Analysis of the Influence of Fear of Missing Out (FOMO) and the Role of Influencers on Tourism Destination Selection

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Abstract

The aim of this research is to gain a deeper understanding of the factors that motivate Garut people in choosing tourist destinations by taking into account the influence of Fear of Missing Out (FOMO) and the role of TikTok influencers. The analytical method used in this research is SEM (Structural Equation Modeling). In this research, non-probability sampling techniques were used with a purposive sampling method to determine the research sample. The conclusion obtained from this research is that the fear of missing out can influence the choice of tourist destination through its impact on motivation, emotional responses and behavior. And influencers, especially through social media, film and television, play an important role in shaping tourist perceptions and influencing a person's choice of tourist destination.

Keyword: Fear of Missing Out (FOMO), TikTok, Influencer, Tourism Destination.

1   Introduction

In an educational context, the influence of FOMO (fear of missing out) and influencers on the choice of tourist destinations in Garut Regency can be analyzed through various factors that influence tourist decision making. Destination image plays an important role in influencing tourists' intentions and choices (Mitsugi et al., 2020). Chen and Phou found that a positive destination image can significantly influence tourists' attitudes and behavior towards a destination, indicating that the depiction of a destination through influencers and social media can influence tourists' decision making (Mitsugi et al., 2020). In addition, the reputation of a tourist destination is known to influence tourist consumption behavior and loyalty (Wang et al., 2021). This shows that the depiction of tourist destinations by influencers can shape the perceptions and behavior of potential tourists, thus potentially giving rise to the influence of FOMO on their choice of destination.

Apart from that, the development of tourist destinations and the experiences offered can also influence tourists' choices. Tourist satisfaction and the quality of products and services received have a significant influence on the image of a tourist destination (Marpaung & Tania, 2021). This implies that the experiences promoted by influencers and the depiction of those experiences through social media can influence tourists' perceptions and ultimately their choice of destination. In addition, this research emphasizes the impact of tourists' experiences on revisit intentions and destination brand value

(Setiawan et al., 2021). This shows that the depiction of tourism experiences by influencers can influence tourists' intentions to revisit a destination, thereby potentially triggering FOMO among potential tourists.

The role of social media and online platforms in promoting tourist destinations cannot be ignored. The quality of the destination site has been proven to influence tourists' decisions and satisfaction, which ultimately impacts their choice of destination (Nugraha, 2019). This shows that the depiction of tourist destinations by influencers through various online platforms can significantly influence the perceptions and decisions of potential tourists. In addition, the promotion of selfie tourism and the use of sustainable tourism models in certain destinations has proven to attract many visitors (Sari & Wisudawati, 2019). This highlights the potential influence of influencers in promoting certain types of travel experiences and destinations, potentially leading to the influence of FOMO on traveler choices.

2   Literature Review

2.1   Tiktok

TikTok has now become a very popular platform. As social media, TikTok provides a space for sharing various types of creative content, such as video challenges, lip sync, musical expressions, dancing, singing, and various other variations (Dewa, 2021). With its large number of users, TikTok provides significant opportunities as a promotional tool. As it becomes more popular, TikTok is not just a platform for personal expression, but also a great opportunity for individuals, celebrities, and businesses to promote themselves, products, or services.

As a social media platform that focuses on short videos, TikTok has made a significant contribution to the tourism industry. Through the visual creativity shown in its short videos, TikTok is able to introduce tourist destinations in an interesting and persuasive way to users. Smith and Brown (2019) note how content on TikTok, such as travel videos and destination explorations, not only provides unique insights but also motivates users to explore these places directly.

2.2   FOMO (Fear of Missing Out)

FOMO is an abbreviation for Fear of Missing Out or in Indonesian known as "fear of missing out". This is a psychological phenomenon that describes a person's anxiety or fear of missing out or not following important developments or activities that occur in a social environment or within a group of friends. People who experience FOMO may feel depressed or uncomfortable because they are afraid of missing out on opportunities or experiences that their social group deems important. According to Maghfiroh et. al. (2023) Fear of Missing Out syndrome or FOMO is a person's desire to appear up to date and want to be the first to create a new trend. However, if this cannot be implemented it will cause anxiety and fear in them.

Buglas et al. (2017) assumed that suffering from FOMO has the potential to negatively impact the psychological benefits of SNS use. Often, FOMO can affect a person's psychological well-being, especially if it is too strong. This can give rise to stress, anxiety, or even interfere with a person's ability to enjoy the present moment. FOMO can trigger stress and anxiety because a person may feel pressured to always be involved in social activities that other people consider important. The feeling that they missed something significant can create ongoing psychological distress.

