

# **THE EFFECT OF INFLUENCER IMITATION ON PURCHASE INTENTION MEDIATED BY SOCIAL COMPARISON AND FOMO AT FINE DINING RESTAURANTS IN JAKARTA**

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*Submitted: 24-08-2023, Revised: 26-10-2023, Accepted: 10-11-2023*

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## **ABSTRACT**

*This study aims to examine and analyse the effect of influencers imitation on purchase intention mediated by social comparison and FoMO at fine dining restaurant in Jakarta. This research uses a quantitative descriptive research approach with a total of 150 respondents. The data analysis technique used is Partial Least Squares through Structural Equation Modeling. The results in this study show that there is a positive and significant relationship between the act of imitating influencers with social comparison and materialism. In addition, the influence of social comparison and FoMO can mediate the relationship between imitating influencers and purchase intention. This research aims to be able to contribute to the fine dining restaurant business, especially in utilising the psychological tendency to imitate influencers in society.*

**Keywords:** *influencers, materialism, social comparison, FoMO, purchase intention*

## **1. INTRODUCTION**

Developments in the modern era have brought about changes in various aspects, one of which is the change in people's lifestyles in meeting their daily food needs. From usually cooking at home to choosing to eat out. This encourages the emergence of restaurants, ranging from fast food restaurants to fine dining restaurants. The concept of fine dining restaurants has recently become a hot topic of conversation on social media. In addition to serving delicious food, fine dining restaurants also present a different experience from restaurants in general such as food offerings that are packaged differently and unique ways of serving but still luxurious and classy.

Nowadays, access to information is very easy to obtain by the public and the involvement of people in providing information is very large. One of them that plays a big role is influencers. An influencer is a person or public figure who has many followers on social media who can influence the mindset and behavior of their followers or listeners of their content (Hariyanti and Wirapraja, 2018). In society, influencers are perceived as role models with idealized images and reflections of current trends. This triggers people to emulate influencers and race to keep up with what influencers are doing, and even places visited by influencers are considered interesting and must-visit places. This tendency is called FoMO. FoMO is the anxiety that individuals experience when others have valuable experiences, while the individual does not. FoMO begins with the emergence of a desire to stay in touch with what other people are doing (Przybylski et al., 2013). The FoMO phenomenon is not a new concept, but it has recently increased and has become commonplace along with the rapid advancement of technology and information (Celik, et al., 2019).

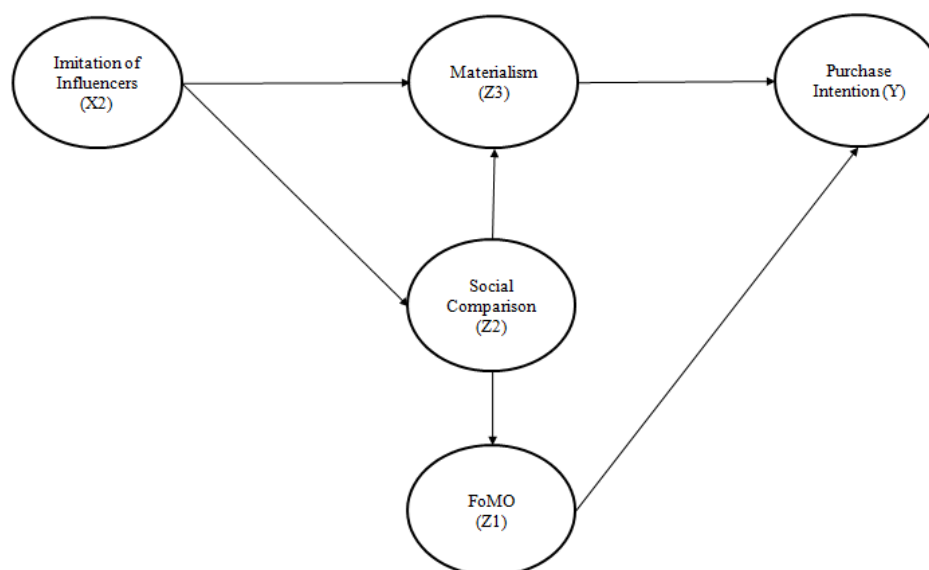
The presence of fine dining restaurants has now become a trend in the restaurant business in Jakarta. Dining at a fine dining restaurant symbolically shows the wealth and value that

