

ABSTRACT

This research is motivated by the declining performance of PT. Matahari Department Store Tbk., marked by sales contraction and low consumer engagement on the company's social media, despite intensive digital marketing activities. The performance gap with competitors indicates a strategic disconnect in building brand engagement and consumer purchase intentions. This study aims to analyze the influence of Fear of missing out (FOMO) and Entertainment Value (EV) on Purchase Intention (PI) and the mediating role of Consumer Brand Engagement (CBE) among Matahari Department Store consumers.

The population of this study consists of Indonesia's productive generation consumers (Baby Boomers, Generation X, Millennials, and Generation Z) who are familiar with the Matahari brand and have actively interacted with its social media content. The sample comprised 205 respondents who met the criteria, collected through an online questionnaire. The data analysis technique used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software.

The results show that Fear of missing out and Entertainment Value have a positive and significant effect on both Consumer Brand Engagement and Purchase Intention. Consumer Brand Engagement also has a positive and significant effect on Purchase Intention and acts as a partial mediator in the relationship between Fear of Missing Out and Entertainment Value on Purchase Intention. These findings confirm that increasing the entertainment value of social media content and strategically utilizing FOMO can strengthen brand engagement, ultimately driving consumer purchase intentions.

Keywords: *Fear of missing out, Entertainment Value, Consumer Brand Engagement, Purchase Intention, Social Media, Matahari Department Store*