2.3   Social Media Influencer

Influencers are actors in cyberspace who use social media accounts to act as marketing agents. They continuously spread messages or content to other netizens with the aim of strengthening and expanding

the reach of the message or content (Arianto & Risdwiyanto, 2021). Collaboration with influencers has become a popular marketing strategy, considering that their presence can have a positive impact on brand awareness and consumer trust.

The participation of influencers on digital platforms such as Instagram, YouTube and TikTok contributes to increasing the number of visitors to a tourist location (Putri et. al., 2023). Especially, because currently people are actively looking for tourist attractions in an area. The positive influence of influencers in providing exposure to the attractiveness and uniqueness of tourist destinations helps fulfill the desires of people who want to explore and enjoy authentic tourism experiences.

2.4   Interest in Visiting Tourists

In marketing, the concept of tourist interest in visiting is closely related to the concept of consumer buying interest. Satria (2017) explains that consumer buying interest is measured based on several indicators such as the level of consumer awareness (awareness), level of knowledge about the product, level of consumer liking for the product, preferences and level of confidence in buying the product. The interest in visiting tourists is measured based on indicators including the activeness of tourists looking for information related to products, their willingness to visit, and the decision to visit (Ramadoni & Rumorong, 2019). According to Ferdinand in Sari and Edriana Pangestuti (2018), interest in visiting has psychological stages. These stages are then used as benchmarks or indicators for the process of buying interest in individuals.

2.5   Visiting Decision

Basically, the decision to visit a tourist attraction is closely related to consumer behavior. According to Kotler and Keller by Benyamin Molan (2012) purchasing decisions are a person's actions to study, buy and use products or services, as well as the experiences found according to what they want and need. it can be concluded that the purchasing decision is a decision that is actually influenced by several factors taking everything into consideration and the consumer will buy. In relation to the world of tourism, purchasing decisions are assumed to be visiting decisions so that theories regarding purchasing decisions are also used in visiting decisions.

3   Research Methods

The research method used is a quantitative research method. The analytical method used in this research is SEM (Structural Equation Modeling). SEM is an analysis that connects factor approaches, structural models and path analysis. The population in this research is the people of Kab. Garut. In this research, non-probability sampling techniques were used with a purposive sampling method to determine the research sample. In this research, validity testing is in accordance with the partial least squares (PLS) convergent validity assessment criteria on loading factors and discriminant validity by comparing the square root value of AVE.

4   Results and Discussion

Structural Model is a model that describes the structure of relationships in forming or explaining causality between factors. In this research, an evaluation was carried outstructural inner model by referring to several criteria according to (Hair et al., 2015). The results of this model evaluation are shown in Figure 1:
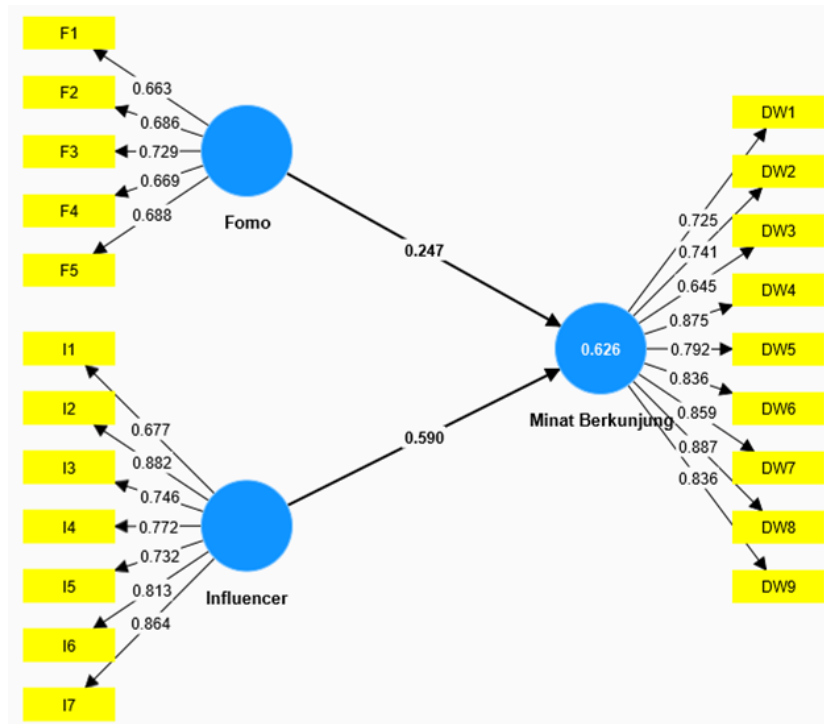
Figure 1: PLS Algorithm Results

