

The Impact of *Fomo* (Fear of Missing Out) and Culinary Viral Marketing on Street Food Consumers' Buying Interest in Tembilahan

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ABSTRACT

This study aims to analyze the influence of *FOMO* (Fear of Missing Out) and viral marketing on the buying interest of *street food* consumers in Tembilahan City. The study used a quantitative approach with a survey method of 60 respondents selected through purposive sampling. Data was analyzed using PLS-SEM with the help of SmartPLS through *outer model testing*, inner model, and *bootstrapping*. The results showed that *FOMO* had a positive and significant effect on buying interest with a path coefficient of 0.324, t-statistic 3.163, and p-value of 0.002. Viral marketing also had a positive and significant effect with a path coefficient of 0.521, t-statistic 5.406, and p-value < 0.001. Viral marketing is the more dominant variable with an f^2 value of 0.473, while *FOMO* is 0.183. Simultaneously, the two variables were able to explain 47.4% of the variation in buying interest. These findings suggest that trend creation and dissemination of engaging content through social media can increase consumers' buying interest in local culinary products.

INTRODUCTION

The culinary industry is a business sector that continues to grow along with changes in people's consumption patterns. Culinary is no longer seen as just a basic need, but also a part of lifestyle, social experience, and economic activity. *Street food* is in great demand because it is affordable, easy to reach, and in accordance with the consumption habits of modern society. The Central Statistics Agency noted that the number of food and beverage supply businesses in Indonesia in 2024 will reach 5.28 million businesses. This sector plays an important role in economic growth and strengthening MSMEs.

The development of the culinary industry is increasingly influenced by digital technology, especially social media. Social media is not only a means of communication, but also a medium for promotion, information searching, trend formation, and consideration before buying. Consumers often find out about culinary products through TikTok, Instagram, customer reviews, friend recommendations, creator content, and viral videos. APJII noted that the number of Indonesian internet users in 2024 will reach 221.56 million people with a penetration rate of 79.5% (APJII., 2024). Digital media also has a big influence on consumer behavior and buying interest.

Social media is changing the way consumers know and rate products. Consumers consider not only taste, price, and location, but also popularity, visual appeal, buyer testimonials, and the intensity of the product's appearance in digital conversations. Kotler *et al.* (2021) explains that modern marketing emphasizes the use of technology and consumer experience in building relationships with the market. Buying interest is not only shaped by product quality, but also digital promotion and social perception. One of the prominent phenomena in digital consumer behavior is *Fear of Missing Out* or *FOMO*. *FOMO* is the feeling of fear of being left behind from experiences, information, or trends that others follow. In the culinary industry, *FOMO* arises when consumers see food or beverages that are being talked about, visited a lot, have long lines, or often appear on social media. Kurniadi (2024) explained that culinary content can encourage curiosity and buying interest because consumers are encouraged to try popular products. *FOMO* can drive purchases so that consumers don't fall behind trends. In addition to *FOMO*, *viral marketing* also plays a role in shaping buying interest. *Viral marketing* relies on the rapid dissemination of information through social networks, such as consumer uploads, reviews, recommendations, and digital content that is easy to share. In culinary products, viral marketing can appear because of the appearance of attractive food, unique taste, affordable prices, or a purchase experience that is considered attractive. Septiana *et al.* (2024) explained that social media marketing activities in the food and beverage sector are related to *FOMO* and consumer buying interest. The more widespread the product information is spread, the greater the chances that consumers will be interested in trying and buying.

Street food is generally sold in locations that are easily accessible, affordable, and offer a variety of foods and drinks. This phenomenon can be seen in the night culinary area on Jalan Hangtuah Tembilahan. Based on the data obtained, there are 71 night culinary businesses with products in the form of coffee drinks, Padang satay, frozen food, pempek, seblak, dimsum, soto, processed rice, processed noodles, and contemporary snacks. Around 51 businesses make various coffee drinks as the main product. This condition shows high competition, especially in the category of coffee drinks and snacks. The large number of businesses with similar products requires business actors to have differentiators through taste, price, service, product appearance, and digital promotion. In a tight competition, *FOMO* and viral marketing can play a role because products that are widely discussed or recommended can encourage consumers to try. This is in accordance with the findings of Sa'bani (2024) which shows that *FOMO* and *viral marketing* affect purchase decisions. However, viral trends are often temporary, not all businesses are able to create engaging content, and *FOMO* does not necessarily guarantee repurchases.

