



## The Influence of Lifestyle and Fear of Missing Out on Repurchase Intention with Word of Mouth as Intervening in the Contemporary Beverage Industry

### ABSTRACT

Adelika<sup>1</sup>, Tri Inda Fadhila  
Rahma<sup>2</sup>, Budi Dharma<sup>3</sup>

<sup>123</sup>Faculty of Islamic Economics  
and Business, Universitas  
Islam Negeri Sumatera Utara,  
Medan, Indonesia

\* Corresponding author e-mail:  
[adelika002@gmail.com](mailto:adelika002@gmail.com)

This study aims to determine the lifestyle and fear of missing out on repurchase intention with word of mouth as intervening in the contemporary beverage industry. Research using a quantitative approach that is causal / associative research using primary data, namely questionnaires, which are distributed directly to consumers who are in the Sun Thai Tea Stabat. The research sample was taken using the Lemeshow formula because the population size was unknown and varied. The sample in this study is to use the error significance level 10% with the result of the minimum sample size 67 and rounded up to 100 samples. This research uses Structural Equation Modeling (SEM) analysis which is assisted by using SmartPLS 4.0 software. The results showed that lifestyle has a positive and significant effect on repurchase interest, lifestyle has a positive and significant effect on word of mouth, fear of missing out has a positive and significant effect on repurchase interest, fear of missing out has a positive and significant effect on word of mouth, repurchase interest has a positive and significant effect on word of mouth, lifestyle has an indirect positive and significant effect on repurchase interest through word of mouth, fear of missing out has no indirect impact on future purchases interest through word of mouth.

**Keywords:** Lifestyle; Fear of Missing Out; purchases interest; Word of Mouth; Contemporary Beverage Industry

| Submitted July 2024 | Reviewed July 2024 | Revised July 2024 | Accepted August 2024  
| DOI: <http://dx.doi.org/10.18860/mec-j.v8i2.28546>

### INTRODUCTION

The development of the times and technology continues to grow rapidly (Nurbaiti et al., 2023) that offers compliance to satisfy demands and fulfills quality management as a fundamental prerequisite focused on performance and heightened competitiveness (Marliyah et al., 2023) how to determine if customers are satisfied with the products or services they receive (Panjaitan et al., 2023) realize the benefits of implementing the halal industry concept (Batubara & Harahap, 2022) this makes customers buy products repeatedly (Siregar et al., 2022) However, people are increasingly more prone to shop

## **The Influence of Lifestyle and Fear of Missing Out on Repurchase Intention.....**

---

for consumptive items rather than necessities no longer out of necessity, but rather to look trendy (Fatmawati, 2020).

In the Indonesian beverage market, contemporary beverages occupy the top trend position which is seen as a promising opportunity for businesses. As a promising opportunity for business players. Contemporary beverages are synonymous with popular and innovative drinks, with the concept of ready to drink and offering a variety of flavors. The development of the contemporary beverage industry creates a climate of intense competition so that a business needs to form a competitive advantage. Business needs to form a competitive advantage Tito & Stefani (2023). Based on data from the Ministry of Industry, the contribution of the Non-Oil and Gas Processing Industry has increased to 16.83 percent. This condition also increased compared to the same period in 2022. In the third quarter of 2022 the contribution of the Non-Oil and Gas Processing Industry was 16.10 percent (Pusat Data dan Informasi (2023).

However, the phenomenon that occurs now is that consumers in the millennial era prioritize culture and change goals, which initially bought because they wanted or needed it, but now it is a lifestyle and FOMO that must be fulfilled Selvi & Ningrum (2020). Lifestyle developments and Fear of Missing Out (FOMO) tendencies have changed consumer preferences, leading to a decline in interest in businesses that emphasize superior quality and service in their products. Today's generation often chooses a product based on how it fulfills their lifestyle and the need to always be seen to be following a popular trend. This phenomenon impacts businesses that strive to maintain high quality standards, as consumers are more likely to purchase products repeatedly to fulfill social expectations within their circle of friends.

Based on the results of research conducted by Zannuba & Prawitasari (2022) that Lifestyle has a positive effect on repurchase interest. However, it is inversely proportional to the research results Kusumasari (2020) that lifestyle has no positive and significant effect on the repurchase intention of Nevada products in Surakarta. Based on the results of research conducted by Yani & Rojuaniah (2023) that Fear of Missing Out positively impacts the intention to buy. However, according to one of the Sun Thai Tea consumers whom the researchers met at Outlet 1 Sun Thai Tea on Friday, April 25, 2024, argued that "FoMO does not affect repurchase interest in him, because his goal is to buy a product to fulfill his desires or needs for a product". Based on research results Hanisa & Hardini (2020) that Word Of Mouth has a positive and significant effect on customer repurchase interest at KFC in Margonda, Depok. While the research results Agustin et al. (2023) that Word of Mouth does not significantly affect Repurchase Interest.

This study was conducted to identify the extent to which consumers' lifestyle towards contemporary drinks, consumption habits, social values can affect repurchase intention, and how FOMO feelings affect consumers' interest in buying contemporary drinks again, understanding how word of mouth serves as a link to repurchase intention. this research is expected to be able to make a positive contribution to business actors and education

for prospective entrepreneurs in considering variables that can increase interest in a product.

## LITERATURE REVIEW

### *Repurchase Intention*

As for based on Hidayat & Resticha (2019) Repurchase interest is a purchase interest that is based on purchasing experiences that have been made in the past by consumers. Repurchase intention is defined as a statement relating to the mind that reflects a buyer's plan to buy a particular brand or company a brand or in a certain company in a certain period of time Tarofder et al., (2016). Interest in repurchasing products can increase due to the level of satisfaction felt by consumers (Anastasya Sinambela et al., 2022). According to Ferdinand in Ramdhani & Widyasari, (2022) suggests that indicators of repurchase interest, namely transactional interest, referential interest, preferential interest, and exploratory interest. According to Tae & Bessie (2021) Three indications can be used to determine repurchase interest, namely purchase frequency, customer commitment, and positive recommendations.

### *Lifestyle*

Lifestyle is a pattern of life that is identified from how a person spends their time (activity), attaches importance to hobbies (interest) in existing activities, and what a person thinks about himself and the surrounding environment Priyanto (2023). According to the results Wingsati W E & Prihandono D (2017) lifestyle has an impact on repurchase interest. This means that when consumers plan to make repeat purchases, it's because they're encouraged to shop with their families, post about themselves on social media, and engage in fashion-related activities. Similarly, the results Zannuba & Prawitasari (2022) state that even if a person has previous experience, their lifestyle can influence their willingness to make repeat purchases. Ujang Sumarwan in Zakia et al., (2022) argue about lifestyle indicators, namely shopping, family, self, social issues. According to Aresa in research Kusumasari (2020) Lifestyle indicators are: Activity, Product interest, Product facts, Fashion development, Social image.

