The Influence of FOMO (Fear of Missing Out), Brand Image, and Self-Actualization Needs on the Purchase Decision of Honda PCX 160 ABS in Bengkulu City

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Article Info	ABSTRACT
	This illustrative investigate examines the impact of Fear Of Lost Out (FOMO), brand picture, and self-actualization needs on acquiring choices for Honda PCX 160 ABS in Bengkulu City. Essential information was collected from 105 shoppers who had acquired the bike, utilizing an inadvertent examining method and surveys. Different relapse examination, assurance tests, and theory testing (t-test and F-test) were utilized for information examination. The relapse condition, $Y = 5.220 + 0.358X1 + 0.179X2 + 0.405X3$, uncovers a positive impact of FOMO (X1), brand picture (X2), and self-actualization needs (X3) on acquiring choices (Y). The coefficient of assurance (R-squared) of 0.324 shows that these three factors collectively clarify 25.8% of the change in obtaining choices, with the remaining 74.2% credited to other unexamined components. Person t-tests affirmed that FOMO (p=0.004), brand picture (p=0.023), and self-actualization needs (p=0.000) each altogether impact obtaining choices (all p-values < 0.05). Moreover, the F-test (p=0.000 < 0.05) illustrated that these three factors together altogether affect acquiring choices. This think about concludes that FOMO, brand picture, and self-actualization needs are critical drivers of Honda PCX 160 ABS acquiring choices in Bengkulu City. *This is an open access article under the CC BY-SA license.*

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INTRODUCTION

The need for transportation has become a primary necessity. Compared to public transportation, some people prefer to use private transportation, especially motorcycles, to support their daily activities. Besides being a practical and agile mode of transportation for navigating traffic jams both within and outside the city, motorcycles consume less fuel than four-wheeled vehicles. Their price is much lower, they are easier to repair if damaged, and spare parts are affordable. The ease of motorcycle credit processes and the consumerist behavior of society also contribute to the increasing number of motorcycle users over time. This reality is an opportunity utilized by motorcycle manufacturers to create various types of motorcycle variants to meet the community's need for transportation. This is evidenced by the increasing motorcycle sales in Indonesia year by year. Based on data from the Indonesian Motorcycle Industry Association (AISI), specifically distribution during 2024, the high number of motorcycle distributions in Indonesia can be seen. The motorcycle distribution data for 2024 can be seen in the following image:

Figure I.1
INDONESIAN MOTORCYCLE INDUSTRY ASSOCIATION (AISI) DOMESTIC MOTORCYCLE
DISTRIBUTION DATA 2024

Based on Figure 1 above, the high distribution of motorcycles during 2024 can be seen. This proves that motorcycles are no longer a luxury but have become a primary need for the community. With motorcycles, people can be more active and efficient. Of the total motorcycle sales in Indonesia, scooter-type motorcycles are more dominant than other types. In 2024, motorcycle sales in Indonesia were dominated by scooters (89.73%), followed by underbones (5.19%) and sport bikes (5.08%). The high public interest in buying scooter motorcycles makes them the primary choice for people when making a motorcycle purchase decision. Consumer purchase decisions for a product are influenced by several factors. One factor that can influence purchase decisions is FOMO (Fear Of Missing Out). Fear of missing out is the fear and anxiety felt by an individual for not being involved in a certain activity, experience, or something new like trends, news, and other things, which causes feelings of anxiety about being left behind and ignored for not being involved (Tandon et al., 2021).

Other than FOMO, a figure that can impact buy choices is brand picture. Shoppers, when choosing a item brand, will to begin with go through a trial stage. In this stage, customers regularly attempt different distinctive brands. On the off chance that the brand is regarded appropriate and meets what is anticipated from comparable items, at that point customers will proceed to look for out that brand. A great brand certainly encompasses a great brand picture. Brand picture may be a representation of the in general recognition of a brand and is shaped from past data and encounters with that brand. Customers who have a positive picture of a brand are more likely to form a buy. Self-Actualization Needs can too impact customers in buy choices. Agreeing to (Maslow, 2017), self-actualization could be a step towards getting to be oneself and accomplishing full potential. Over time, self-actualization creates, and the weights of self-actualization move from physiological to mental. When a individual enters adulthood, self-awareness can be accomplished in numerous ways, one of which is by taking after diverse or elite patterns of the show.

