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The Effect of Scarcity Marketing, Fear of Missing Out (FOMO) and Electronic Word of Mouth (EWOM) on Music Concert Ticket Purchase Intention in Surabaya

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ABSTRACT

This study investigates the influence of scarcity marketing, fear of missing out (FOMO), and electronic word of mouth (EWOM) on the purchase intention of music concert tickets in Surabaya. As the entertainment industry grows rapidly and digital promotion becomes increasingly dominant, understanding these factors is essential for effective marketing strategies. Using a quantitative approach with a survey method, this research collected data from 180 respondents aged 18 to 35 who had previously purchased concert tickets and were active social media users. The data were analyzed using multiple linear regression through SPSS to examine both simultaneous and partial effects of the independent variables on purchase intention. The findings indicate that scarcity marketing, FOMO, and EWOM simultaneously have a positive and significant effect on purchase intention. Partially, scarcity marketing strengthens consumers' urgency to buy through limited availability and time-bound offers. FOMO also shows a positive impact, suggesting that the desire to avoid missing social experiences increases purchase likelihood. Additionally, EWOM positively influences purchase intention, emphasizing the role of online recommendations and credible user-generated information. Overall, the results highlight that digital promotional strategies incorporating scarcity cues, FOMO-driven content, and persuasive EWOM are effective in increasing concert ticket purchase intention in Surabaya.

INTRODUCTION

The rapid growth of the entertainment industry, especially live music concerts, is driven by rising public demand for emotional and social experiences. Concerts increasingly function as recreational activities that strengthen identity and community among urban audiences. In Indonesia, this sector contributes significantly to the creative economy through tourism and related industries. Surabaya, supported by major venues such as Grand City and JX International, has emerged as a leading entertainment hub in East Java. This development is reflected in the growing number of national and international concerts in 2023–2024, which attract large audiences due to their experiential appeal.

Data from the Instagram account @konser_surabaya shows that in 2025, 82 music concerts will be held in Surabaya, a 15% increase from 2024. This clearly demonstrates the high level of consumer interest in concert events, prompting event organizers to hold more events in Surabaya. The strength of Surabaya's concert ecosystem is supported by active youth participation, as young consumers view concerts as a source of emotional fulfillment and social interaction.

In 2024, nearly half of Indonesians aged 18–35 attended at least one concert. Their motivations, which include entertainment, stress relief, and

admiration for artists, align with research showing that live performances offer higher experiential value than digital music consumption. With more than 80% of Surabaya residents actively using the internet, digital platforms have become essential promotional channels that allow targeted and measurable communication.

Shifting audience behavior encourages concert organizers to adopt integrated offline and online promotional strategies. Digital platforms make it possible to reach audiences in real time, while on-site activations help strengthen engagement. Scarcity marketing has become increasingly common due to its ability to create urgency through limited ticket availability or time-restricted offers. Its effectiveness increases when combined with social influence and time pressure. Psychological factors such as FOMO further heighten emotional urgency, particularly when promotions feature countdowns or cues showing peer attendance. At the same time, EWOM enhances trust through authentic reviews and community recommendations.

Despite the growing discussion of these factors, empirical research on their combined influence within Indonesia's concert industry remains limited. Many previous studies examined them separately or in contexts unrelated to live entertainment. Some findings have also been inconsistent, such as research showing that FOMO did not significantly affect online purchase intention during the pandemic. The effectiveness of EWOM has similarly been shown to vary depending on message relevance and source credibility. These inconsistencies indicate a research gap regarding how scarcity, FOMO, and EWOM interact in shaping ticket purchase intention in Surabaya's rapidly expanding concert landscape.

To address this gap, the present study analyzes the influence of Scarcity Marketing, Fear of Missing Out, and Electronic Word of Mouth on concert ticket purchase intention in Surabaya. This research contributes theoretically by integrating concepts of urgency-based persuasion, social influence, and digital communication within a highly dynamic entertainment environment. It also offers practical insights for organizers and marketers seeking to design more effective, emotionally engaging, and community-driven promotional strategies. The study's novelty lies in its integrative approach, which examines the simultaneous effects of these three factors within Surabaya's concert industry, an area that has received limited scholarly attention.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

The Stimulus–Organism–Response (S–O–R) theory by Mehrabian and Russell (1974) explains that external environmental factors (stimuli) shape individuals' internal cognitive and emotional states (organism), which then lead to observable behavioral responses. In consumer behavior, stimuli such as digital promotions, product scarcity, and consumer-generated reviews influence perceptions, emotions, and motivations that ultimately affect actions like showing interest or deciding to purchase. Recent studies also show that digital elements, including scarcity marketing, messages that trigger fear of missing out (FOMO), and electronic word of mouth (EWOM), can trigger emotional and perceptual reactions that significantly increase consumers' purchase intentions (Song & Lee, 2023). Therefore, the S–O–R framework offers a strong foundation for understanding how digital marketing strategies shape purchasing behavior, particularly among younger consumers.

