

Influence of Social Media Content, Store Atmosphere, and Fear Of Missing Out on Purchase Decisions for Sports Shoes at Arfath Store Semarang

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ABSTRACT

This study examines the influence of social media content, store atmosphere, and fear of missing out (FOMO) on purchase decisions for sports shoes at Arfath Store Semarang. The study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires from 112 respondents selected using purposive sampling. Multiple linear regression analysis was conducted using IBM SPSS to examine the proposed relationships. The findings indicate that social media content, store atmosphere, and FOMO each have a positive and significant effect on purchase decisions. Social media content demonstrates the strongest influence, with a regression coefficient of 0.386, followed by store atmosphere with a coefficient of 0.272 and FOMO with a coefficient of 0.219. The regression model produces an Adjusted R Square value of 0.613, indicating that the three independent variables collectively explain 61.3% of the variation in purchase decisions, while the remaining 38.7% is associated with other factors outside the model. These findings indicate that digital content quality, the in-store shopping environment, and consumers' psychological concerns about missing opportunities are relevant factors in shaping sports shoe purchase decisions. The results provide practical considerations for Arfath Store in strengthening its digital marketing activities, improving the in-store experience, and designing promotional strategies that remain relevant to consumer behavior.

Keywords *Social Media Content, Store Atmosphere, Fear of Missing Out, Purchase Decision, Sports Shoes*

Pengaruh Konten Media Sosial, Suasana Toko, dan Rasa Takut Ketinggalan (FOMO) terhadap Keputusan Pembelian Sepatu Olahraga di Toko Arfath Semarang

Studi ini meneliti pengaruh konten media sosial, suasana toko, dan rasa takut ketinggalan (FOMO) terhadap keputusan pembelian sepatu olahraga di Toko Arfath Semarang. Studi ini menggunakan pendekatan kuantitatif dengan desain penelitian eksploratif. Data dikumpulkan melalui kuesioner dari 112 responden yang dipilih menggunakan purposive sampling. Analisis regresi linier berganda dilakukan menggunakan IBM SPSS untuk menguji hubungan yang diusulkan. Hasil penelitian menunjukkan bahwa konten media sosial, suasana toko, dan FOMO masing-masing memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Konten media sosial menunjukkan pengaruh terkuat, dengan koefisien regresi 0,386, diikuti oleh suasana toko dengan koefisien 0,272 dan FOMO dengan koefisien 0,219. Model regresi menghasilkan nilai Adjusted R Square sebesar 0,613, yang menunjukkan bahwa ketiga variabel independen secara kolektif menjelaskan 61,3% variasi dalam keputusan pembelian, sementara sisanya 38,7% terkait dengan faktor lain di luar model. Temuan ini menunjukkan bahwa kualitas konten digital, lingkungan belanja di toko, dan kekhawatiran psikologis konsumen tentang kehilangan peluang merupakan faktor relevan dalam membentuk keputusan pembelian sepatu olahraga. Hasil ini memberikan pertimbangan praktis bagi Arfath Store dalam memperkuat aktivitas pemasaran digitalnya, meningkatkan pengalaman di toko, dan merancang strategi promosi yang tetap relevan dengan perilaku konsumen.

Kata Kunci: Konten Media Sosial, Suasana Toko, Fear of Missing Out (FOMO), Keputusan Pembelian, Sepatu Olahraga

INTRODUCTION

Running has become an increasingly visible form of physical activity in Indonesia. Data from Garmin Connect reported an 8% increase in user activities in 2025 compared with the previous year, with running remaining among the most popular activities. In Indonesia, recorded running activities increased from 135,551 at the beginning of 2025 to 242,627 activities in May 2025. The growth of running participation has also increased the relevance of supporting equipment, particularly sports shoes that provide comfort and performance during physical activity.

The development of running activities is accompanied by the expansion of the Indonesian running gear market. The market was valued at approximately USD 561.76 million in 2025 and is projected to reach USD 926.88 million by 2034, with an estimated compound annual growth rate of 5.72% from 2026 to 2034. Running footwear represented the largest product category, accounting for 40% of the market in 2025, while specialty and sports shops represented 34% of the distribution channel. These conditions indicate that sports shoe retailers operate in a growing market while facing increasing competition to attract consumers and convert market interest into actual purchase decisions.