### *Fear of Missing Out*

Fear of Missing Out plays an important role in today's marketing world, especially in influencing consumer behavior in making purchasing decisions. (Suhartini & Maharani, 2023). So FoMO can be concluded that it has an influence on consumer repurchase interest in a product. The study's Kusumo et al., (2024) findings support the idea that electronic word-of-mouth (eWOM) influences consumer psychology by influencing the fear of falling behind trends that piques interest in a product and influences purchase intention. The findings Yani & Rojuaniah (2023) demonstrated that purchase intention is impacted by FOMO. This demonstrates that buyers' intentions to acquire fashion items

## **The Influence of Lifestyle and Fear of Missing Out on Repurchase Intention.....**

---

increase with their level of FOMO. Survey participants may feel compelled to learn more about the newest fashion products after seeing posts from their peers featuring them, which may lead to a desire to purchase them. According to (Astuti, 2021) that Excessively felt worry, fear, and anxiety are the three basic signs of FOMO. Astuti also provided suggestions regarding the factors that influence FOMO, pointing out that FOMO tends to be influenced by perspectives such as Self Determination theory, the need for relatedness, and the need for autonomy.

### **Word Of Mouth**

Word of Mouth, Kotler & Keller in Huzangi & Astuti (2020), Word-of-mouth marketing is the information exchanged vocally, in writing, or electronically between individuals on the use and experience of purchasing or utilizing goods and services. Meanwhile, Sernovitz in Huzangi & Astuti (2020), *Word of Mouth is a real conversation conducted by consumers who know each other, not marketing that speaks. The results* Sari et al., (2021) *the study state that e-WOM has an effect on purchase intention, where this happens if there are respondents who promote a product so that customers increasingly believe in buying the product.* The indicators and sub-indicators on the Word of Mouth variable according to Wiyono in Rinda Rahmawati (2021) i.e. talk about, promote, recommend, convince.

### **Hypotheses of the research**

Numerous research on lifestyle indicate that lifestyle influences repurchase interest favorably. Swart (2021) posits that buying intention is significantly influenced by one's lifestyle. on the intention to buy. According to a study Munir & Putri (2022), certain respondents' commitment to a purchase interest has been demonstrated by their real-life lifestyle. According to research Katubi (2020), consumers constantly take into account a number of significant criteria while making recurrent purchases, including lifestyle characteristics and advertising stars. by customers when they make recurring purchases, including price, product quality, trust, advertising stars, and lifestyle aspects. These elements combine to give consumers a lifestyle that triggers their desire to reSSSpurchase.a desire for customers.

H1 : Lifestyle has a positive influence on repurchase intention

According to research Yani & Rojuaniah (2023) fear of missing out influences repurchase intention favorably. Positively impacts the intention to repurchase. This indicates that buyers' inclination to repurchase fashion products will rise in proportion to their level of FOMO. Respondents will feel curious to learn more when they see posts from their peers utilizing the newest fashion items. The newest fashion items, respondents will feel compelled to learn more about them in order to make a decision to purchase fashion items. In order for the responders to feel compelled to purchase these fashion items.

H2 : Fear of Missing Out has a positive influence on repurchase intention

According to research Zahiroh & Muzdalifah (2022), word-of-mouth mediation and lifestyle variables affect helmet purchases made by consumers of the KYT brand. Word-of-mouth marketing can act as a mediator between lifestyle factors and helmet purchases made under the KYT brand.

H3 : Lifestyle has a positive influence on Word Of Mouth

According to research Daud et al., (2024), word-of-mouth is significantly positively impacted by FOMO. Has a very favorable impact on word-of-mouth. This implies that the power of word-of-mouth marketing can be amplified by FOMO.

H4 : Fear of Missing Out has a positive influence on Word Of Mouth

According to research (Priyatna & Agisty, 2023) repurchase intention is positively and significantly impacted by the e-Word of Mouth variable. Repurchase interest is positively and significantly impacted by the mouth variable. Consumers of today can be influenced by information received from reviews or adverts in addition to direct user feedback and electronic word-of-mouth.

H5 : Word Of Mouth has a positive influence on Repurchase Interest

Research (Priyatna & Agisty, 2023) shown that word-of-mouth had a favorable and considerable impact on e-commerce repurchase interest. Favorable and noteworthy word-of-mouth regarding repurchase interest in online shopping Sociolla.

H6 : Lifesytle has a positive influence on Repurchase Interest through the Word Of Mouth Variable as Intervening Of Mouth as Intervening

H7 : Fear of Missing Out has an influence on Repurchase Interest through Variables Word Of Mouth as Intervening

Based on the theory and hypothesis development above, the authors make a conceptual framework to make it clearer the influence of each independent and dependent variable. Conceptual framework so that it can be clearer the influence of each Independent and dependent variable which is mediated by the Word Of Mouth variable as Intervening.

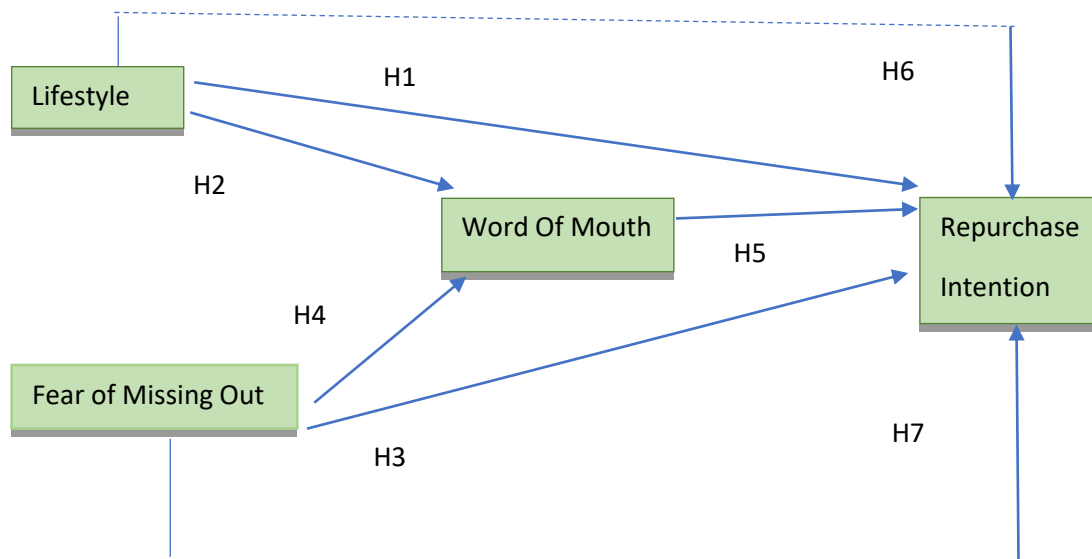


Figure 1. Research Model

Source : (Jufrizen, 2021)