Academically, research on *FOMO* and *viral marketing* on the buying interest of street food consumers in Tembilahan City still needs to be done. Previous studies have focused more on big cities, branded products, or businesses with high digital exposure. Nazhifah and Kadi (2025) show that *FOMO*, viral marketing, and service quality have a positive effect on consumers' buying interest in culinary products. The findings need to be tested in the local context of Tembilahan. In the perspective of *the Theory of Planned Behavior*, the intention to take action is influenced by attitudes, subjective norms, and perceptions of behavior control (Ajzen, 2020). In this study, *FOMO* reflects psychological urges and social pressure to follow culinary trends, while *viral marketing* is a stimulus that spreads information and shapes consumer interest.

Based on this description, this study was conducted with the title "The Impact of *FOMO* (*Fear of Missing Out*) and *Culinary Viral Marketing* on the Buying Interest of *Street Food Consumers* in Tembilahan City".

LITERATUR REVIEW

Marketing Management

Marketing management is the process of planning and implementing marketing activities that aim to understand consumer needs, create value, and build profitable relationships with the market. Kotler *et al.* (2021) explains that modern marketing is not only oriented to sales activities, but also utilizes technology to create, deliver, and increase value for consumers. Changes in technology and consumer behavior cause marketing strategies to need to adapt to the development of the business environment. Kotler and Armstrong (2021) explain that marketing in the digital era does not only focus on delivering products, but also builds relationships and meaningful experiences for consumers. Meanwhile, Tjiptono and Diana (2020) stated that marketing is the process of creating, communicating, and providing value to consumers to meet the needs and desires of the market.

In the context of *the street food business*, marketing management is important because competition is not only determined by product quality, but also the

ability of business actors to build consumer attention through promotional strategies that are in accordance with digital developments. Therefore, the concept of marketing management is the basis for explaining the use of *FOMO* (*Fear of Missing Out*) and *viral marketing* as a strategy to increase consumer buying interest.

FOMO (Fear of Missing Out)

FOMO (Fear of Missing Out) is a psychological condition when a person feels afraid of missing out on experiences, information, or trends that are being carried out by others. Kurniadi *et al.* (2024) explains that *FOMO* can increase the *purchase intention* of culinary consumers because digital content is able to create curiosity and encouragement to try products that are currently popular. Septiana *et al.* (2024) explains that *FOMO* in food and beverage products is related to social media marketing activities that involve aspects of trends, entertainment, social interaction, customization, and *electronic word of mouth*. Continuous exposure to information through social media can form the motivation of consumers to follow the experiences that are being discussed. Habib and Almamy (2025) explain that *FOMO* can be a connecting factor between *social media marketing* and *purchase intention*. Social media increases consumer engagement, while *FOMO* reinforces the desire to keep up with growing trends.

Based on this description, *FOMO* in this study is understood as the psychological drive of consumers to buy *street food* because of a trend or experience that is currently popular. According to Septiana *et al.* (2024), *FOMO indicators* include trends, namely interest in products that are currently popular; social interaction, which is the influence of comments, recommendations, or invitations from others; *Electronic Word of Mouth*, which is the influence of reviews and other consumer experiences; and entertainment, which is the attraction of content that is able to arouse curiosity about products.

Viral Marketing

Viral marketing is a marketing strategy that utilizes the rapid dissemination of information through social networks and digital media. Isnawati (2021) explained that *viral marketing* uses social media and creative content to encourage the widespread dissemination of information through sharing activities between users. Royani and Dewanti (2025) explained that *viral marketing* is able to shape consumer attention and interest in food and beverage products. Products that often appear in digital conversations have a greater chance of being known and considered by consumers. Sulestiyoko (2024) explained that *electronic word of mouth* through digital media can affect *purchase intention* because information from other consumers is a source of consideration before making a purchase. In the context of *street food*, the dissemination of photos, videos, reviews, and consumer recommendations can increase the appeal of a product.