The structural model in PLS was evaluated using R^2 for the dependent variable and coefficient valuepath for independent variables whose significance is then assessed based on the value t-statistic eachpath. The structural model of this research can be seen in the following figure:
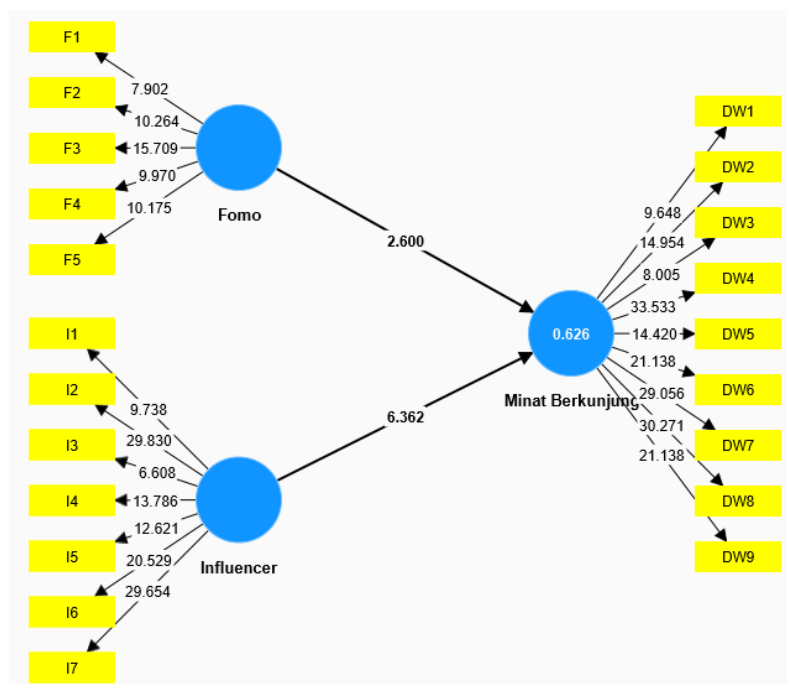

Figure 2: Results Bootstrapping

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variable and the dependent variable in the Path Coefficient table in the SmartPLS output below:

Tabel 1: Path coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ($|O/STDEV|$)	P values
Fomo -> Pemilihan Destinasi Wisata	0,247	0,261	0,095	2,600	0,009
I -> Pemilihan Destinasi Wisata	0,590	0,585	0,093	6,362	0,000

The results of hypothesis testing (H_1) shows a t-statistics value of 2,600 > 1.96 and a p-value of 0.009 <0.05, then H_1 rejected or H_0 accepted so it can be stated thatfomo influence the choice of tourist destination. The nature of the relationship between these two variables shows a positive relationship because it can be seen fromoriginal sample (O) is 0.247 with a positive value. That is, iffomo If someone increases by 0.247, the choice of tourist destination will also increase by 0.247.

Next, test the 2nd hypothesis (H_2) with a t-statistics value of 6.362 > 1.96 with a p-value of 0.000 <0.05 then H_2 rejected or H_9 acceptable can be statedinfluencer influence the choice of tourist destination. If analyzed based onoriginal sample (O) shows a value of 0.590 with a positive value. That is, ifinfluencer which is increased by 0.590, it will increase the choice of tourist destinations someone is 0.590.

Table 2: Inner Model Evaluation Results (R^2)

	R-square	Kesimpulan
Pemilihan Destinasi Wisata	0,626	Kuat

Based on Table 2 it can be concluded that the evaluation resultsinner model based on valueR-Square overall strong. This means that the construct contained in this research can be explained by an exogenous construct of 0.626. Markf ^{2} in this research to show the magnitude of the influence of variables witheffect size. Value acquisitionf ^{2} presented in the following table:

Table 3: F-Square Value

	Pemilihan Destinasi Wisata	Fomo	Influencer
Pemilihan Destinasi Wisata			
Fomo	0,073		
Influencer	0,416		

Based on valuef ^{2} it is known that influencefomo on Tourist Destination Selection shows a coefficient <0.35, then influenceinfluencer towards selecting tourist destinations with valuesf ^{2} shows a coefficient > 0.35.