## METHODOLOGY

This training uses 4 main variables, namely lifestyle (X1) and fear of missing out (X2) as independent variables, repurchase intention (Y) as the dependent variable, and word of mouth (Z) as the intervening variable. The indicators on lifestyle are Ujang Sumarwan in Zakia et al., (2022) argue about lifestyle indicators, namely shopping, family, self, social issues. According to Aresa in research Kusumasari (2020) Lifestyle indicators are: Activity, Product interest, Product facts, Fashion development, Social image. Indicator pada fear of missing out According to (Astuti, 2021) that Excessively felt worry, fear, and anxiety are the three basic signs of FOMO. Astuti also provided suggestions regarding the factors that influence FOMO, pointing out that FOMO tends to be influenced by perspectives such as Self Determination theory, the need for relatedness, and the need for autonomy. According to Ferdinand in Ramdhani & Widyasari, (2022) suggests that indicators of repurchase interest, namely transactional interest, referential interest, preferential interest, and exploratory interest. According to Tae & Bessie (2021) Three indications can be used to determine repurchase interest, namely purchase frequency, customer commitment, and positive recommendations. The indicators and sub-indicators on the Word of Mouth variable according to Wiyono in Rinda Rahmawati (2021) i.e. talk about, promote, recommend, convince.

This type of research uses quantitative research methods that are causal / associative in nature. According to Sugiyono (2021) Causal relationship is a relationship that is causal to the independent and dependent variables. Associative is a research problem formulation which asks about the relationship between two or more variables. The study used

primary data, namely questionnaires distributed directly to consumers who were at the Sun Thai Tea Stabat Outlet. The scale used in the questionnaire is a Likert scale with graded answers in five categories ranging from strongly agree to strongly disagree. The population in this study were consumers of Sun Thai Tea Stabat. Determination of the sample in this study using the Lemeshow formula (Ziegel et al., 2000) because the population size is unknown. The sample in this study was to use a 10% error significance level with the results of a minimum sample size of 67 and increased to 100 samples. This study uses PLS structural model analysis and Structural Equation Modeling with the help of Smart-PLS 4.0 software. This research was conducted in two stages, namely: Measurement Model Evaluation and Structural Model Evaluation.

## RESULTS

### Evaluation of the Measurement Model

The results of the data analysis that has been processed and analyzed will be included in the research discussion. Measurement model testing is the first step in the PLS-SEM analysis technique.

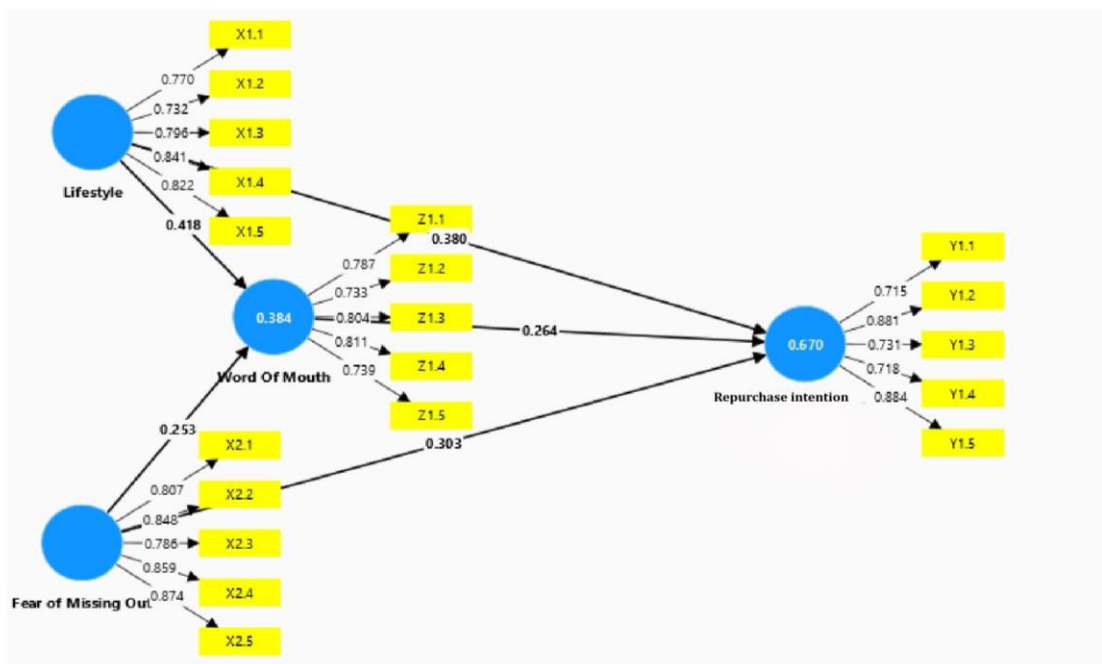


Figure 2. Path Analysis

Source: Results of data processing using Smart-PLS 4 (2024)

The path analysis above explains that according to Hair (2021) The Loading Factor (LF) value must be  $> 0.70$ . In the Loading Factor measurement model, if the Loading Factor value is  $> 0.70$ , it can be seen that the indicator is a reliable and valid indicator. The more the Loading Factor value approaches 1, the more reliable and valid the indicator will be. According to Sun, Ji and Ye in research Mustiko (2021). However, if the value is below

## The Influence of Lifestyle and Fear of Missing Out on Repurchase Intention.....

0.70 then the indicator must be removed. Based on calculations that have been carried out using Smart-PLS 4.0. Of the 20 statements tested, all statements were declared valid and reliable, therefore no variables were discarded.

### Discriminant Validity

Juliandi in Jufrizen & Rahmadhani (2020) said that The degree to which a construct actually differs from other construct is known as discriminat validity (the construct is unique). The best recent measurement criterion is to look at the Heretroit-Monotrait Ratio (HTMT) value. If the HTMT value is  $<0.90$  then a construct has good discriminant validity. The HTMT value below  $<0.90$  then the discriminant validity evaluation with HTMT is fulfilled.

**Table 1. Heretroit-Monotrait Ratio (HTMT) value**

	FOMO	Lifestyle	Repurchase Intention	WOM
Fear of Missing Out				
Lifestyle	0.786			
Repurchase Intention	0.733	0.848		
Word Of Mouth	0.622	0.694	0.756	

Source: Results of data processing using Smart-PLS 4 (2024)

### Composite Reliability dan Average Variance Extracted

Composite reliability is a measure to measure the reliability of an indicator. With this value, the true reliability value of a construct can be measured. Ayatulloh & Hera (2021). The composite reliability value is expected to be at least 0.7 Hair & Sarstedt (2021). This composite reliability value is above 0.8, so it can be concluded that the data has a high level of reliability. Sofyan (2021) It is said that Average Variance Extracted (AVE) is the average variation of each measurement item contained by the variable. AVE value  $> 0.50$ . The results below show that the AVE value is above 0.60.