individuals have (Truong, et al. in Husain, et al., 2022) and improves their social position (Jain, Khan & Misra, 2017). In addition, it indirectly reflects a hedonistic lifestyle, especially since eating at a fine dining restaurant requires a lot of money. When people see influencers visiting fine dining restaurants, it indirectly reflects a hedonistic lifestyle. The hedonistic lifestyle of the influencer is then used as an ideal picture in society so that there is a tendency to compare himself which then triggers materialism behavior (Yenita, et al., 2020).

Therefore, this research was conducted to find out the effect of influencer imitation on purchase intention mediated by social comparison and fomo at fine dining restaurants in Jakarta. This study wants to find out how much influence the behavior of imitating influencers, materialism, social comparison and FoMO has in influencing their buying intentions.

## 2. RESEARCH METHOD

In this study, the population is all people who have eaten at the restaurant. Questionnaires on google form with a Likert 5 scale were distributed via WhatsApp and Instagram to 150 respondents. The sampling technique used convenience sampling technique. The sample selected as participants were people who had visited fine dining restaurants in Jakarta. The data analysis technique uses the Structural Equation Modeling (SEM) analysis method with Smart PLS v.4 software. The research model will be explained through the following image:



**Figure 1.** Research Model

## 3. RESULT AND DISCUSSION

### Results of Validity Model Testing (Outer-Model)

For outer model testing, the data in this study must be able to meet the validity and reliability requirements. This can be seen in the value of convergent validity, discriminant validity and composite reliability.

## Validity Test

The requirement for a correlation to fulfil convergent validity is to have a loading factor value greater than 0.7. Based on table 1, it shows that all variable indicators used by the author are valid variables because they have a value above 0.7, so this study has met the requirements of convergent validity.

**Table 1.** Outer-Loading Result

	<b>Outer-Loadings</b>
FM1 <- FoMO	0.819
FM2 <- FoMO	0.88
FM3 <- FoMO	0.851
FM4 <- FoMO	0.941
FM5 <- FoMO	0.852
FM6 <- FoMO	0.92
FM7 <- FoMO	0.924
FM8 <- FoMO	0.928
IF1 <- Imitation of Influencers	0.974
IF2 <- Imitation of Influencers	0.965
IF3 <- Imitation of Influencers	0.926
MT1 <- Materialism	0.799
MT2 <- Materialism	0.834
MT3 <- Materialism	0.778
MT4 <- Materialism	0.875
PI1 <- Purchase Intention	0.799
PI2 <- Purchase Intention	0.755
PI3 <- Purchase Intention	0.816
PI4 <- Purchase Intention	0.86
PI5 <- Purchase Intention	0.879
PI6 <- Purchase Intention	0.858
PI7 <- Purchase Intention	0.796
SC1 <- Social Comparison	0.834
SC2 <- Social Comparison	0.876
SC3 <- Social Comparison	0.868
SC4 <- Social Comparison	0.915
SC5 <- Social Comparison	0.907
SC6 <- Social Comparison	0.919
SC7 <- Social Comparison	0.926
SC8 <- Social Comparison	0.889

Source: SmartPLS 4 Data Processing

Apart from the loading factor value, convergent validity is also measured by Average Variance Extracted (AVE). In this study, the requirements for convergent validity were met because the average variance extracted (AVE) value was > 0.5. The following are the results of AVE research.