Based on this description, *viral marketing* in this study is understood as a strategy to disseminate information about *street food* products through social media and digital content. According to Isnawati (2021), *viral marketing* indicators include social media as a means of disseminating information, content creativity in attracting consumer attention, message appeal in building interest, and ease of sharing information through digital platforms.

Consumer Buying Interest

Consumer buying interest is a person's tendency or desire to make a purchase after obtaining certain information, stimuli, or experience. Lin *et al.* (2023) explains that *purchase intention* is a consumer's subjective tendency to choose a product. Wang *et al.* (2023) added that consumer perceptions, beliefs, and attitudes have an important role in shaping buying interest. In the context of *street food*, buying interest can arise when consumers judge a product to have attractiveness, popularity, appropriate price, and provide an interesting experience. Putri and Amalia (2024) explain that buying interest consists of transactional interest, referential interest, preferential interest, and exploratory interest. Based on this concept, buying interest in this study describes consumers' desire to buy, recommend, choose a product over other products, and seek more information about *street food* products. These four indicators are used to measure how consumer interest is formed due to the influence of *FOMO* and *viral marketing*.

Research Framework

Based on theoretical studies and previous research, this study places *FOMO* (*Fear of Missing Out*) and *viral marketing* as exogenous variables that are estimated to affect consumer buying interest as endogenous variables. *FOMO* can increase buying interest due to consumer impulses to follow trends, social experiences, and products that are currently popular. Meanwhile, *viral marketing* is estimated to affect buying interest through the dissemination of digital information, content creativity, message appeal, and the ease of sharing information through social media. The relationship between variables in this study is presented in Figure 1.

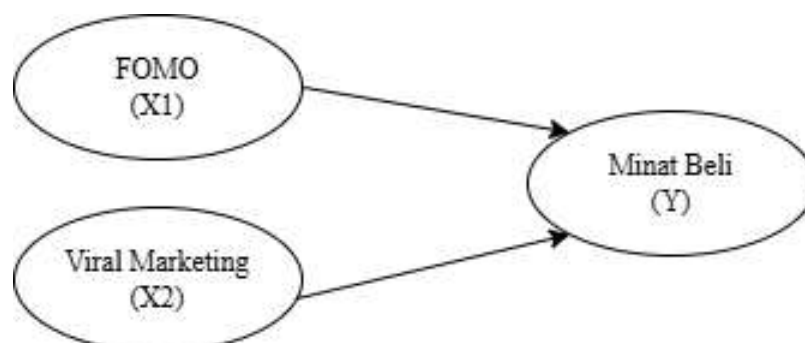


Figure 1. Conceptual Framework

Research Hypothesis

Based on theoretical studies and previous research, the hypothesis of this research is: Suspected *FOMO* (*Fear of Missing Out*) and Viral Marketing Culinary Impact on Street Food Consumers' Buying Interest *in* Tembilahan City

METHODOLOGY

This study uses a quantitative approach with the type of associative research. A quantitative approach is used to test the relationships between variables through numerical data. Associative research was used to analyze the influence of *FOMO* and viral marketing on consumer buying interest. The analysis model uses Partial Least Squares Structural Equation Modeling or PLS-SEM through SmartPLS.

Research Population

The research population includes all *street food* consumers in Tembilahan City. The consumer in question has bought, has an interest in buying, or has seen information about street food through social media. The exact number of the population is not known because consumers are widespread, changeable, and not entirely recorded. Therefore, the research uses an unlimited population.

Sampling and Sampling Techniques

The determination of the number of samples refers to the guidelines of Hair (2022). The sample size of PLS-SEM can be determined based on the number of indicators multiplied by 5 to 10. The study used 12 indicators consisting of 4 *FOMO* indicators, 4 viral marketing indicators, and 4 buying interest indicators. The minimum calculation yields $12 \times 5 = 60$ respondents. The study determined a sample of 60 respondents to be consistent with the minimum limit.

The sampling technique used nonprobability sampling with *the purposive sampling* method. Respondents were selected based on suitability for the research objectives. This criterion ensures that each respondent has relevant experience or exposure to *street food* and digital promotion.