Scarcity Marketing

Scarcity marketing is defined as a strategy that emphasizes limited product availability or restricted purchase time to encourage consumers to make quicker decisions (Cialdini, 2009). And also, according to Lynn (1991), product scarcity increases the perceived value of an item even when its functional attributes do not change. Based on a study by Aggarwal et al. (2011), scarcity messages can create a sense of urgency that strengthens purchase intention. Wu et al. (2011), Jung & Seock (2017), and Gupta & Gentry (2016) also explained that perceptions of exclusivity formed through scarcity positively influence consumers' intention to purchase. In the digital context, Kim et al. (2020), Wu et al. (2021), Zhang et al. (2022), and Barton et al. (2022) found that digital scarcity cues such as countdown timers and limited stock displays trigger emotional responses such as urgency, anxiety, and fear of missing out, which lead to impulsive buying behavior.

H1: It is assumed that there is an influence of scarcity marketing on the purchase intention of music concert tickets in Surabaya.

Fear of Missing Out

Fear of Missing Out (FOMO) is defined as a form of social anxiety experienced when individuals fear being excluded from positive or rewarding experiences, especially due to exposure to others' activities on social media (Przybylski et al., 2013). And also, according to Alt (2015), FOMO reflects a dependence on social media that drives individuals to remain constantly connected. Based on a study by Abel et al. (2016), the persistent urge to stay updated with others' online activities strengthens the emotional pressure associated with FOMO. Hayran et al. (2017), Bailey et al. (2018), Kang et al. (2019), and Hodkinson (2019) also explained that FOMO triggers anxiety, imitation behavior, and increased digital consumption, especially when individuals feel others are enjoying better experiences. In a digital marketing context, Din & Lee (2019), Good & Hyman (2020), and Zhang et al. (2022) found that FOMO intensifies emotional responses such as urgency, worry, and fear of missing valuable opportunities, which lead consumers to make impulsive purchase decisions. Sharma et al. (2023) further confirmed that FOMO motivates individuals to act quickly, particularly in limited-time promotions or event ticket sales.

H2: It is assumed that there is an influence of fear of missing out (FOMO) on the purchase intention of music concert tickets in Surabaya.

Electronic Word of Mouth

Electronic Word of Mouth (EWOM) is defined as informal communication shared electronically between consumers regarding products or services through digital platforms such as social media, review sites, and online forums (Cheung & Thadani, 2012). And also, according to Lou (2013), EWOM consists of voluntarily shared personal experiences that are often viewed as credible because they come from real users. Based on a study by Berger (2014), EWOM plays a crucial role in expanding information reach and strengthening brand reputation. J. Chen & Shen (2015) and Erkan & Evans (2016) explained that EWOM strongly influences purchase decisions because consumers trust peer opinions more than corporate advertisements. In addition, Babić Rosario et al. (2020), Ismagilova et al. (2020), and Molinillo et al. (2021) found that the quality and credibility of EWOM shape consumers' perceived value and beliefs, influencing their purchase intention. More recent studies by Liu et al. (2022), Lee et al. (2022), and Huang et al. (2024) confirmed that message credibility and influencer-driven EWOM significantly increase purchase intention, especially among younger consumers.

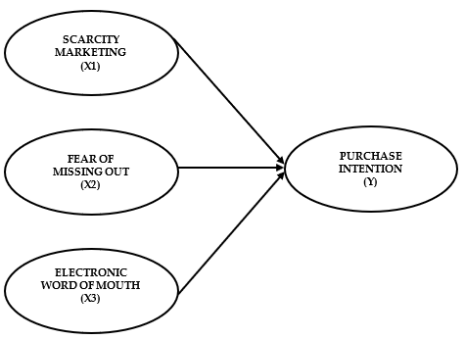
H3: It is assumed that there is an influence of electronic word of mouth (EWOM) on the purchase intention of music concert tickets in Surabaya.

Purchase Intention

Purchase intention is defined as a consumer's psychological inclination and readiness to buy a product, shaped by motivations, attitudes, and product evaluations (Schiffman & Kanuk, 2015). And also, according to Kotler & Keller (2016), purchase intention reflects the likelihood that a consumer will make a buying decision, making it a key predictor of actual purchasing behavior. Based on a study by Celik (2016), purchase intention is strengthened by positive perceptions formed through psychological and social influences. Erkan & Evans (2016) further explained that digital information exposure and user communication on social media can either reinforce or weaken purchase intention. Yusuf et al. (2021), Pradhan et al. (2019), and Lou & Kim (2019) also stated that emotional involvement, perceived product quality, and brand credibility contribute significantly to higher purchase intention. Additionally, Cho & Son (2019), Belanche et al. (2021), and Chowdhury et al. (2023) emphasized that authentic online reviews, strong brand engagement, and digital marketing strategies such as scarcity and FOMO trigger emotional responses that enhance consumers' intention to purchase.

H4: It is assumed that there is an influence of scarcity marketing, fear of missing out, and electronic word of mouth on the purchase intention of music concert tickets in Surabaya.