**Table 2.** Average Variance Extracted (AVE) Result

	<b>Average Variance Extracted (AVE)</b>
FoMO	0.793
Imitation of Influencers	0.912
Materialism	0.676
Purchase Intention	0.679
Social Comparison	0.796

Source: SmartPLS 4 Data Processing

In this study, the discriminant validity criteria have been met because the cross-loading value of each indicator of each variable has a greater loading value than the cross-loading value of other variable indicators. The following are the results of the research cross-loading value.

**Table 3.** Cross-Loading Result

	<b>FoMO</b>	<b>Imitation of Influencers</b>	<b>Materialism</b>	<b>Purchase Intention</b>	<b>Social Comparison</b>
FM1	0.819	0.562	0.276	0.416	0.317
FM2	0.88	0.565	0.226	0.484	0.291
FM3	0.851	0.456	0.453	0.485	0.461
FM4	0.941	0.623	0.424	0.5	0.358
FM5	0.852	0.565	0.411	0.532	0.414
FM6	0.92	0.522	0.283	0.512	0.291
FM7	0.924	0.643	0.398	0.376	0.32
FM8	0.928	0.591	0.396	0.47	0.341
IF1	0.591	0.974	0.458	0.491	0.271
IF2	0.592	0.965	0.48	0.457	0.269
IF3	0.627	0.926	0.481	0.455	0.376
MT1	0.295	0.47	0.799	0.426	0.397
MT2	0.345	0.451	0.834	0.358	0.366
MT3	0.25	0.282	0.778	0.319	0.391
MT4	0.431	0.407	0.875	0.47	0.466
PI1	0.368	0.373	0.358	0.799	0.196
PI2	0.523	0.551	0.376	0.755	0.17
PI3	0.63	0.587	0.444	0.816	0.31
PI4	0.392	0.307	0.392	0.86	0.271
PI5	0.372	0.282	0.411	0.879	0.327
PI6	0.328	0.238	0.386	0.858	0.209
PI7	0.353	0.355	0.401	0.796	0.213
SC1	0.309	0.349	0.419	0.253	0.834
SC2	0.267	0.269	0.52	0.212	0.876
SC3	0.395	0.334	0.471	0.276	0.868
SC4	0.343	0.302	0.491	0.238	0.915
SC5	0.393	0.245	0.361	0.338	0.907
SC6	0.374	0.274	0.396	0.292	0.919
SC7	0.357	0.229	0.413	0.244	0.926

SC8	0.396	0.29	0.439	0.284	0.889
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Source: SmartPLS 4 Data Processing

Based on Table 4, it shows that the AVE value of all variables has an AVE value greater than the value of other latent constructs, which means that all variables have met the criteria for the Fornell-Larcker Criterion.

**Table 4.** Fornell-Larcker Criterion Result

	<b>FoMO</b>	<b>Imitation of Influencers</b>	<b>Materialism</b>	<b>Purchase Intention</b>	<b>Social Comparison</b>
FoMO	0.89				
Imitation of Influencers	0.634	0.955			
Materialism	0.408	0.496	0.822		
Purchase Intention	0.535	0.49	0.485	0.824	
Social Comparison	0.398	0.323	0.494	0.299	0.892

Source: SmartPLS 4 Data Processing

### Validity Test

Measurement of reliability testing uses Composite Reliability and Cronbach's Alpha values.

**Table 5.** Cronbach's Alpha and Composite Reliability Result

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
FoMO	0.962	0.968
Imitation of Influencers	0.952	0.969
Materialism	0.84	0.893
Purchase Intention	0.922	0.937
Social Comparison	0.963	0.969

Source: SmartPLS 4 Data Processing

The criteria for fulfilling the composite reliability of the indicators on the research variables if the value is above 0.6 and the criteria for fulfilling Cronbach's Alpha if the value is above 0.7. So, based on the research results in Table 5, it shows that all variables have met the specified criteria.