1. Be at least 17 years old.
2. Domiciled or currently in Tembilahan City.
3. Have ever bought or have an interest in buying street food products in Tembilahan City.
4. Have you ever seen information, promotions, reviews, or street food content through social media.
5. Be willing to fill out a research questionnaire.

Data Collection Techniques

The research used primary data and secondary data. Primary data was obtained directly from respondents' answers through questionnaires. The data measures *FOMO*, viral marketing, and consumer buying interest. Secondary data came from books, scientific journals, articles, culinary business data, and written sources that supported the research. The questionnaire is arranged based on the indicators of each variable. The questionnaire was chosen because it can collect data from many respondents in a structured manner. Each statement uses a Likert scale of 1 to 5. A score of 1 indicates strongly disagree, while a score of 5 indicates strongly agree.

Variable Operational Definition

The operational definition describes the limits of each variable so that measurement is consistent. The study used three variables, namely *FOMO*, viral marketing, and consumer buying interest. Table 2 summarizes the definitions, indicators, and measurement scales.

Table 1. Variable Operational Definition

Variabel	Operational Definition	Indicator	Scale
<i>FOMO</i> (X1)	Consumers' psychological impulses due to fear of missing out on trends, experiences, or information about <i>street food</i> that are being talked about (Kurniadi et al., 2024).	Trends; social interactions; <i>electronic word of mouth</i> ; entertainment.	Likert 1-5
<i>Viral Marketing</i> (X2)	Rapid dissemination of <i>street food</i> information through social media, digital content, recommendations, and consumer reviews (Isnawati, 2021).	Social media; content creativity; message appeal; Ease of sharing information.	Likert 1-5
Consumer Buying Interest (Y)	A consumer's desire or tendency to buy <i>street food</i> after obtaining certain information, stimuli, or experiences (Chen & Lin, 2023).	Transactional interests; referential; preferential; exploratory.	Likert 1-5

Data Analysis Techniques

The data analysis in this study uses the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method with the help of the SmartPLS application. This method was chosen because it is able to test the relationship between latent variables, is suitable for use in studies with a relatively limited number of samples, and does not require normally distributed data. The analysis stages include descriptive analysis, evaluation of measurement models (*outer models*), evaluation of structural models (*inner models*), and hypothesis testing through *bootstrapping techniques*. Descriptive analysis was used to describe the characteristics of respondents as well as the tendencies of answers based on

research indicators. The *evaluation of the outer model* was carried out to test the validity and reliability of the construct through testing the *value of outer loading*, *Average Variance Extracted (AVE)*, *Cronbach's Alpha*, *Composite Reliability*, ρ_A , and discriminant validity using the *Heterotrait-Monotrait Ratio (HTMT)* value. Furthermore, an *internal model evaluation* was carried out to determine the strength of the relationship between variables through testing the *values of Variance Inflation Factor (VIF)*, *path coefficient*, *R Square (R²)*, *effect size (f²)*, *predictive relevance (Q²)*, and *Standardized Root Mean Square Residual (SRMR)*. Hypothesis testing was carried out using the *bootstrapping* method with 5,000 subsamples at a significance level of 5%. The relationship between variables is stated to be significant if the *t-value* is greater than 1.96 and the *p-value* is less than 0.05. The model evaluation criteria refer to the SmartPLS standard, namely *outer loading* values, construct reliability, and ρ_A greater than 0.70, AVE values greater than 0.50, HTMT values less than 0.90, VIF values less than 5, SRMR values less than 0.08, and Q^2 values greater than 0 which indicate the model's predictive capabilities.

RESEACRH RESULTH

Data analysis was conducted on 60 respondents to test the influence of FOMO (*Fear of Missing Out*) and viral marketing on the buying interest of street food consumers in Tembilahan City. Data processing uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS. Evaluation was carried out through measurement models (*outer models*), structural models (*inner models*), and hypothesis testing by *bootstrapping*.

Evaluation of Measurement Models (Outer Model)

The evaluation of the *outer model* aims to ensure that each indicator is able to measure its construct validly and reliably. The assessment includes *outer loading*, *Average Variance Extracted (AVE)*, *Cronbach's Alpha*, ρ_A , *Composite Reliability*, and discriminant validity through the *Heterotrait-Monotrait Ratio (HTMT)*.