This market condition is also relevant to Semarang, where various running events have been organized at different scales. The development of running activities creates opportunities for sports shoe retailers while increasing the need to understand the factors that shape consumer purchase decisions. One retailer operating in this market is Arfath Store Semarang, which sells several categories of sports shoes, including running, futsal, and football shoes. The store also combines physical retail activities with digital communication through social media. This combination creates multiple consumer touchpoints, from obtaining product information through digital content to

evaluating products and shopping experiences in the physical store.

Social media content is one of the marketing activities used by Arfath Store to communicate product information and promotions. The store's Instagram account had approximately 20,400 followers and 2,628 posts when the secondary data were collected. However, several competing sports shoe retailers in Semarang had larger audiences. For example, Hypesneakers.idn had approximately 169,000 followers, Topscore.smrng had 35,400 followers, and Sneakerzone.semarang had 25,800 followers. Arfath Store therefore had relatively active publication activity but did not have the largest digital audience among the retailers compared. This condition does not directly indicate that its content was ineffective, but it provides a relevant context for examining whether the characteristics of social media content are associated with consumers' purchase decisions.

The physical shopping environment represents another relevant factor. Arfath Store received a high aggregate rating of 4.9 out of 5 based on approximately 1,450 reviews. Nevertheless, consumer reviews reflected different experiences regarding service, product quality, product availability, and store experience. Some consumers highlighted the wide product selection and friendly service, whereas others reported dissatisfaction with employee service and product-related experiences. Such variation suggests that a favorable overall rating does not necessarily mean that every aspect of the in-store experience is perceived consistently by consumers. Store atmosphere therefore remains relevant for empirical examination, particularly because the retail environment can influence consumers' perceptions and evaluations during the purchase process. The psychological dimension of consumer behavior is also relevant to the Arfath Store context. Promotional communication through the store's social media has included scarcity and

urgency messages such as limited stock information and time-limited offers. Arfath Store also promoted a buy-one-get-one-free program for a limited period from 13 to 15 March 2026. Such messages can create a perception that consumers may lose an opportunity if they delay their purchase. This condition is relevant to the concept of fear of missing out (FOMO), which refers to consumers' concern about losing access to an opportunity, product, or experience perceived as valuable. Previous research has associated FOMO with consumer purchasing behavior, although its effect has not been consistently reported across different contexts.

Previous studies provide evidence that the relationships between the variables examined in this study remain open to further investigation. Hanaysha (2022) reported that informativeness and perceived relevance of social media marketing features positively affected purchase decisions, while other features did not demonstrate the same direct effect. Santy & Andriani (2023), in contrast, found that content marketing contributed to purchase decisions among Generation Z consumers. Research on store atmosphere also presents different findings. Fitriani et al. (2025) reported a positive and significant effect of store atmosphere on purchase decisions, while Husna & Dewi (2026) reported that store atmosphere did not significantly affect purchase decisions. Similar inconsistency appears in FOMO research. Mahmud et al. (2023) found a positive and significant relationship between FOMO and purchase decisions, whereas Ma'rifah & Kusumawati (2025) reported a negative direct effect of FOMO on online purchase decisions, although a different pattern emerged through impulsive buying.

These inconsistent findings indicate that the effects of social media content, store atmosphere, and FOMO may vary according to the characteristics of consumers, products, and retail settings. The present study addresses this gap by examining the three

variables simultaneously in the context of sports shoe consumers at Arfath Store Semarang. The study adopts the Stimulus-Organism-Response (S-O-R) framework developed by Mehrabian & Russell (1974). Within this framework, external marketing and environmental stimuli are processed through consumers' internal psychological evaluations before producing a behavioral response. In the present study, social media content and store atmosphere represent relevant external stimuli, while FOMO reflects a psychological condition associated with the consumer decision process. Purchase decision represents the behavioral response examined in the study.

Based on this context, this study aims to examine the influence of social media content, store atmosphere, and fear of missing out on purchase decisions for sports shoes at Arfath Store Semarang. Specifically, the study evaluates the partial effect of each independent variable on purchase decisions and identifies the variable with the strongest contribution to the observed purchase decision model.