**Table 2. Composite Reliability dan Avarage Variance Extracted**

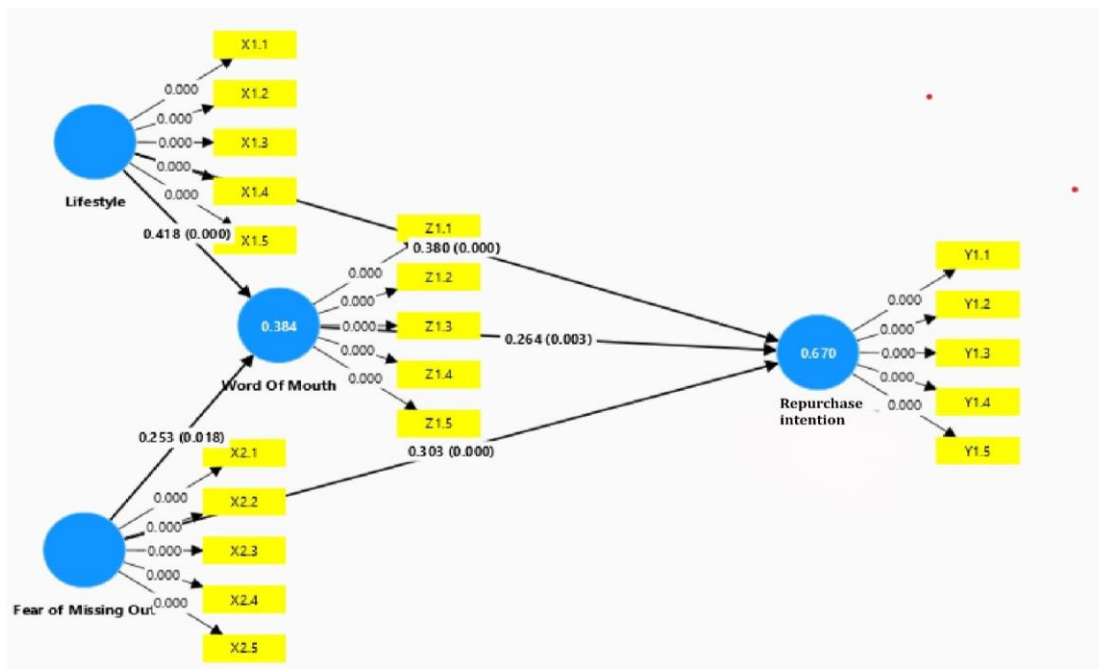
	Cronbach's alpha	Composite reliability (rho_a)	Composite Reliability (rho_c)	Average variance extracted (AVE)
Fear of Missing Out	0.892	0.900	0.920	0.698
Lifestyle	0.852	0.861	0.894	0.629
Repurchase Intention	0.851	0.893	0.891	0.624
Word Of Mouth	0.834	0.838	0.883	0.602

Source: Results of data processing using Smart-PLS 4 (2024)



**Structural Model Evaluation**

The inner model or often called the structural model is evaluated by looking at the percentage of variance explained, in this study it will be explained about the results of the path coefficient test, hypothesis testing and goodness of fit test.



**Figure 3. Bootstrapping Results**

Source: Results of data processing using Smart-PLS 4 (2024)

**Table 3. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV)	P Values
Fear Of Missing Out -> Repurchase Intention	0.303	0.299	0.085	3.551	0.000
Fear Of Missing Out -> Word Of Mouth	0.253	0.245	0.107	2.373	0.018
Lifestyle -> Repurchase Intention	0.380	0.389	0.082	4.654	0.000
Lifestyle -> Word Of Mouth	0.418	0.430	0.116	3.588	0.000
Word Of Mouth -> Repurchase Intention	0.264	0.262	0.091	2.922	0.003

Source: Results of data processing using Smart-PLS 4 (2024)

**Table 4. R-Square**

<b>Variabel</b>	<b>R-square</b>	<b>Adjusted R-square</b>
Repurchase Intention	0.670	0.659
Word Of Mouth	0.384	0.371

Source: Results of data processing using Smart-PLS 4 (2024)

According to Ayatullah & Hera (2021) R Square value is divided by several criteria, namely 0.67 means strong, 0.33 means moderate, and 0.19 means weak. Table 7. R-Square shows that the effect of lifestyle, fear of missing out and word of mouth on repurchase interest has an effect of 0.659, indicating an effect towards strong. The magnitude of the influence of lifestyle and fear of missing out on word of mouth is 0.371 in this case Ayatulloh & Hera (2021) said it had a moderate effect.

**Table 5. F-Square**

<b>Variable</b>	<b>f-square</b>
Fear of Missing Out -> Repurchase Intention	0.139
Fear of Missing Out -> Word Of Mouth	0.055
Lifestyle -> Repurchase Intention	0.200
Lifestyle -> Word Of Mouth	0.149
Word Of Mouth -> Repurchase Intention	0.130

Source: Results of data processing using Smart-PLS 4 (2024)

Table 5. shows that, According to Hair (2021) f square (0.02 low), (0.15 moderate), (0.35 high). Therefore, it can be concluded that fear of missing out has a moderate level of influence on repurchase interest, namely (f square = 0.139) and has a moderate influence (f square = 0.055) on Word Of Mouth. Lifestyle has a high influence on Repurchase Interest (f square = 0.200) and has a moderate influence on Word Of Mouth (f square = 0.149). Word Of Mouth has a moderate influence on Repurchase Intention (f square = 0.130).

Table 6. Structural Model Testing / Hypothesis Testing Fear of Missing Out states that, Fear of Missing Out has a positive and significant effect on Repurchase Interest of (0.303) with t statistic (3.551 > 1.96) or p values (0.000 < 0.05). any change in Fear of Missing Out will significantly increase the fear of missing out on Repurchase Interest in contemporary drinks.

Table 6. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T statistics ( O/STDEV )	P Value
<i>Fear of Missing Out -&gt;</i> Repurchase Intention	0.303	0.299	0.085	3.551	0.000
<i>Fear of Missing Out -&gt;</i> Word Of Mouth	0.253	0.245	0.107	2.373	0.018
<i>Lifestyle -&gt;</i> Repurchase Intention	0.380	0.389	0.082	4.654	0.000
<i>Lifestyle -&gt;</i> Word Of Mouth	0.418	0.430	0.116	3.588	0.000
<i>Word Of Mouth -&gt;</i> Repurchase Intention	0.264	0.262	0.091	2.922	0.003

Source: Results of data processing using Smart-PLS 4 (2024)

#### ***The influence of Lifestyle (X1) on Repurchase Interest (Y)***

Lifestyle has a positive and significant influence on repurchase intention of (0.380) with t statistic (4.654 > 1.96) or p values (0.000 < 0.05). Any change in Lifestyle will significantly increase repurchase intention as a reason to buy contemporary drinks.

