

ABSTRACT

The rapid growth of the fast fashion industry has pushed companies to adopt marketing strategies that influence the consumption behavior of the digital generation. Influencer marketing has emerged as an effective approach to shaping consumer perceptions and increasing purchase intention. This study aims to analyze the effect of influencer marketing on purchase intention for UNIQLO products in Semarang, with Fear of Missing Out (FoMO) and brand image as mediating variables. A quantitative approach was used with purposive sampling involving 205 respondents who are active social media users and have purchased or used UNIQLO products. Data were collected through an online questionnaire using a bipolar scale (1–10) and analyzed using Structural Equation Modeling (SEM) with AMOS.

The results show that influencer marketing has a positive and significant effect on purchase intention, both directly and indirectly through FoMO and brand image. FoMO is found to be the most dominant mediating variable, strengthening the relationship between influencer marketing and consumer intention to purchase. These findings support the applicability of the Theory of Planned Behavior in explaining digital consumer behavior and highlight the importance of emotion-based and brand perception strategies in enhancing the effectiveness of marketing campaigns in the social media era.

Keywords: *Influencer Marketing, FOMO, Brand Image, Purchase Intention*