METHOD

This inquire about is an illustrative ponder. Agreeing to (Sugiyono, 2018), illustrative inquire about could be a investigate strategy that points to clarify the position of the factors examined and the impact between one variable and another. The most reason this analyst employments the illustrative investigate strategy is to test the proposed speculations, so it is anticipated that this inquire about can clarify the relationship and impact between the independent and subordinate factors within the theories. The relationship points to decide the impact of FOMO (Fear of Lost Out), brand picture, and self-actualization needs on the choice to buy a Honda PCX 160 ABS in Bengkulu City.

RESULTS
1. Validity Test

The validity test is used to determine whether indicators are suitable for use in research. The results of the validity test in this study use the Pearson Correlation Method. The criterion set for determining validity is that r-calculated is greater than the r-table limit at a significance level of 0.05. The results of the validity test can be seen in the following table:

No	Statement item	Person Correlation	Sig.	Information
FOMO (X1)				
1	X1.1	0,562	0,000	Valid
2	X1.2	0,643	0,000	Valid
3	X1.3	0,625	0,000	Valid
Brand image (X2)				
1	X2.1	0,573	0,000	Valid
2	X2.2	0,556	0,000	Valid
3	X2.3	0,493	0,000	Valid
4	X2.4	0,443	0,000	Valid
5	X2.5	0,377	0,000	Valid
Self actualization needs (X3)				
1	X3.1	0,599	0,000	Valid
2	X3.2	0,613	0,000	Valid
3	X3.3	0,662	0,000	Valid
4	X3.4	0,487	0,000	Valid
Buyer's decision (Y)				
1	Y.1	0,502	0,000	Valid
2	Y.2	0,432	0,000	Valid
3	Y.3	0,606	0,000	Valid
4	Y.4	0,378	0,000	Valid
5	Y.5	0,500	0,000	Valid

Based on the table over, it can be seen that all investigate pointers have a legitimacy level that meets the criteria proposed in this ponder, to be specific a critical esteem littler than 0.05 and an R-calculated esteem > R-table. The r-table esteem with a centrality level of $\alpha = 0.05$ and n-2 (105-2=103) is 0.1918. Hence, all pointers in this think about have met the legitimacy test criteria and all markers can be utilized within the inquire about.

2. Reliability Test

The reliability test in this study uses the Cronbach Alpha formula. The results of the reliability test are as follows :

Variabel	Cronbach Alpha	Description
FOMO (X1)	0,753	Reliabel *Cronbach Alpha* > Taraf Signifikan (0,6)
Brand image (X2)	0,690	Reliabel *Cronbach Alpha* > Taraf Signifikan (0,6)
Self actualization needs (X3)	0,715	Reliabel *Cronbach Alpha* > Taraf Signifikan (0,6)
Buyer's decision (Y)	0,646	*Cronbach Alpha* > Taraf Signifikan (0,6)

Based on the table above, it can be seen that the Cronbach Alpha value is greater than the significance level of 60% (0.6), so it can be concluded that the instruments in this study are reliable.

3. Analysis of Respondents' Responses to Research Variables

The following description describes the respondents' answers to questions asked through the research questionnaire related to research variables related to FOMO (Fear Of Missing Out), brand image, self-actualization needs and purchasing decisions. The scale used in this study is the Likert scale with levels 1-5. Each alternative answer in each question is scored as follows:

Furthermore, the determination of the class of respondents' answers to the research variables is based on the score, as follows:

The most reduced esteem of the course is 1 x 1 = 1

The most elevated esteem of the lesson is 5 x 1 = 5

The course interim is (5-1): 5 = 0.8

At that point the standard criteria for surveying factors and variable markers are as takes after:

1.00 - 1.80 = Not Great

1.81 - 2.60 = Less Great

2.61 - 3.40 = Very Great

3.41 - 4.20 = Great

4.21 - 5.00 = Exceptionally Great

In this result, It can explains the respondents' responses to the FOMO variable. The FOMO variable has an average value of 3.85 in the good assessment category. This can be seen from the respondents' assessment of the FOMO indicator which received an average good assessment from respondents. This triggers consumers to immediately buy a motorbike so as not to miss out on the trends or experiences offered. The indicator of anxiety if the PCX motorbike purchased is damaged or has problems gets the highest rating with an average value of 3.97 in the good assessment category. This illustrates that consumers are anxious about damage or problems with the newly purchased PCX motorbike because they are concerned about investment and want to ensure that the motorbike can be used properly and lasts a long time. However, the PCX motorbike is designed to be easy to use and ride, even for riders who are new to using a scooter. The lowest rating on the indicator is feeling worried about not being able to use the PCX motorbike after making a purchase with an average value of 3.75 in the good assessment category. This explains the concerns of consumers after making a purchase because they are not used to using the PCX 16 ABS motorbike. However, the PCX motorbike is equipped with features that help the rider, such as an effective braking system and comfortable suspension.