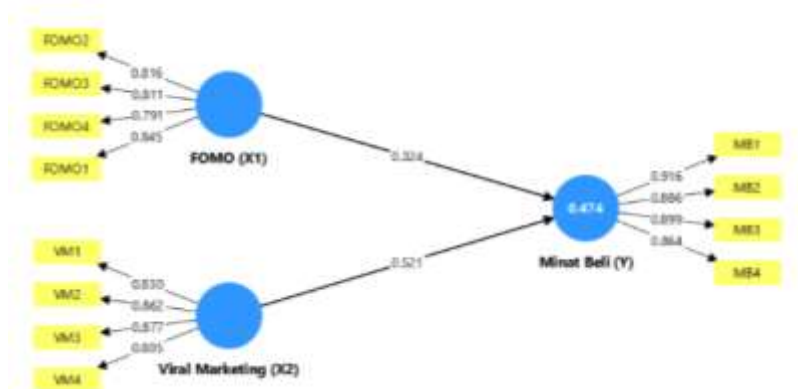


Figure 2. Outer Model Analysis Algorithm

Table 2. Outer Loading Test Results

Construct	Indicator	Outer Loading	Description
FOMO (X1)	FOMO1	0,845	Valid
FOMO (X1)	FOMO2	0,816	Valid
FOMO (X1)	FOMO3	0,811	Valid
FOMO (X1)	FOMO4	0,791	Valid
Viral Marketing (X2)	VM1	0,830	Valid
Viral Marketing (X2)	VM2	0,862	Valid
Viral Marketing (X2)	VM3	0,877	Valid
Viral Marketing (X2)	VM4	0,805	Valid
Buying Interest (Y)	MB1	0,916	Valid
Minat Beli (Y)	MB2	0,886	Valid
Minat Beli (Y)	MB3	0,899	Valid
Minat Beli (Y)	MB4	0,864	Valid

Source: SmartPLS Processed Products, 2026

Table 2 shows that all indicators have an outer loading value above 0.70. The loading value is in the range of 0.791 to 0.916. The MB1 indicator has the highest loading of 0.916, while the FOMO4 indicator has the lowest loading of 0.791. All indicators are declared valid and can be used to measure the research construct.

Table 3. Convergent Reliability and Validity Test Results

Konstruk	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Description
FOMO (X1)	0,835	0,846	0,888	0,666	Reliable and valid
Viral Marketing (X2)	0,866	0,874	0,908	0,713	Reliable and valid
Buying Interest (Y)	0,914	0,916	0,939	0,794	Reliable and valid

Source: SmartPLS Processed Products, 2026

Cronbach's Alpha value of the entire construct is between 0.835 and 0.914. The rho_A value is between 0.846 and 0.916, while the Composite Reliability is between 0.888 and 0.939. All of these values exceed the limit of 0.70. The AVE value is also between 0.666 and 0.794, so the whole is greater than 0.50. These results show that the constructs of FOMO, viral marketing, and buying interest have met internal reliability as well as convergent validity.

Table 4. HTMT Discriminant Validity Test Results

Construct	FOMO (X1)	Buying Interest (Y)	Viral Marketing (X2)
<i>FOMO (X1)</i>	-	-	-
Buying Interest (Y)	0,528	-	-
<i>Viral Marketing (X2)</i>	0,324	0,683	-

Source: SmartPLS Processed Products, 2026

The entire HTMT value is below 0.90. The HTMT *FOMO* value with buying interest is 0.528, *FOMO* with viral marketing is 0.324, and viral marketing with buying interest is 0.683. Thus, each construct has adequate empirical differences and meets discriminant validity.

Evaluation of Structural Models (Inner Model)

The *internal evaluation of the model* was carried out to assess the collinearity between constructs, the ability to explain the model, the size of the influence of each exogenous variable, the suitability of the model, and the significance of the relationship between variables.

Table 5. Results of the Inner VIF Collinearity Test

Intervariable Relationships	VIF	Description
<i>FOMO (X1) → Buying Interest (Y)</i>	1,091	No collinearity occurs
<i>Viral Marketing (X2) → Buying Interest (Y)</i>	1,091	No collinearity occurs

Source: SmartPLS Processed Products, 2026

The VIF value on *the FOMO* and viral marketing channels for buying interest is 1,091 each. This value is well below the 5 limit, so the model does not face a multicollinearity problem. Both exogenous variables can be used simultaneously in explaining buying interest.