Literature Review

Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (S-O-R) framework developed by Mehrabian and Russell (1974) explains how external stimuli can influence an individual's internal psychological processes and subsequently produce behavioral responses. The framework consists of three components: stimulus, organism, and response. Stimulus refers to external factors received by individuals, organism represents the internal cognitive, perceptual, evaluative, and emotional processes that occur after exposure to the stimulus, while response represents the resulting behavioral reaction.

The S-O-R framework is relevant to consumer behavior because purchasing decisions may develop after consumers receive and evaluate various environmental and marketing stimuli. Eroglu et al. (2001)

extended the application of the framework to consumer responses in online environments, demonstrating that environmental stimuli can influence consumers' internal evaluations before generating behavioral outcomes. More recent studies in the research context also apply this perspective to explain how social media activities, retail environments, and psychological conditions can influence consumer responses.

In this study, social media content, store atmosphere, and fear of missing out are positioned as factors associated with the stimulus and psychological processes experienced by consumers. Social media content provides product-related information and interaction through digital channels, while store atmosphere provides environmental stimuli during the physical shopping experience. FOMO represents a psychological condition that may arise when consumers perceive a possibility of losing access to a desired product, promotion, trend, or opportunity. These factors are considered relevant to the consumer's evaluation process before producing a purchase decision as the behavioral response.

Purchase Decision (PD)

Purchase decision refers to the consumer's decision to select and purchase a product after evaluating available alternatives. The decision may involve considerations related to the product, brand, purchasing location, and timing. Kotler et al. (2022) describe purchase decision as an outcome of the consumer evaluation process before selecting an alternative, while Hanaysha (2022) relates the decision to the evaluation of product information and perceived benefits.

In this study, purchase decision is measured using four indicators adapted from Kotler et al., namely product choice, brand choice, store choice, and timing of purchase. Product choice concerns the selection of a product that corresponds to consumer needs. Brand choice refers to the consumer's

selection of a preferred brand among available alternatives. Store choice represents the decision regarding where the product will be purchased, while timing of purchase concerns when the consumer decides to complete the transaction. These indicators capture different aspects of the consumer's decision to purchase sports shoes at Arfath Store Semarang.

Social Media Content (SMC)

Social media content represents marketing content distributed through social media to communicate product information, engage consumers, and provide relevant or entertaining experiences. Hanaysha (2022) describes social media marketing features in terms of informativeness, interactivity, perceived relevance, and entertainment. These characteristics can determine how consumers perceive and respond to information presented through digital platforms.

The four dimensions used in this study are interactivity, informativeness, perceived relevance, and entertainment. Interactivity reflects the extent to which social media enables two-way communication between a company and its consumers. Informativeness concerns the clarity and usefulness of product-related information. Perceived relevance reflects the extent to which the content corresponds to consumers' needs and interests. Entertainment refers to the ability of content to provide an engaging and enjoyable experience.

From the S-O-R perspective, social media content can function as an external stimulus that consumers encounter during the information search process. Consumers may process the information through perceptions and evaluations before deciding whether to purchase a product. Thus, content that is informative, relevant, interactive, and engaging may strengthen consumers' consideration of available products and contribute to purchase decision formation.

Empirical findings support the

relevance of social media content to purchase decisions, although the strength of individual content features may differ. Hanaysha (2022) found that informativeness and perceived relevance positively affected purchase decisions, whereas interactivity and entertainment did not show the same direct effect. Ridhowati et al. (2024), involving Taviyastuti as one of the authors, also found that social media influencers had a positive and significant effect on purchase decisions among Samsung smartphone consumers in Semarang. Santy & Andriani (2023), further reported that content marketing contributed to purchase decisions among Generation Z consumers. These findings support the relevance of social media-based marketing communication in influencing consumer purchase decisions.

Store Atmosphere (SA)

Store atmosphere refers to the physical and experiential conditions created within a retail environment. It encompasses elements that consumers perceive while entering, exploring, evaluating, and interacting within a store. Roggeveen et al. (2020) developed the DAST framework, which identifies four retail atmospheric elements: design, ambient, social, and trialability. These elements provide a broader view of the store environment by considering both physical characteristics and consumer interaction with the retail setting.

This study measures store atmosphere through design, ambient, social, and trialability. Design concerns the physical layout, decoration, color selection, and product arrangement. Ambient relates to environmental conditions such as lighting, temperature, aroma, and music. Social concerns interactions between employees and consumers as well as interactions among consumers. Trialability refers to opportunities for consumers to inspect, try, or evaluate products before making a purchase.

