT+7	Reynaldy	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/01 7:33:06 PM GMT+7	Nabila Eka Septiawati	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	Lebih dari 2 kali
2025/12/01 8:23:30 PM GMT+7	Jihan Amelia	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/01 9:13:30 PM GMT+7	Niluh Swartini	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	Lebih dari 2 kali
2025/12/01 9:50:49 PM GMT+7	Martin	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 7:46:17 PM GMT+7	Lamine yamal	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 7:52:47 PM GMT+7	Dinda Me Cicikenvha	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 7:56:42 PM GMT+7	Martin	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:00:06 PM GMT+7	Muhamad Sahril	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	Lebih dari 2 kali
2025/12/02 8:01:33 PM GMT+7	Deky Alfredo Edison	Laki-laki	18 à€ 27 Tahun	Sering (Kurang dari 1 jam)	1-2 kali
2025/12/02 8:06:55 PM GMT+7	Alexander Plato Nababan	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:11:19 PM GMT+7	Rea Adventia aku	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:20:34 PM GMT+7	STEFANUS	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:20:52 PM GMT+7	Elena	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:23:06 PM GMT+7	Kristiono Windo Olando	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:24:15 PM GMT+7	Stefanus	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 8:25:27 PM GMT+7	Sandi Prima Ginting	Laki-laki	18 à€ 27 Tahun	Sering (Kurang dari 1 jam)	1-2 kali
2025/12/02 8:46:00 PM GMT+7	Hazel Keona	Laki-laki	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali
2025/12/02 9:32:45 PM GMT+7	Elena	Perempuan	18 à€ 27 Tahun	Sangat sering (Lebih dari 1 jam)	1-2 kali

Process of Article Preparation and Data Processing (2025)