Table 6. R Square Test Results

Construct endogenous	R Square	R Square Adjusted	Interpretation
Buying Interest (Y)	0,474	0,455	The power is clearly sufficient and close to medium

Source: SmartPLS Processed Products, 2026

The R Square value of 0.474 shows that *FOMO* and viral marketing are able to explain 47.4% of the variation in buying interest of *street food consumers* in Tembilahan City. An Adjusted R square value of 0.455 indicates the model's explainability after considering the number of predictors. The remaining 52.6% is influenced by other factors outside the model, such as product quality, price, location, cleanliness, trust, and direct recommendations.

Table 7. Model Fit Test Results

Size	Saturated Model	Estimated Model	Interpretasi
SRMR	0,070	0,070	Meets < 0.08 criteria
d_ULS	0,378	0,378	Model output value
d_G	0,212	0,212	Model output value
Chi-square	73,783	73,783	Model output value
NFI	0,837	0,837	Relatively sufficient fit

Source: SmartPLS Processed Products, 2026

The SRMR value of 0.070 is below the 0.08 limit, so the model meets the match criteria. An NFI value of 0.837 indicates a sufficient relative match. The values of d_ULS, d_G, and Chi-square are presented as model output information.

Table 8. Effect Size (f Square) Test Results

Intervariable Relationships	f Square	Size of Influence
FOMO (X1) → Buying Interest (Y)	0,183	Medium
Viral Marketing (X2) → Buying Interest (Y)	0,473	Large

Source: SmartPLS Processed Products, 2026

FOMO has an f-Square value of 0.183 which is a moderate influence. Viral marketing has a square f value of 0.473 which is a big influence. These results show that viral marketing contributes to stronger changes in buying interest than FOMO.

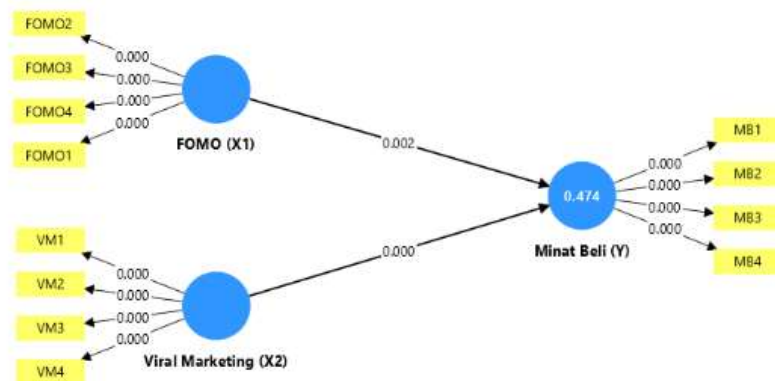


Figure 3. Bootstrapping Analysis Inner Model

Figure 3 shows the *bootstrapping* results based on the p-value of each path. All indicators have a p-value displayed at 0.000 on SmartPLS ($p < 0.001$), while the FOMO path for buying interest has a p-value of 0.002 and the viral marketing path for buying interest has a p-value below 0.001. The results show that the indicators and structural relationships in the model are significant at the level of 5%.

Table 9. Hypothesis Testing Results

Relationships Among Variables	Original Sample	Sample Mean	STDEV	T Statistics	P Values	Decision
<i>FOMO</i> (X1) → Buying Interest (Y)	0,324	0,335	0,102	3,163	0,002	H1 accepted
<i>Viral Marketing</i> (X2) → Buying Interest (Y)	0,521	0,526	0,096	5,406	<0,001	H2 accepted

Source: SmartPLS Processed Products, 2026

FOMO has a positive and significant effect on buying interest with a path coefficient of 0.324, t-statistic 3.163, and p-value of 0.002. Since the t-statistic is greater than 1.96 and the p-value is smaller than 0.05, H1 is accepted. Viral marketing also has a positive and significant effect on buying interest with a path coefficient of 0.521, t-statistic 5.406, and a p-value below 0.001. Thus, H2 is accepted. The path coefficient and the f-Square value show that viral marketing is a more dominant variable in explaining buying interest.