Within the S-O-R framework, store atmosphere represents an environmental

stimulus that can shape consumers' perceptions and evaluations during the shopping process. A retail environment that facilitates product exploration and provides a comfortable interaction setting may support consumers when evaluating alternatives and making purchase decisions.

Previous empirical studies provide support for the relationship between store atmosphere and purchase decisions. Sa'idah et al. (2019) found that store atmosphere had a significant influence on purchase decisions among consumers at Pusri Mart in Semarang. Similarly, Fitriani et al. (2025) reported a positive and significant effect of store atmosphere on purchase decisions, while Khan et al. (2023) also found that store design and atmosphere positively affected shoppers' purchase decisions. In contrast, Husna & Dewi (2026) reported that store atmosphere did not significantly influence purchase decisions in a different retail context. These findings indicate that the effect of store atmosphere may vary across retail settings and consumer characteristics.

Fear Of Missing Out (FOMO)

Fear of Missing Out (FOMO) refers to a psychological state characterized by concern that other people may be experiencing desirable opportunities or experiences that an individual does not have. Przybylski et al. (2013) conceptualized FOMO as an individual's apprehension about missing rewarding experiences. In consumer settings, the concept can emerge when consumers encounter information about products, promotions, trends, or opportunities that appear limited or desirable. Ilyas et al. (2022) further examined FOMO in a consumer context and linked it to purchasing behavior associated with social media content.

This study measures FOMO through two dimensions: personal traits and situational determinants. Personal traits represent individual tendencies that make consumers more susceptible to feelings of

concern, anxiety, or fear of missing relevant information, products, or experiences. Situational determinants refer to external conditions that can trigger FOMO, including product information, promotions, trends, and limited opportunities.

From the S-O-R perspective, FOMO represents an internal psychological condition that may develop after consumers receive external stimuli. Scarcity messages, limited-time promotions, social trends, and information about product popularity can activate concerns about missing an opportunity. The resulting psychological response may reduce consumers' willingness to postpone a purchase and encourage more immediate decision-making.

Previous research has produced different findings regarding the relationship between FOMO and purchase decisions. Mahmud et al. (2023) found that FOMO positively and significantly affected purchase decisions among e-commerce consumers. In contrast, Ma'rifah & Kusumawati (2025) found a negative direct effect of FOMO on online purchase decisions, while the relationship changed when impulsive buying was considered in the model. These findings indicate that the role of FOMO may depend on the purchasing context and the mechanisms through which consumers respond to the perceived possibility of missing an opportunity.

Social Media Content and Purchase Decision

Social media content can influence purchase decisions by providing consumers with information that supports product evaluation. Informative content can help consumers understand product characteristics, while relevant content can reduce the gap between the information presented by the retailer and the consumer's needs. Interactive and entertaining content may also increase consumer engagement with the retailer's digital communication. From the S-O-R perspective, these content

characteristics constitute external stimuli that may influence consumers' cognitive and evaluative processes before generating a purchase response.

Empirical evidence indicates that social media content can be associated with consumer purchase decisions. Hanaysha (2022) found positive effects for informativeness and perceived relevance, while Santy and Andriani (2023) reported that content marketing influenced purchase decisions among Generation Z consumers. Although individual content features may not always produce identical effects, the overall evidence supports the relevance of social media content in the consumer decision process.

Based on the theoretical perspective and empirical findings, this study proposes the following hypothesis:

H1: Social media content has a positive and significant effect on purchase decisions for sports shoes at Arfath Store Semarang.

Store Atmosphere and Purchase Decision

Store atmosphere can shape consumers' evaluations by influencing the conditions in which they examine products and interact with the retailer. Design and product arrangement can facilitate product search, ambient conditions can affect shopping comfort, social interaction can influence the quality of the shopping experience, and trialability can help consumers evaluate products before purchase. These elements provide environmental stimuli that may support consumers' evaluation of alternatives and contribute to purchase decisions.

Previous studies provide empirical support for the relationship between store atmosphere and purchase decisions. Fitriani et al. (2025) found a positive and significant effect of store atmosphere on purchase decisions, while Khan et al. (2023) reported a positive relationship between store design and atmosphere and shoppers' purchase decisions. However, Husna and Dewi (2026)

found no significant effect of store atmosphere in a different retail context. This variation suggests that the relationship warrants further examination in the sports shoe retail setting.

