

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the previous chapter's discussion, the researcher can reach the following conclusion.

1. Social Media Use has positive effect on Fear of Missing Out (FOMO).
2. Social Media Use has positive effect on Purchase Intention.
3. Envy has positive effect on Fear of Missing Out (FOMO).
4. Envy has positive effect on Purchase Intention.
5. Fear of Missing Out (FOMO) has positive effect on Purchase Intention.
6. Social Media Use on Purchase Intention through Fear of Missing Out (FOMO) has positive effect as a mediating variable.
7. Envy on Purchase Intention through Fear of Missing Out (FOMO) has positive effect as a mediating variable.

B. Implication

1. Theoretical Implication

The application of this research is intended so that subsequent researchers can research more specifically, such as discussing the Boybands, for example, NCT concerts in Indonesia. Furthermore, adding additional variables with Hedonic Motivation effects the Purchase Decision, which can impact finding out more about

the interest of K – Pop Concerts. In-depth interview with K – Pop fans with additional questions about social media use.

2. Managerial Implication

Researchers have many practical implications, listed below, based on research findings on the effect of fear of missing out on purchase intention tickets K – Pop concerts through social media and the emotions of envy.

- a. According to the findings, the fear of missing out influences purchase intent through the use of social media. The use of social media can be done by interacting with fellow K - Pop fans. Frequent interactions can become a stronger friendship relationship so that they can exchange information about K - Pop boy groups or girl groups that are like.
- b. Fear of missing out can effect envy emotions towards fellow K – Pop fans which can encourage purchase intention. It can be reduced by focusing more on self, choosing more critical priorities, and understanding not to follow other people's behaviors or current trends.

C. Research Limitation

This study has some constraints, the most challenging of which is that it is necessary to use more different variables for more specific research K-Pop concerts. These limitations include less dissemination of questionnaires to more different characteristics so that research can be more varied. In the future, researchers can ascertain that the characteristics are different in the questionnaire so that the study results are more specific.