4. Respondents' Responses to Brand Image Variables

The brand image variable received a good rating from consumers with an average value of 3.90 in the good rating category. The brand image of the PCX motorbike can be rated good because of its stylish design, high quality, sophisticated features, good brand reputation, and good performance. The highest rating is found in the indicator of the existence of a warranty guarantee if there is damage to the PCX 160 ABS motorbike with an average value of 3.98 in the good rating category. Honda guarantees customers that the motorbike is free from production defects and will be repaired or replaced if damage occurs within a certain period of time. The PCX 160 ABS motorbike is suitable for various types of roads, getting an average value of 3.84 in the good rating category. Although it got the lowest rating, it is still in the good rating category. Getting the lowest rating may be because even though the PCX 160 ABS motorbike has a comfortable suspension, it may not be enough to withstand shocks on damaged, uneven and potholed roads.

5. Respondents' Responses to Self-Actualization Needs Variables

Consumers' self-actualization needs are considered good with an average value of 3.89 in the good assessment category. This indicates that consumers have achieved a level of self-actualization needs that is considered satisfactory. This means that consumers have succeeded in meeting basic needs, security, love, and appreciation, and are now focusing on developing their potential to the maximum. The highest assessment on the indicator Feeling satisfied using the Honda PCX 160 ABS motorbike with an average value of 4.02 in the good assessment category. This explains that its elegant design, good engine performance, and comfort when driving get good ratings from consumers for the Honda PCX 160 ABS motorbike. Features such as spacious luggage and ABS braking systems are also added values that are appreciated by consumers. The lowest assessment is on the indicator Because of the urge to have a motorbike with an average value of 3.89 but still in the good assessment category. getting the lowest assessment because consumers make purchases of Honda PCX 160 ABS motorbikes because of their own desires to fulfill their needs, not because of encouragement from others.

6. Respondents' Responses to Purchase Decision Variables

The purchase decision variable received a response from consumers with an average value of 3.83 in the good assessment category. This indicates that the decision to buy a PCX motorbike is considered good due to several factors, including the elegant and modern design, advanced features, reliable engine performance, and the driving comfort it offers. In addition, PCX is also known to have a good reputation in terms of quality and durability, as well as a relatively high resale value.

I quickly decided to buy a Honda PCX ABS 160 motorbike without much compromise, getting the highest average value of 4.08 in the good assessment category. This decision shows that consumers are already convinced of the advantages of the motorbike and do not feel the need to compare it in detail with other models. This could mean that consumers already have experience with Honda motorbikes, or are very interested in the features offered by the PCX 160 ABS, such as design, performance, or safety features such as ABS. The lowest assessment was on the indicator that the Honda PCX ABS 160 motorbike can be easily purchased with an average value of 3.28 in the fairly good assessment category. This assessment refers to the perception that getting a Honda PCX 160 motorbike with an ABS variant is not always easy, perhaps due to several factors such as stock availability, high prices, or high demand from consumers.

7. Multiple Regression Analysis

Multiple regression analysis is used to determine the magnitude of the influence of brand image, brand image and self-actualization needs on purchasing decisions for Honda PCX 160 ABS in Bengkulu City. Statistical calculations in multiple regression analysis are explained in the following table.

MULTIPLE REGRESSION MODEL TABLE 9
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.220	2.263		2.306	.023
	FOMO	.358	.123	.251	2.907	.004
	Brand Image	.179	.078	.198	2.300	.023
	Self Actualization Needs	.405	.099	.351	4.111	.000

a. Dependent Variable: Keputusan Pembelian

From the comes about of the different direct relapse calculation utilizing the SPSS 21.00 program, the different straight relapse condition can be gotten as takes after:

$$Y = 5.220 + 0.358X1 + 0.179 X2 + 0.405X3$$

Depiction:
Y = Buy choice
X1 = FOMO
X2 = Brand picture
X3 = Self actualization needs

The regression equation can be explained as follows:
a. The constant value of 5.220 means that if the FOMO (X1), brand image (X2) and self actualization needs (X3) variables are considered constant, then the purchase decision variable (Y) will remain at 5.220
b. The effect of FOMO (X1) on the purchase decision (Y), The regression coefficient value of the variable X1 (FOMO) is 0.358, meaning that if X1 (FOMO) increases by one percent, then Y (purchase decision) will increase by 0.358%, assuming that the values of X2 (brand image) and X3 (self-actualization needs) do not change (constant)
c. The effect of brand image (X2) on purchasing decisions (Y), The regression coefficient value of the variable X2 (brand image) is 0.179, meaning that if X2 (brand image) increases by one percent, then Y (purchase decision) will increase by 0.179%. Assuming that the values of X1 (FOMO) and X3 (self-actualization needs) do not change (constant)
d. The effect of self-actualization needs (X3) on purchasing decisions (Y), The regression coefficient value of the variable X3 (self-actualization needs) is -0.405, meaning that if X3 (self-actualization needs) increases by one percent, then Y (purchase decision) will decrease by 0.405%. Assuming that the values of X1 (FOMO) and X2 (brand image) do not change (constant).