Based on the S-O-R perspective and previous empirical evidence, this study proposes:

H2: Store atmosphere has a positive and significant effect on purchase decisions for sports shoes at Arfath Store Semarang.

Fear of Missing Out and Purchase Decision

FOMO can influence purchase decisions when consumers perceive that an attractive opportunity may no longer be available if they delay their decision. In retail settings, limited-time promotions, scarcity messages, product trends, and information about other consumers' experiences can increase the perceived cost of postponing a purchase. The psychological concern associated with missing an opportunity may therefore encourage consumers to move more quickly from evaluation to purchase.

This mechanism is consistent with the S-O-R perspective. External information and promotional stimuli may activate an internal psychological state characterized by concern about missing an opportunity. That psychological condition can then contribute to a behavioral response in the form of a purchase decision. Ilyas et al. (2022) showed the relevance of FOMO to consumer purchasing behavior, while Mahmud et al. (2023) found a positive and significant effect of FOMO on purchase decisions. Nevertheless, Ma'rifah and Kusumawati (2025) reported a negative direct relationship in an online purchase context, indicating that the effect of FOMO may differ across consumer settings.

Given the empirical variation and the relevance of scarcity and urgency in sports shoe retail promotions, this study proposes:

H3: Fear of missing out has a positive and significant effect on purchase decisions for sports shoes at Arfath Store Semarang.

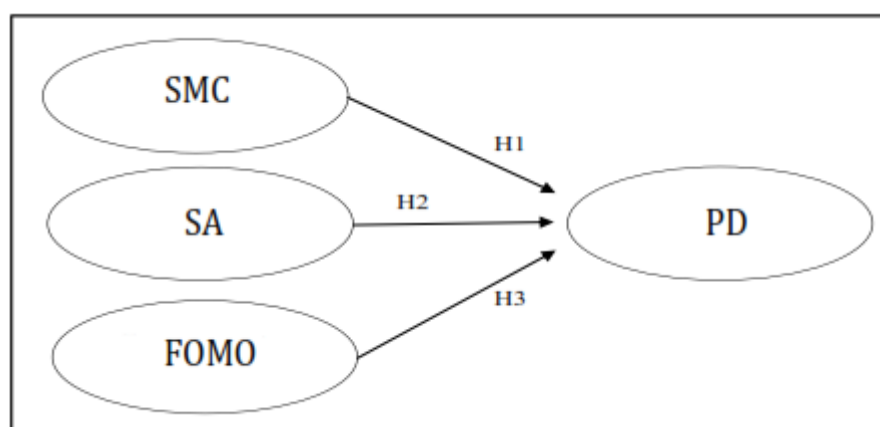


Figure 1. Research Framework and Hypothesis

The hypothesis of this study are:

H1: Social Media Content has a significant effect on Purchase Decision

H2: Store Atmosphere has a significant effect on Purchase Decision

H3: Fear of Missing Out has a significant effect on Purchase Decision

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the effects of social media content, store atmosphere, and fear of missing out (FOMO) on purchase decisions among sports shoe consumers at Arfath Store Semarang. The population consisted of

consumers who had purchased sports shoes at Arfath Store Semarang, with the population size classified as unknown because the store did not maintain complete records of all previous consumers. Hair et al. (2019) The study applied non-probability sampling using purposive sampling. The respondents were required to have purchased sports shoes directly from Arfath Store Semarang at least once, to have encountered information about the store through social media, and to be willing to complete the questionnaire. A total of 112 respondents participated in the study. Ferdinand (2014) Primary data were collected using a structured questionnaire measured with a 10-point bipolar adjective scale, ranging from 1 (strongly disagree) to 10 (strongly agree).

The collected data were analyzed using IBM SPSS. Ghazali (2021) The analysis included descriptive statistics, instrument validity and reliability tests, classical assumption tests, multiple linear regression analysis, and regression model evaluation. Instrument reliability was assessed using Cronbach's Alpha, with a minimum criterion of 0.70. The resulting coefficients were 0.812 for social media content, 0.814 for store atmosphere, 0.754 for FOMO, and 0.859 for purchase decision, indicating that all instruments were reliable. Classical assumption testing covered normality, multicollinearity, heteroscedasticity, and linearity. Multiple linear regression was used to examine the individual and simultaneous effects of the three independent variables on purchase decision. Hypotheses were tested at a 5% significance level using the t-test, while the F-test was used to assess the significance

of the regression model as a whole.