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The results of hypothesis testing (H1) show a t-statistics value of 2,600 > 1.96 and a p-value of 0.009 <0.05, so H1 is rejected or H0 is accepted so it can be stated that fomo influences the choice of tourist destination. The nature of the relationship between these two variables shows a positive relationship because it can be seen from the original sample (O) of 0.247 with a positive value. This means that if a person's fomo increases by 0.247, the choice of tourist destination will also increase by 0.247.

Fear of missing out (FOMO) can significantly influence the choice of tourist destination. Research has shown that FOMO has motivational, emotional, and behavioral correlates Przybylski et al. (2013). FOMO can generate anxiety and a sense of urgency, particularly in the context of travel, where

individuals may fear missing out on unique experiences or opportunities for exploration (Karl et al., 2020). This fear can trigger an individual's desire and willingness to travel, especially in the face of travel restrictions or uncertainty, such as those experienced during the Covid-19 pandemic (Addo et al., 2020). Additionally, the fear of missing out has been linked to loneliness, and the desire not to miss out on social experiences may encourage individuals to seek out new and interesting destinations (Dey et al., 2020).

Furthermore, the influence of FOMO on decision making is also related to the perception of destination attractiveness. Tourists may be driven by the fear of missing out on visiting a very interesting or popular destination, which can influence their choice of travel destination (Ngxongo, 2021). In addition, the impact of climate change on tourist destinations can indirectly influence destination choices, because tourists may be afraid of missing certain destinations before being impacted by environmental changes (Zhang & Jiang, 2021).

Additionally, the fear of missing out can also be linked to social media use and addiction, which in turn can influence destination choices. Research has shown that FOMO and rumination mediate the relationship between social anxiety and problematic social media use (Dempsey et al., 2019). Social media influencers and posts about specific destinations may also influence travelers' choices, as individuals may fear missing out on experiences featured on social media platforms (Filimonau & Perez, 2018).

In conclusion, the fear of missing out can influence the choice of tourist destination through its impact on motivation, emotional responses and behavior. This can encourage individuals to seek out new experiences, avoid missing out on popular destinations, and be influenced by representations of travel experiences on social media.

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Next, testing the second hypothesis (H2) with a t-statistics value of $6.362 > 1.96$ with a p-value of $0.000 < 0.05$, then H2 is rejected or H9 is accepted and it can be stated that influencers have an influence on the choice of tourist destination. If analyzed based on the original sample (O), the value appears to be 0.590 with a positive value. This means that if the influencer is increased by 0.590, it will increase a person's choice of tourist destination by 0.590.

Influencers can significantly influence the choice of tourist destination through various mechanisms. Research shows that social media and online platforms play an important role in shaping tourists' perceptions and decisions (Minazzi, 2015). Social media influencers, particularly through platforms such as YouTube, were shown to have a significant moderating role in the relationship between tourism v-logging and eco-friendly tourism promotion, indicating their influence on tourists' choices (Yaqub et al., 2022). In addition, the use of social media by tourists during the decision-making process is increasing, indicating the growing influence of digital influencers on travel decisions (Minazzi, 2015).

In addition, films and television dramas are known to influence the behavior of foreign tourists in choosing tourist destinations, which shows the power of media representation in shaping tourists' choices (Iwashita, 2008). Destination depictions in popular media can have a significant impact on tourists' perceptions and influence their decisions. Additionally, tourists' cultural background has been identified as a significant factor influencing travel motivation and behavior, suggesting that influencers who represent and promote specific cultural experiences can influence tourists' destination choices (Xiao et al., 2015).

In conclusion, influencers, especially through social media, film and television, play an important role in shaping tourists' perceptions and influencing their choice of tourist destinations. Their ability to showcase and promote destinations, cultural experiences and travel activities can have a significant impact on travelers' decision-making processes.

5   Conclusions and Suggestions

Based on the results of data processing, it can be concluded that the fear of missing out can influence the choice of tourist destinations through its impact on motivation, emotional responses and behavior. This can encourage individuals to seek out new experiences, avoid missing out on popular destinations, and be influenced by representations of travel experiences on social media. Likewise, influencers, especially through social media, film and television, play an important role in shaping tourists' perceptions and influencing their choice of tourist destinations. Their ability to showcase and promote destinations, cultural experiences and travel activities can have a significant impact on tourists' decision-making processes.

Suggestions that can be given, especially to managers of Garut tourist destinations, are to invite influencers to work together in promoting their tourist attractions. And it is hoped that they will be able to develop marketing strategies by utilizing FOMO and influencers to increase the attractiveness of tourist destinations. Provide training to tourism professionals to harness the power of FOMO and influencers in marketing. Management is advised to focus on developing content that attracts tourists' attention and can be shared on social media.

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