DISCUSSION

The Influence of FOMO on Consumer Buying Interest

The results of the study show that *FOMO* has a positive and significant effect on the buying interest of *street food consumers* in Tembilahan City. A coefficient of 0.324 indicates that an increase in the drive to follow trends, social experiences, digital reviews, and entertainment content is followed by an increase in buying interest. These findings confirm that consumers can be encouraged to seek information and try *street food* products when they feel they don't want to miss out on the much-talked about culinary experience. The findings are in line with *the Theory of Planned Behavior* which explains that intentions can be formed through social attitudes and pressures. Exposure to culinary trends, friend uploads, crowded queues, positive reviews, and limited menu information can form the perception that a product is worth trying. These results support the findings of Kurniadi *et al.* (2024), Chen and Lin (2023), and Nazhifah and Kadi (2025) who place *FOMO* as a factor related to purchase intention or buying interest in the context of culinary products and social media activities. Although significant, the measure of *FOMO influence* was in the medium category with f square 0.183. This means that *FOMO* is important but not the only basis for consumers to form buying interest. Business actors need to use elements of trends and scarcity reasonably, honestly, and according to product conditions. Promotions that create urgency without being supported by a good product experience can reduce consumer trust.

The Influence of Viral Marketing on Consumer Buying Interest

Viral marketing has a positive and significant effect on the buying interest of *street food consumers* in Tembilahan City. A path coefficient of 0.521 indicates that social media, content creativity, message appeal, and ease of information sharing have a strong influence on consumers' tendency to buy. *Viral marketing* is the most dominant variable because it has a larger path coefficient and *f Square* of 0.473 which is included in the large category. These results show that street food consumers' initial decisions are greatly influenced by the way culinary information appears and spreads in the digital space. Clear visual content, consumer reviews, short videos, location information, pricing, menus, and calls to share can expand the reach of your promotion and build interest. This finding is consistent with Suryaningsih (2024), Wulandari *et al.* (2024), Sa'bani (2024), and Nazhifah and Kadi (2025) which show the role of digital marketing and content dissemination on interest or decision to purchase culinary products. The implication is that *street food business actors* need to make *viral marketing* a priority strategy. The content should be short, informative, engaging, easy to share, and appropriate to the product's conditions. Business actors also need to encourage authentic reviews from consumers and maintain consistency between digital appearance, taste, price, cleanliness, and service. This strategy can increase reach without sacrificing trust.

Explanatory Capabilities of the Model

FOMO and *viral marketing* together explain 47.4% of the variation in buying interest. This value indicates that the model has sufficient explanatory capabilities. However, 52.6% of the variation in buying interest is still influenced by other factors. In the context of *street food*, these factors can be in the form of taste quality, price, location, cleanliness, food safety, comfort, service, business image, trust, and *electronic word of mouth*. These results show that digital promotion needs to go hand in hand with product quality and consumer experience.

CONCLUSION AND RECOMENDATIONS

Based on the results of the PLS-SEM analysis, *FOMO* has a positive and significant effect on the buying interest of *street food consumers* in Tembilahan City. *Viral marketing* also has a positive and significant effect on buying interest. *Viral marketing* has a more dominant influence based on the path coefficient of 0.521 and *f Square* 0.473, while *FOMO* has a path coefficient of 0.324 and *f Square* 0.183. Both variables were able to explain 47.4% of the variation in consumer buying interest.

Street food business actors are advised to strengthen marketing through social media content that is attractive, clear, easy to share, and in accordance with product conditions. Business actors can take advantage of trends, consumer reviews, limited menu information, and limited-time promotions honestly. Digital strategies must be supported by taste quality, cleanliness, reasonable prices, service, and consumer experience so that buying interest develops into real purchases and repurchases.

ADVANCED RESEARCH

Further research can add variables of product quality, price, location, trust, *electronic word of mouth*, *influencer marketing*, or purchase decisions. The study can also expand the number of respondents, compare age groups, and separate the types of *street food*. Using actual data in different periods can help assess whether the influence of *FOMO* and *viral marketing* is temporary or persistent in the longer term.

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