#### ***The influence of Lifestyle (X1) on Word of mouth (Z)***

Lifestyle has a positive and significant effect on Word Of Mouth of (0.418) with t statistic (3.588 > 1.96) or p values (0.000 < 0.05). Any change in Lifestyle will significantly increase Word Of Mouth as a reason to buy contemporary drinks.

#### ***The effect of Fear of missing out (X2) on Repurchase Interest (Y)***

Fear of Missing Out states that, Fear of Missing Out has a significant influence on Repurchase Interest of (0.303) with t statistic (3.551 > 1.96) or p values (0.000 < 0.05). Any change in Fear of Missing Out will significantly increase the fear of missing out on Repurchase Interest in contemporary drinks.

#### ***The influence of Fear of missing out (X2) on Word of mouth (Z)***

Fear of Missing Out has a positive and significant effect on Word Of Mouth of (0.253) with t statistic (2.373 > 1.96) or p values (0.018 < 0.05). Any change in Fear of Missing Out will significantly increase Word Of Mouth as a reason to buy contemporary drinks.

#### ***The influence of Word of mouth (Z) on repurchase intention (Y)***

Word Of Mouth has a positive and significant effect on repurchase interest of (0.264) with t statistic (2.922) > 1.96) or p values (0.003 < 0.05). Any change in Word Of Mouth will significantly increase repurchase interest as a reason to buy contemporary drinks.

## The Influence of Lifestyle and Fear of Missing Out on Repurchase Intention.....

### *The influence of Lifestyle (X1) on Repurchase Interest (Y) through Word of mouth (Z)*

Lifestyle has a positive and significant indirect effect on Repurchase Interest through Word Of Mouth with a value of (0.111) with t statistic ( $2.415 < 1.96$ ) or p values ( $0.016 < 0.05$ ). Word Of Mouth significantly acts as a variable that mediates the indirect effect of Lifestyle on Repurchase Intention.

### *The effect of Fear of missing out (X2) on Repurchase Interest (Y) through Word of mouth (Z)*

Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth with a value of (0.067) with a t statistic ( $1.635 < 1.96$ ) or p values ( $0.102 > 0.05$ ). Therefore, Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth.

**Table 7. Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T statistics ( O/STDEV )	P-Value
<i>Fear of Missing Out -&gt; Word Of Mouth -&gt; Repurchase Intetion</i>	0.067	0.066	0.041	1.635	0.102
<i>Lifestyle -&gt; Word Of Mouth -&gt; Repurchase Intention</i>	0.111	0.110	0.046	2.415	0.016

Source: Results of data processing using Smart-PLS 4 (2024)

Mediation testing shows that, Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth as Intervening with a value of (0.067) with a t-statistic ( $1.635 < 1.96$ ) or p-values ( $0.102 > 0.05$ ). Therefore, Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth. That is because the phenomenon that occurs is that there are already very many cafes that are more attractive and serve contemporary drinks so that WOM no longer affects people with anxiety about being afraid of missing out (FOMO).

Lifestyle has an indirect positive and significant effect on Repurchase Intention through Word Of Mouth with a value of (0.111) with a t-statistic ( $2.415 < 1.96$ ) or p-values ( $0.016 < 0.05$ ). Word Of Mouth significantly acts as a variable that mediates the indirect effect of Lifestyle on Repurchase Intention.

## DISCUSSION

The results of the study will be analyzed, along with the appropriateness of ideas, viewpoints, and previous research that has been conducted based on these findings, as

well as the patterns of behavior that need to be changed to overcome them. The discussion of the findings of this study will focus on seven (7) main components

### ***The Influence of Lifestyle on Repurchase Interest***

Lifestyle has a positive and significant effect on repurchase interest of (0.380) with t statistic ( $4.654 > 1.96$ ) or p values ( $0.000 < 0.05$ ). This shows that every increase in Lifestyle will significantly increase repurchase interest as a reason to buy contemporary drinks, otherwise if Lifestyle decreases, consumer repurchase interest in the contemporary beverage industry also decreases.

Lifestyle describes how consumers' activities, interests and opinions on a product. In this study, Lifestyle has an Indicator on the most dominating Loading Factor, namely the statement that a person feels that a product has become an important part of lifestyle. However, this statement is not in line with research Tae & Bessie (2021) which states that individuals who have a certain lifestyle will look for products or services that can meet their lifestyle needs. However, the results are the same - both have a positive and significant effect. The results of this study support previous research conducted by Zannuba & Prawitasari (2022) which suggests that Lifestyle has a positive and significant effect on repurchase interest.

### ***The influence of Lifestyle on Word Of Mouth***

Lifestyle has a positive and significant effect on Word Of Mouth of (0.418) with t statistic ( $3.588 > 1.96$ ) or p values ( $0.000 < 0.05$ ). Any change in Lifestyle will significantly increase Word Of Mouth as a reason to buy on contemporary drinks.

### ***The Effect of Fear Of Missing Out on Repurchase Intention***

Fear of Missing Out states that, Fear of Missing Out has a significant influence on Repurchase Interest of (0.303) with t statistic ( $3.551 > 1.96$ ) or p values ( $0.000 < 0.05$ ). Any change in Fear of Missing Out will significantly increase the fear of missing out on Repurchase Interest in contemporary drinks. In this study, Fear of Missing Out has an indicator on the most contributing Loading Factor, namely the statement that a person's fear of missing out makes him more likely to repurchase a product, even if that person doesn't really need it. In this variable, previously there has been no research that uses the Fear of missing out variable as a variable that affects repurchase interest.

FOMO can encourage a person to maintain the status or identity they associate with owning certain products and they return to buy these products as a way to maintain relationships with certain groups or communities. These results are in line with the results of research conducted by Yani & Rojuaniah (2023) that Fear of Missing Out has a positive effect on purchase intention. This shows that the higher the level of someone's fomo on contemporary drinks, the higher the desire to buy back contemporary beverage products.

***The Effect of Fear of Missing Out on Word Of Mouth***

Fear of Missing Out has a positive and significant effect on Word Of Mouth of (0.253) with t statistic ( $2.373 > 1.96$ ) or p values ( $0.018 < 0.05$ ). The higher the promotion carried out through Word Of Mouth, the more it will increase the Fear of missing out as a reason to buy contemporary drinks. In this study, Fear Of Missing Out has a positive and significant effect on Word Of Mouth. These results indicate that there is a statistically strong relationship between Fear Of Missing Out and Word Of Mouth. between Fear Of Missing Out and Word Of Mouth. In other words, consumers tend to make purchasing decisions after listening to the ideas and opinions of those closest to them, especially people with FOMO.