FINDINGS AND DISCUSSION

Findings

The study involved 112 respondents who met the predetermined sampling criteria. The gender distribution was balanced, with 56 male respondents (50%) and 56 female respondents (50%). Respondents aged 23–28 years represented the largest age group, comprising 50 respondents (44.6%), followed by those aged 17–22 years with 46 respondents (41.1%). In terms of occupation, students represented the largest group with 45 respondents (40.2%), followed by private-sector employees with 36 respondents (32.1%). The largest income group consisted of respondents earning between IDR 1,000,000 and IDR 3,000,000 per month, accounting for 36 respondents (32.1%).

Descriptive analysis showed that all four research variables received relatively high evaluations from respondents. Social media content obtained an average index of 79.56%, store atmosphere reached 80.78%, FOMO reached 81.41%, and purchase decision reached 81.14%. These results indicate that respondents generally provided favorable evaluations of Arfath Store's social media content, physical shopping environment, FOMO-related conditions, and their own purchase decision tendencies. Within the social media content variable, item X1.5 received the highest index at 82.41%, while X1.1 recorded the lowest at 77.86%, although both remained within the high category.

Table 1. Respondent Characteristics and Descriptive

Characteristics	Category	N	Percentage (%)
Gender	Male	56	50.0
	Female	56	50.0
Age	17–22 years	46	41.1
	23–28 years	50	44.6
	29–34 years	10	8.9
	>34 years	6	5.4
Occupation	Student	45	40.2
	Civil servant	6	5.4
	Private employee	36	32.1
	Entrepreneur	23	20.5
	Other	2	1.8
Income	< IDR 1,000,000	35	31.3
	IDR 1,000,000–3,000,000	36	32.1
	IDR 3,000,001–5,000,000	27	24.1
	> IDR 5,000,001	14	12.5
Domicile	Semarang Barat	15	13.4
	Semarang Selatan	14	12.5
	Semarang Tengah	18	16.1
	Semarang Timur	26	23.2
	Semarang Utara	17	15.2
	Other areas	22	19.6
Purchase Frequency	1 time	40	35.7
	2–3 times	55	49.1
	4–5 times	15	13.4
	>5 times	2	1.8
Product Category	Futsal shoes	31	27.7
	Running shoes	30	26.8
	Football shoes	27	24.1
	Sportstyle shoes	24	21.4
Total		112	100.0

Source: Primary data processed, 2026

All variables received ratings in the high category. Social Media Content recorded an average index of 79.56%, Store

Atmosphere 80.78%, Fear of Missing Out 81.41%, and Purchase Decision 81.14% as presented in Table 2.

Table 2. Instrument and Regression Assumption Tests

Variable	Number of Items	Mean Index (%)	Category
Social Media Content	8	79.56	High
Store Atmosphere	8	80.78	High
Fear of Missing Out	4	81.41	High
Purchase Decision	8	81.14	High

Source: Primary data processed, 2026

All questionnaire items were found to be valid. Instrument testing was conducted with 30 respondents, yielding an r-value of

0.361. The r-values obtained for the research items exceeded this value and are presented in Table 3.

Table 3. Instrument and Regression Assumption Tests

Variable	Cronbach's Alpha
Social Media Content	0.812
Store Atmosphere	0.814
FOMO	0.754
Purchase Decision	0.859

Source: Primary data processed, 2026

Table 3 presents the validity and reliability tests indicated that the research instrument was suitable for further analysis. All questionnaire items exceeded the required validity criterion, with the calculated correlation coefficients greater than the critical value of 0.361. Reliability testing also produced Cronbach's Alpha values above the minimum criterion of 0.70 for social media content (0.812), store atmosphere (0.814), FOMO (0.754), and purchase decision (0.859). The regression assumptions were also satisfied. The multicollinearity test showed tolerance values above 0.10 and VIF values

below 10 for all independent variables. The VIF values were 2.796 for social media content, 2.765 for store atmosphere, and 2.212 for FOMO. The linearity test also indicated linear relationships between each independent variable and purchase decision, with deviation-from-linearity significance values of 0.743, 0.054, and 0.125, respectively. The heteroscedasticity test did not indicate a systematic residual pattern. These results supported the use of multiple linear regression for subsequent hypothesis testing.