### Structural Model Testing Results (Inner-Model)

#### Direct Effect

If the significant level is smaller than 0.05, the hypothesis is accepted, so that the independent variable has a real influence partially on the dependent variable.

**Table 6.** Direct Effect Result

	<b>P-values</b>	<b>Path Coefficient</b>	<b>Result</b>
FoMO -> Purchase Intention	0	0.405	Support
Imitation of Influencers -> Materialism	0	0.376	Support
Imitation of Influencers -> Social Comparison	0	0.323	Support
Materialism -> Purchase Intention	0.003	0.319	Support
Social Comparison -> FoMO	0	0.398	Support
Social Comparison -> Materialism	0	0.373	Support

Source: SmartPLS 4 Data Processing

#### Indirect Effect

Partial Mediation means that Z is not the only mediator of the correlation between X and Y, this indicates that there are other mediating factors. Meanwhile, Full Mediation means that Z fully mediates the correlation between X and Y.

**Table 7.** Indirect Effect Result

	<b>P-values</b>	<b>Original Sample (O)</b>	<b>Result</b>
Social Comparison -> FoMO -> Purchase Intention	0	0.161	Partial Mediation
Imitation of Influencers -> Materialism -> Purchase Intention	0.034	0.12	Partial Mediation

Source: SmartPLS 4 Data Processing

## 4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the data analysis that has been carried out, it is concluded that FoMO and social comparison are able to become mediator variables between imitation of influencers on purchase intention at fine dining restaurants in Jakarta, imitation of influencers has a positive and significant effect on social comparison and materialism.

Influencers who have an ideal image for society trigger the desire of their followers to imitate influencers. Every content shared by influencers indirectly triggers consumers of the content to imitate the influencers and make it a standard in society (Kristinova, 2022). Those who imitate influencers tend to compare themselves in aspects of knowledge, appearance, including lifestyle. In addition, interaction with influencers on social media creates a sense of closeness. The greater the sense of closeness, the more likely they will make comparisons between themselves and influencers (Festinger in Seo and Hyun, 2018). It aims to increase their self-assessment. The results in this study are in line with research conducted by Dihn and Lee (2022) which states that imitation of influencers has a positive and significant effect on social comparison on beauty and fashion products. The same results were also found by Listyorini and Werdani (2022) that influencers have a positive and significant effect on social comparison on local fashion brands. Furthermore, it is also explained that a person's perception of the popularity of an influencer will trigger social comparison with that influencer.

The results of imitation of influencers have a positive and significant effect on materialism. There is a tendency for people who follow influencers to experience an increase in the level of materialism (Lou and Kim, 2019). This is because followers who imitate these influencers will learn about materialism as a result of interactions with influencers (Dihn and Lee, 2022). If a person's social comparison occurs, it can trigger the person's materialism attitude (Islam et al., 2018). Social comparison or social comparison is carried out by someone as a form of evaluation of themselves for self-improvement and improvement. When the evaluation is carried out and someone gets a feeling of discomfort and judges others better than himself, then the person will behave materialistically to compensate for his discomfort and inability and is considered to increase his self-esteem (Ling et al., 2023). Seeing other people eating at fine dining restaurants illustrates a condition of judgement that the person's life is better than others. This is what triggers a person's materialism.

FoMO has a positive and significant effect on purchase intention. If someone sees an upload about a pleasant experience experienced and a review of satisfaction with the experience of eating at a fine dining restaurant, then this triggers a person's purchase intention (Good and Hyman, 2020). The feeling of not wanting to miss a pleasant experience experienced by others creates a great desire to visit a fine dining restaurant. Therefore, it can be concluded, the greater the FoMO, the greater the purchase intention a person has.

The limitations in this study are that the results of the study cannot be generalised with the results of other studies conducted outside the city of Jakarta and there are still many other variables and dimensions of related independent variables that can affect purchase intention. For future research, it is hoped that it can explore the effect of purchase intention with different variables and on different objects such as fine dining skin care products or a specific brand.

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