In this regard, there are no previous reports that examine the effect of fear of missing out on Word Of Mouth. However, fear of missing out has been reported to be able to influence word of mouth as a result of research (Claudia, 2022) which says that someone who is fomo will try to influence consumers through word of mouth to increase the spread of recommendations through WOM.

***The Effect of Word Of Mouth on Repurchase Interest***

Word Of Mouth has a positive and significant effect on repurchase interest of (0.264) with t statistic ( $2.922 > 1.96$ ) or p values ( $0.003 < 0.05$ ). This shows that any change in Word Of Mouth will significantly increase repurchase interest as a reason to buy contemporary drinks. Positive or negative experiences shared by others can influence our view of a brand or product. If many people we know give positive reviews about a product after trying it themselves, this can change perceptions and encourage repurchase interest. When WOM spreads through specific social networks or communities, such as social media or online discussion groups, it can amplify its influence. Recommendations from influencers or respected community members can greatly influence repurchase intention.

The results of this study are in line with the results of the study Hanisa & Hardini (2020) that Word Of Mouth has a positive and significant effect on repurchase interest but is inversely proportional to the research results (Agustin et al., 2023) that Word of Mouth does not significantly affect Repurchase Interest.

***The Effect of Lifestyle on Repurchase Interest Through Word Of Mouth***

Lifestyle has a positive and significant indirect effect on Repurchase Interest through Word Of Mouth with a value of (0.111) with t statistic ( $2.415 < 1.96$ ) or p values ( $0.016 < 0.05$ ). Word Of Mouth significantly acts as a variable that mediates the indirect effect of Lifestyle on Repurchase Interest.

Word of Mouth (WOM) acts as a mediator in the relationship between lifestyle and repurchase intention. Mediation occurs when the effect of the independent variable

(lifestyle) on the dependent variable (repurchase intention) is explained through an intermediary variable (WOM). In this context, WOM serves as a communication channel through which the positive influence of lifestyle (for example, how the product or brand contributes to the user's lifestyle) is conveyed to others, which then influences their interest in repurchasing the product.

### ***The Effect of Fear Of Missing Out on Repurchase Interest Through Word Of Mouth***

Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth with a value of (0.067) with a t statistic ( $1.635 < 1.96$ ) or p values ( $0.102 > 0.05$ ). Therefore, Fear of Missing Out has no influence on indirect testing on Repurchase Interest through Word Of Mouth.

In this study, WOM has no effect on mediating FOMO on repurchase intention, as FOMO can influence consumer behavior directly or through other factors, such as fear of loss, it does not necessarily mean that WOM will be an effective mediator in this influence. In this case, researchers see a phenomenon that occurs in the field that more and more competitors are providing more attractive contemporary drinks, so here WOM cannot mediate FOMO for repurchase interest.

### **CONCLUSION**

It is possible to infer that lifestyle has a good and significant impact based on the analysis and discussion outcomes directly on repurchase interest. The higher the level of lifestyle in consumers, the greater the tendency to repurchase contemporary drinks. This shows that a high level of lifestyle encourages the intention to maintain positive consumer experiences with the product. In addition, Fear Of Missing Out (FOMO) also has a positive and significant effect directly on repurchase intention. A high level of anxiety about missing out on interesting trends or experiences influences consumers to make repeat purchases more often. This suggests that the fear of missing out on something that is considered important can be an impetus to maintain consumers' relationship with the product. In the context of Word of Mouth (WOM), lifestyle also has a direct positive and significant effect. Consumers with a high lifestyle tend to be more active in sharing their positive experiences with others, which in turn influences repurchase decisions. Similarly, FOMO also contributes positively and directly to WOM. The anxiety of missing out on new news or experiences motivates consumers to take part in conversations and influence others through WOM. Furthermore, WOM also has a positive and significant effect directly on repurchase intention. In other words, the greater the influence of recommendations and experiences shared verbally by other consumers, the higher the likelihood of consumers to make repeat purchases. Indirectly, lifestyle has a significant influence on repurchase intention through WOM as an intervening variable. This means that WOM acts as an intermediary between consumer lifestyle and intention to repurchase products. However, FOMO is not proven to have a significant indirect effect on repurchase intention through WOM as an intervening

variable. Thus, WOM does not play an intermediary role between FoMO and repurchase intention. Although FOMO can influence initial interest in trying a place, its influence on repurchase intention can be limited if the experience offered is not unique or cannot differentiate the place from its competitors. Cafes that are unable to maintain their appeal over the long term may experience a decline in repurchase intention, even if there is a strong WOM recommendation by previous visitors. Throughout this analysis, it is important to understand that factors such as lifestyle, FOMO, and WOM are interrelated and can contribute positively to marketing strategies to increase consumer loyalty to products.

### **Limitations and Recommendations**

This study has limitations on certain demographics or locations, thus limiting the generalization of findings and samples that only include consumers in one city. Therefore the researcher suggests that future authors conduct research using this model by increasing the number of respondents and a wider research area.

### **REFERENCES**

- Agustin, P. D., Hamdun, E. K., & Syahputra, H. (2023). Pengaruh Word of Mouth Dan Kualitas Produk Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Ikan Kering Ud. Putra Putri Di Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, 2(9), 2040. <https://doi.org/10.36841/jme.v2i9.3619>
- Anastasya Sinambela, E., Arifin, S., Rachman Putra, A., Rahman, A., Faisal, M., Sinambela, E. A., Arifin, S., Putra, A. R., Rahman, A., & Faisal, M. (2022). The Influence of Lifestyle, Reference Groups, and Country of Origin on Repurchasing Intentions for Marlboro Cigarettes. *Journal of Marketing and Business Research*, 2(2), 2807–9175. <https://doi.org/10.56348/mark.v2i2.53>
- Astuti, C. N. (2021). Hubungan Kepribadian Neurotisme dengan Fear of Missing Out pada Remaja Pengguna Aktif Media Sosial. *Jurnal Ilmiah Bimbingan Konseling Undiksha*, 12(2), 245–258. <https://doi.org/10.23887/jibk.v12i2.34086>
- Ayatulloh Michael Musyaffi, Hera Khairunnisa, D. K. R. (2021). *Konsep Dasar Structural Equation Model - Partial Last Square SEM - PLS Menggunakan SmartPLS*. Pascal Books. [https://books.google.co.id/books?hl=id&lr=&id=KXpjEAAAQBAJ&oi=fnd&pg=PA2&dq=uji+reliabilitas+smartpls&ots=e0Wo94mk4P&sig=M\\_cmbgodoYynZFWDXoGrGfLg6aY&redir\\_esc=y#v=onepage&q=uji+reliabilitas+smartpls&f=false](https://books.google.co.id/books?hl=id&lr=&id=KXpjEAAAQBAJ&oi=fnd&pg=PA2&dq=uji+reliabilitas+smartpls&ots=e0Wo94mk4P&sig=M_cmbgodoYynZFWDXoGrGfLg6aY&redir_esc=y#v=onepage&q=uji+reliabilitas+smartpls&f=false)
- Batubara, C., & Harahap, I. (2022). Halal Industry Development Strategies Muslims' Responses and Sharia Compliance In Indonesia. *Journal of Indonesian Islam*, 16(1), 103–132. <https://doi.org/10.15642/JIIS.2022.16.1.103-132>
- Daud, A., Marasabessy, N. C., Utami, E. Y., Hulu, F., & Baene, E. (2024). The Influence Of