Table 4. Multiple Regression Results

Independent Variable	B	Std. Error	Beta	t	Sig.
Constant	1.062	0.532	-	1.994	0.049
Social Media Content	0.386	0.103	0.370	3.745	0.000
Store Atmosphere	0.272	0.101	0.264	2.688	0.008
Fear of Missing Out	0.219	0.081	0.238	2.708	0.008

Source: Primary data processed, 2026

Multiple linear regression analysis produced the following equation:

$$Y = 1.062 + 0.386x_1 + 0.272x_2 + 0.219x_3$$

All three regression coefficients were positive. Social media content had the largest unstandardized coefficient ($B = 0.386$), followed by store atmosphere ($B = 0.272$) and FOMO ($B = 0.219$). The standardized coefficients also showed the same relative ordering, with social media content producing the largest standardized beta ($\beta = 0.370$), followed by FOMO ($\beta = 0.238$) and store atmosphere ($\beta = 0.264$). The individual significance tests confirmed that all three predictors had statistically significant relationships with purchase decision. Social media content produced $t = 3.745$ and $p < 0.001$, while store atmosphere produced $t = 2.688$ and $p = 0.008$. FOMO produced $t = 2.708$ and $p = 0.008$.

The coefficient of social media content indicates that a one-unit increase in the variable was associated with a 0.386-unit increase in purchase decision, assuming the other predictors remained constant. The corresponding coefficients for store atmosphere and FOMO were 0.272 and 0.219. Therefore, social media content showed the strongest contribution among the three predictors in the estimated regression model.

The model's Adjusted R Square was 0.613, indicating that social media content, store atmosphere, and FOMO jointly accounted for 61.3% of the variation in purchase decisions. The remaining 38.7% was associated with factors outside the model.

Discussion

The findings demonstrate that Social Media Content, Store Atmosphere, and Fear of Missing Out have positive and significant effects on Purchase Decision among sports shoe consumers at Arfath Store Semarang. Social Media Content shows the strongest contribution, with a regression coefficient of 0.386 and a standardized beta of 0.370, followed by Store Atmosphere with a coefficient of 0.272 and a standardized beta of

0.264, and FOMO with a coefficient of 0.219 and a standardized beta of 0.238. All three relationships are statistically significant, with p-values below 0.05. These findings indicate that consumers' purchase decisions at Arfath Store are associated with both marketing stimuli and psychological responses during the purchasing process.

The strongest effect comes from Social Media Content. The result indicates that consumers who perceive Arfath Store's social media content more positively tend to show stronger purchase decision tendencies. Social media content in this study covers interactivity, informativeness, perceived relevance, and entertainment. These dimensions enable consumers to interact with the store, obtain product information, assess the relevance of products to their needs, and engage with promotional content. The descriptive findings support this result because Social Media Content obtained an average index of 79.56%, which falls within the high category. The highest-rated item reached an index of 82.41%, while the lowest-rated item remained relatively high at 77.86%. This finding is consistent with previous research in the study, particularly research showing that social media marketing activities and content marketing can influence consumer purchase-related responses. From the S-O-R perspective, social media content functions as a stimulus that consumers process through attention, perception, interest, and product evaluation before producing a purchase response. Therefore, the significant relationship found in this study provides empirical support for the application of the S-O-R framework in a sports shoe retail context.

Store Atmosphere also has a positive and significant effect on Purchase Decision. The coefficient of 0.272 indicates that improvements in the perceived store atmosphere are associated with higher purchase decision tendencies, while the significance value of 0.008 confirms the statistical relationship. Store Atmosphere received an average index of 80.78%, which

also falls within the high category. In this study, store atmosphere consists of design, ambient, social, and trialability. These elements provide consumers with physical and social stimuli during the shopping process. A well-organized store can make products easier to evaluate, comfortable environmental conditions can support the shopping experience, positive employee interactions can reduce uncertainty, and opportunities to inspect or try products can strengthen consumer confidence before purchase. This finding is consistent with previous studies that reported positive and significant relationships between store atmosphere and purchase decision in retail settings. At the same time, the literature reviewed in this study also contains evidence of non-significant relationships, suggesting that the effect of store atmosphere may depend on retail context and consumer characteristics. The current finding indicates that the physical shopping environment remains relevant for sports shoe consumers, particularly because product evaluation may involve direct inspection and interaction with the store.