8. t-test

The t-test is used to determine how far the influence of one independent variable (FOMO, brand image and self-actualization needs) affects the dependent variable (purchase decision) individually. The results of the t-test can be seen in table IV.7. with the following research results:

a. Variable X1 (FOMO), according to test results, has a significance value of 0.004 <0.05. H0 is rejected while Ha is approved since the significance value is less than 0.05. This indicates that the Honda PCX 160 ABS buying choice (Y) in Bengkulu City is significantly influenced by X1 (FOMO).

b. Brand image, or variable X2, has a significance value of 0.023 <0.05 according to the test results. H0 is rejected while Ha is approved since the significance value is less than 0.05. This indicates that Honda PCX 160 ABS purchase decisions (Y) in Bengkulu City are significantly influenced by X2 (brand image).

c. Self-actualization demands, or variable X3, According to the test results, the significance value for variable X3 (self-actualization requirements) is 0.000 <0.05. Ha is approved and H0 is denied since tcount is more than ttable and the significance value is less than 0.05. This indicates that decisions to buy a Honda PCX 160 ABS in Bengkulu City are significantly influenced by X3 (self-actualization needs).

9. F Test

In this study, simultaneous hypothesis testing was used by the F test, which aims to measure the influence of FOMO (X1), brand image (X2) and self-actualization needs (X3) simultaneously on purchasing decisions (Y). The results of the F test are shown in the following table.

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.336	3	40.779	13.066	.000ᵇ
	Residual	315.226	101	3.121		
	Total	437.562	104			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Self Actualization Needs , Brand Image, FOMO

The statistical computation's findings indicate a significance value of 0.000 <0.05. Since the significance value is less than 0.05, it can be concluded that brand image (X2), self-actualization desires (X3), and FOMO (X1) all significantly affect purchasing decisions (Y). Brand Image, Self-Actualization Needs, and FOMO's Effect on Purchase Decisions According to the study's findings, the decision to buy a Honda PCX 160 ABS motorcycle in Bengkulu is significantly influenced by brand image, self-actualization desires, and FOMO all at the same time.This illustrates that FOMO, brand image, and self-actualization needs on the purchase decision of the Honda PCX 160 ABS motorbike can influence consumers to buy the motorbike because of the fear of being left behind, a good brand reputation, and the need to express themselves. This demonstrates how consumers' demands for self-actualization, brand image, and fear of missing out (FoMO) all play a part in their decision to buy the Honda PCX 160 ABS motorcycle. Therefore, the Honda PCX 160 ABS motorbike, which has an exceptional brand image, and the necessity of owning a motorbike inspire customers to make a purchase decision when they experience Fear of Missing Out (FoMO) and concern about falling behind. But as of right now, no study explicitly examines how these three elements affect purchasing decisions at the same time.

CONCLUSION

The following conclusions can be made in light of the previously discussed study findings and discussions:

1. According to the multiple linear regression equation, purchasing decisions (Y) are positively influenced by FOMO (X1), brand image (X2), and self-actualization desires (X3). The regression test's results are as follows: Y = 5.220 + 0.358X1 + 0.179 X2 + 0.405X3.

2. 0.324 is the obtained coefficient of determination. This indicates that self-actualization requirements (X3), brand image (X2), and FOMO (X1) have a 25.8% influence on purchasing decisions (Y), with other factors not included in this study accounting for the remaining percentage (100% - 25.8% = 74.2%).

3. The test for variable X1 (FOMO) has a significant value of 0.004 <0.05, the test for variable X2 (brand image) has a significant value of 0.023 <0.05, and the test for variable X3 (self-actualization demands) has a significant value of 0.000 <0.05, according to the t-test results. Therefore, it can be concluded that

factors such as brand image, self-actualization requirements, and brand image have a big impact on decisions about what to buy.

4. Because the significant value of 0.000 is less than 0.05, the F Test findings demonstrate that brand image (X2), self-actualization desires (X3), and FOMO (X1) all significantly affect purchase decisions (Y).

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