- Electronic Word Of Mouth On Purchasing Decisions With Customer Reviews As A Moderating Variable. *Reslaj : Religion Education Social Laa Roiba Journal*, 6(3), 2398–2406. <https://doi.org/10.47467/reslaj.v6i3.6200>
- Fatmawati, N. (2020). Gaya Hidup Mahasiswa Akibat Adanya Online Shop. *Jurnal Pendidikan Ilmu Sosial*, 29(1), 29–38. <https://doi.org/10.17509/jpis.v29i1.23722>
- Hair, J. F. (2021). Next-generation prediction metrics for composite-based PLS-SEM. *Industrial Management & Data Systems. Industrial Management & Data System*, Vol. 121 N(Issue publication date: 4 February 2021), 5–11. <https://doi.org/https://doi.org/10.1108/IMDS-08-2020-0505>
- Hair, J. F., & Sarstedt, M. (2021). Explanation Plus Prediction—The Logical Focus of Project Management Research. *Project Management Journal*, 52(4), 319–322. <https://doi.org/10.1177/8756972821999945>
- Hanisa, S., & Hardini, R. (2020). Pengaruh Store Atmosphere, Iklan, Dan Word of Mouth Terhadap Minat Pembelian Ulang Pelanggan Pada Kfc Di Margonda, Depok. *Oikonomia: Jurnal Manajemen*, 16(1), 68–82. <https://doi.org/10.47313/oikonomia.v16i1.1012>
- Hidayat, R., & Resticha, D. (2019). Analisis Pengaruh Variasi Produk Dan Labelisasi Halal Terhadap Kepuasan Konsumen Untuk Meningkatkan Minat Beli Ulang Pada Kosmetik Wardah. *Journal of Applied Business Administration*, 3(1), 40–52. <https://doi.org/10.30871/jaba.v3i1.1282>
- Huzangi, A., & Astuti, P. B. (2020). Pengaruh Word of Mouth, Kelompok Acuan, dan Life Style Terhadap Keputusan Pembelian. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(6), 910–926. <https://doi.org/10.32639/jimmba.v2i6.686>
- Jufrizen, J. (2021). Pengaruh Fasilitas Kerja Dan Disiplin Kerja Terhadap Kinerja Karyawan Melalui Motivasi Kerja. *Sains Manajemen*, 7(1), 35–54. <https://doi.org/10.30656/sm.v7i1.2277>
- Jufrizen, J., & Rahmadhani, K. N. (2020). Pengaruh Budaya Organisasi Terhadap Kinerja Pegawai Dengan Lingkungan Kerja Sebagai Variabel Moderasi. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 3(1), 66–79. <https://doi.org/10.26533/jmd.v3i1.561>
- Katubi. (2020). SHOPEE ( Studi Kasus Dilakukan pada Mahasiswa Universitas Islam Batik Surakarta Fakultas Ekonomi Prodi Manajemen ). *Jurnal Penelitian Dan Kajian Ilmiah*, 18(3), 203–219.
- Kusumasari, A. S. (2020). Repurchase Intention Ditinjau Dari Brand Image, Brand Trust Dan Lifestyle (Studi Kasus Pada Produk Nevada Di Surakarta). *Jurnal Ekonomi Dan Bisnis*, 21(2), 99. <https://doi.org/10.30659/ekobis.21.2.99-107>
- Kusumo, S. S. B., Palumian, Y., Marchyta, N. K., & Sahetapy, W. L. (2024). *Jurnal Ilmiah Manajemen Dan Akuntansi Halaman Jurnal : <https://Journal.Smartpublisher.Id/Index.Php/Jimat> Halaman Utama Jurnal : <https://Journal.Smartpublisher.Id/> Peranan Electronic Word Of Mouth Dan Fear Of Missing Out Dalam*. 1(4), 201–211.

- Marliyah, Yafiz, M., Dharma, B., & Syarbaini, A. M. B. (2023). 'Amid: Islamic Integrative Approach as Survey Model. *Indonesian Journal of Islamic Literature and Muslim Society*, 7(1). <https://doi.org/10.22515/islimus.v7i1.5406>
- Munir, M., & Putri, A. F. W. (2022). Pengaruh Saluran Distribusi, Gaya Hidup dan Kelompok Acuan Terhadap Minat Beli Ulang Air Minum Dalam Kemasan Merek Cleo di Surabaya. *ARBITRASE: Journal of Economics and Accounting*, 2(3), 88–93. <https://doi.org/10.47065/arbitrase.v2i3.341>
- Mustiko, A. B. (2021). Pengaruh Keterampilan Mengajar Guru , Kesiapan Belajar Dan Motivasi Sebagai Variabel Intervening Terhadap Hasil Belajar Siswa. 1(1), 42–52.
- Nurbaiti, N., Asmuni, A., Soemitra, A., Imsar, I., & Aisyah, S. (2023). Behavior analysis of MSMEs in Indonesia using fintech lending comparative study between sharia fintech lending and conventional fintech lending. *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 9(4), 92. <https://doi.org/10.29210/020232273>
- Panjaitan, I. R., Tri Inda Fadhila Rahma, & Nur Fadhilah Ahmad Hasibuan. (2023). Pengaruh E-Trust Dan E-Service Quality Terhadap E-Loyalty Nasabah Pengguna Bsi Mobile Dengan E-Satisfaction Sebagai Variabel Intervening (Studi Kasus Pengguna BSI Mobile di Kota Medan). *Journal of Innovation Research and Knowledge*, 2(11), 4423–4438. <https://doi.org/10.53625/jirk.v2i11.5489>
- Priyanto, R. (2023). The Effect of Store Atmosphere, Country of Origin, And Lifestyle on Repurchase Intention at The Ramen Store in Bandung City. *Media Wisata*, 20(2), 332–344. <https://doi.org/10.36276/mws.v20i2.404>
- Pusat Data dan Informasi. (2023). *Laporan Informasi Industri 2023* (p. 6). [https://r.search.yahoo.com/\\_ylt=AwrKGFkpylZmtmMfXnvLQwx.;\\_ylu=Y29sbwNzZzMEcGzAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1720138026/RO=10/RU=https%3A%2F%2Fkemenperin.go.id%2Fdownload%2F30144%2FLaporan-Informasi-Industri-2023/RK=2/RS=R8ST\\_ISn5z5YadOaU4PoJRaiUCw-](https://r.search.yahoo.com/_ylt=AwrKGFkpylZmtmMfXnvLQwx.;_ylu=Y29sbwNzZzMEcGzAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1720138026/RO=10/RU=https%3A%2F%2Fkemenperin.go.id%2Fdownload%2F30144%2FLaporan-Informasi-Industri-2023/RK=2/RS=R8ST_ISn5z5YadOaU4PoJRaiUCw-)
- Ramdhani, D., & Widyasari, S. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Dan Citra Merek Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Smartphone Oppo. *Fair Value*, 4(3), 1651–1667. <http://journal.ikopin.ac.id/index.php/fairvalue/article/view/1004/766>
- Rinda Rahmawati, A. (2021). Pengaruh Social Media Marketing Dan Word of Mouth Terhadap Keputusan Pembelian Konsumen J.Co Donuts and Coffee Kota Samarinda. *Jurnal Administrasi Bisnis Fisipol Unmul*, 9(1), 17. <https://doi.org/10.54144/jadbis.v9i1.4686>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Selvi, S., & Ningrum, L. (2020). Gaya Hidup Minum Kopi Dalam Pengambilan Keputusan Pembelian Kopi (Studi Kasus Pada Kopi Kenangan Gandaria City - Jakarta).