FOMO also has a positive and significant effect on Purchase Decision, although its unstandardized regression coefficient of 0.219 is lower than the coefficients of Social Media Content and Store Atmosphere. The significance value of 0.008 indicates that the relationship remains statistically significant. The descriptive index of FOMO reaches 81.41%, placing it in the high category. In the context of Arfath Store, FOMO can emerge when consumers encounter information about new products, promotions, trends, events, or purchasing opportunities perceived as limited. Such stimuli may create concerns about losing access to a desired product or experience and can encourage consumers to make decisions more quickly. This finding is consistent with previous research showing a positive relationship between FOMO and purchase decision, although other studies have reported different direct effects depending on the

purchasing context. The difference across studies suggests that FOMO should be understood as a context-dependent psychological factor rather than a universal determinant of consumer purchasing behavior.

Taken together, the findings support the S-O-R framework because the three independent variables represent different forms of stimuli and responses within the consumer decision process. Social Media Content provides digital and informational stimuli, Store Atmosphere provides physical and social stimuli, while FOMO reflects an internal psychological condition associated with consumers' responses to perceived opportunities and social information. These factors ultimately relate to Purchase Decision as the behavioral response. The model explains 61.3% of the variation in Purchase Decision, indicating substantial explanatory capacity, although 38.7% remains attributable to other factors outside the model. The relative coefficients further indicate that Social Media Content should receive the greatest managerial attention, followed by Store Atmosphere, while FOMO can function as a complementary strategy. This finding suggests that Arfath Store should prioritize informative, relevant, interactive, and engaging digital content while maintaining a comfortable in-store environment. FOMO-based promotional communication can support these strategies, particularly when communicating genuine promotional periods, product availability, or relevant events. However, such communication should remain accurate and transparent to maintain consumer trust.

CONCLUSIONS

This study concludes that social media content, store atmosphere, and fear of missing out (FOMO) have positive and significant effects on purchase decisions for sports shoes at Arfath Store Semarang. The findings demonstrate that each variable contributes to consumers' purchase decision process. Social

media content shows the strongest contribution, with a regression coefficient of 0.386, followed by store atmosphere with a coefficient of 0.272 and FOMO with a coefficient of 0.219. These results indicate that consumers' purchase decisions are influenced by the quality of digital content, the perceived shopping environment, and psychological concerns related to missing relevant products, promotions, or opportunities.

The regression model produces an Adjusted R Square of 0.613, indicating that social media content, store atmosphere, and FOMO collectively explain 61.3% of the variation in purchase decisions, while the remaining 38.7% is associated with other factors outside the model. The findings provide empirical support for the application of the Stimulus-Organism-Response framework in explaining consumer purchase decisions in a sports shoe retail setting. From a managerial perspective, Arfath Store should give priority to developing informative, relevant, interactive, and engaging social media content while maintaining a favorable physical shopping environment. FOMO-related promotional strategies can complement these efforts when applied accurately and transparently.

Limitation & Further Research

This study has several limitations that should be considered when interpreting the findings.

First, the study involved 112 respondents and focused on a single retail outlet, Arfath Store Semarang. Therefore, the findings may not fully represent consumers of sports shoes in other retail settings or geographical areas. Second, the research model explains 61.3% of the variation in purchase decisions, leaving 38.7% associated with other factors that were not examined in this study. These limitations indicate that the findings should be interpreted within the specific context of sports shoe consumers at Arfath Store Semarang.

Future research can address these

limitations by increasing the sample size and involving consumers from several sports shoe retailers or different geographical areas. Researchers can also incorporate additional variables such as price, product quality, promotion, brand image, electronic word of mouth, customer trust, and perceived quality to provide a broader explanation of purchase decisions. Future studies may further examine the same variables in different business contexts and apply alternative theoretical perspectives to provide additional explanations of the relationship between marketing stimuli, consumer psychological conditions, and purchase responses.

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