*Kepariwisataan: Jurnal Ilmiah*, 14(01), 23–30.  
<https://doi.org/10.47256/kepariwisataan.v14i01.15>

Siregar, R., Ritonga, P., & Sumitra, A. (2022). Professional Ethics and Responsibilities for Business Valuation, Business Ownership Interest, Security, or Intangible Assets in Pharmaceutical Companies. *Journal of Pharmaceutical ...*, 13(9), 1572–1576.  
<https://doi.org/10.47750/pnr.2022.13.S09.193>

Sofyan Yamin. (2021). *Smartpls 3, Amos & Stata: Olah Data Statistik (Mudah & Praktis)* (A. Rasyid (ed.); Edisi Pert). PT Dewangga Energi Internasional.  
[https://books.google.co.id/books?hl=id&lr=&id=7wFAEAAAQBAJ&oi=fnd&pg=PP1&dq=uji+reliabilitas+smartpls&ots=FfBkRPsT5T&sig=i3XfdPKqYp8nGaAS7EFS9CA6weo&redir\\_esc=y#v=onepage&q=uji+reliabilitas+smartpls&f=false](https://books.google.co.id/books?hl=id&lr=&id=7wFAEAAAQBAJ&oi=fnd&pg=PP1&dq=uji+reliabilitas+smartpls&ots=FfBkRPsT5T&sig=i3XfdPKqYp8nGaAS7EFS9CA6weo&redir_esc=y#v=onepage&q=uji+reliabilitas+smartpls&f=false)

Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D / Sugiyono* (Cetakan Ke). Bandung: Alfabeta. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1543971#>

Suhartini, & Maharani, D. (2023). Peran Fear Of Missing Out (FoMO) Dalam Perilaku Konsumen Terhadap Keputusan Pembelian. *Economics and Digital Business Review*, 4(2), 349–356.

Swart, E. M. (2021). *The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry.* June.  
<http://repository.nwu.ac.za/handle/10394/37469>

Tae, B. E., & Bessie, J. L. D. (2021). Pengaruh Gaya Hidup Dan Kelompok Referensi Terhadap Minat Membeli Ulang (Repurchase Intention) (Survei Pada Pelanggan the Kings Resto Kupang). *Transformatif*, 10(1), 27–45.  
<https://doi.org/10.58300/transformatif.v10i1.162>

Tarofder, A. K., Nikhashemi, S. R., Azam, S. M. F., Selvantharan, P., & Haque, A. (2016). The mediating influence of service failure explanation on customer repurchase intention through customers satisfaction. *International Journal of Quality and Service Sciences*, 8(4), 516–535. <https://doi.org/10.1108/IJQSS-04-2015-0044>

Tito, A. C. P., & Stefani, S. (2023). Pengaruh Strategi Brand Collaboration Terhadap Purchasing Decision Pada Industri Minuman Kekinian. *Jurnal Wira Ekonomi Mikroskil*, 13(1), 55–64. <https://doi.org/10.55601/jwem.v13i1.952>

Wingsati W E, & Prihandono D. (2017). Pengaruh Penanganan Kegagalan Layanan, Kepercayaan, Dan Gaya Hidup Terhadap Minat Pembelian Ulang Melalui Kepuasan Konsumen. *Management Analysis Journal*, 6(2), 195–205. <http://maj.unnes.ac.id>

Yani, E. U., & Rojuaniah, R. (2023). Pengaruh Social Media Marketing dan Fomo terhadap Purchase Intention Melalui Electronic Word of Mouth. *Jurnal Pendidikan Tambusai*, 7(2), 18020–18030.

Zahiroh, N., & Muzdalifah, L. (2022). Pengaruh Kelompok Referensi Dan Lifestyle Terhadap Keputusan Pembelian Helm Merek Kyt Melalui Wom (Word Of Mouth). *Seminar Nasional Sistem Informasi ...*, September, 3468–3483.  
<https://www.jurnalfti.unmer.ac.id/index.php/senasif/article/view/429%0Ahttps://w>

[www.jurnalfti.unmer.ac.id/index.php/senasif/article/download/429/383](http://www.jurnalfti.unmer.ac.id/index.php/senasif/article/download/429/383)

Zakia, A., Adisti, A. A., & Asmarani, A. (2022). Faktor-Faktor Yang Mempengaruhi Kelas Sosial: Gaya Hidup, Daya Beli Dan Tingkat Konsumsi (Literature Review MSDM). *Jurnal Ilmu Manajemen Terapan*, 3(5), 2–9. <https://doi.org/10.31933/jimt.v3i5>

Zannuba, S. H., & Prawitasari, D. (2022). The Effect of Lifestyle and Quality of Service Through Consumer Satisfaction on Repurchase Intentions. *Journal of Business Management Focus*, 12(2), 176–193.

Ziegel, E. R., Levy, P., & Lemeshow, S. (2000). Sampling of Populations. *Technometrics*, 42(3), 326. <https://doi.org/10.2307/1271120>