Framework



Figures 1. *Research Framework*

METHOD

Research Design

This study uses a quantitative research method with a causal approach to analyze the influence of the independent variables, namely Scarcity Marketing (X1), Fear of Missing Out (X2), and Electronic Word of Mouth (X3), on the dependent variable, Purchase Intention (Y), for music concert tickets in Surabaya. The research design is classified as causal conclusive because it aims to determine whether an effect and a causal relationship exist between the variables. The theoretical foundation supporting this research is based on consumer behaviour theory and digital marketing concepts related to purchase intention.

Population and Sample

This study applies a non-probability sampling method, specifically purposive sampling, in which respondents are selected intentionally based on criteria relevant to the research objectives. According to Hair et al. (2010), when the population size is unknown, the minimum sample size can be determined by multiplying the total number of indicators by ten. Since this study consists of 18 indicators, the minimum required sample size is 180 respondents (10 × 18 indicators).

The population targeted in this research includes individuals aged 18–35 years who have purchased or attended music concerts in Surabaya. Respondents are required to be active social media users and to have been exposed to scarcity-based promotions, FOMO-related content, or online reviews regarding music concerts.

Data Collection Method

Data were collected using an online questionnaire distributed through several digital platforms such as WhatsApp, Instagram, TikTok, and Twitter to reach respondents efficiently. The questionnaire consists of closed-ended statements measured using a five-point Likert scale.

The collected data were analyzed using multiple linear regression with the assistance of SPSS software. The analysis included validity and reliability testing to ensure the accuracy and consistency of the research instruments. Classical assumption tests, which include normality testing, multicollinearity testing, and heteroscedasticity testing, were conducted to confirm that the regression model meets statistical requirements. Hypothesis testing was carried out using the partial t-test, the simultaneous F-test, and the coefficient of determination (R^2), with a significance level of $\alpha = 0.05$.

RESULT

Validity Test

Validity testing is conducted to ensure that each questionnaire item accurately measures the intended construct. According to Ghozali (2017), an instrument is valid when it truly measures what it is intended to measure. In this study, validity was assessed using item–total correlation in SPSS, where items are considered valid if the significance value is < 0.05 and the correlation coefficient is > 0.30. The validity results for all independent and dependent variables are summarized below.

Table 1. *Validity Test Results*

Statement Items	R Count	R Table	Information
Scarcity Marketing (X1)			
X1.1	0.810	0.361	Valid
X1.2	0.923		Valid
X1.3	0.869		Valid
X1.4	0.849		Valid
FOMO (X2)			
X2.1	0.870	0.361	Valid
X2.2	0.906		Valid
X2.3	0.808		Valid
X2.4	0.875		Valid
X2.5	0.886		Valid
E-WOM (X3)			
X3.1	0.779	0.361	Valid
X3.2	0.837		Valid
X3.3	0.779		Valid
X4.4	0.886		Valid
X4.5	0.830		Valid
Purchase Intention (Y1)			
Y1.1	0.789	0.361	Valid
Y1.2	0.819		Valid
Y1.3	0.802		Valid
Y1.4	0.782		Valid

The findings show that all variables meet the validity criteria, with Pearson correlation values ranging from 0.782 to 0.923 and significance levels < 0.001. This confirms that every item is valid and strongly correlated with its construct, indicating that the instrument is accurate and suitable for further analysis.

Realibilty Test

Reliability testing is conducted to assess the consistency of an instrument when used under the same conditions. According to Ghozali (2017), an instrument is considered reliable when it consistently produces stable results and shows internal agreement among its items. In this study, reliability was tested using the Cronbach's Alpha method in SPSS, where a construct is deemed reliable if the Alpha value is ≥ 0.700. The results of reliability testing for each independent variable and the dependent variable are as follows.

Table 2. *Reliability Test Results*

Variables	Cronbach's Alpha	Critical Value	Information
Scarcity Marketing	0.885	0.700	Reliable
FOMO	0.916		Reliable
E-WOM	0.878		Reliable
Purchase Intention	0.809		Reliable

Based on the findings, all variables meet the reliability criteria. Variable X1 (Scarcity Marketing) has a Cronbach's Alpha of 0.885, X2 (FOMO) has 0.916, and X3 (EWOM) records 0.878, all indicating strong internal consistency. Meanwhile, Variable Y (Purchase Intention) has a Cronbach's Alpha of 0.809, confirming that this instrument is also reliable. These results demonstrate that all items across the four variables are consistent and suitable for further analysis.

Classical assumption test

The classical assumption test is crucial in OLS linear regression analysis to ensure the resulting model is BLUE (Best Linear Unbiased Estimator). This test ensures the estimator is unbiased, consistent, and has the smallest variance (efficient), resulting in accurate and valid predictions for statistical inference. Without this test, the potential for bias is high.

Normality Test

The normality test was conducted to determine whether the regression model residuals were normally distributed. Using SPSS, the Kolmogorov-Smirnov test was applied to assess the residual distribution.

Table 3. *Normality Test Results*

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			180
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.38367588
Most Extreme Differences	Absolute		.043
	Positive		.028
	Negative		-.043
Test Statistic			.043
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.581
	99% Confidence Interval	Lower Bound	.568
		Upper Bound	.594

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

The results show a Kolmogorov-Smirnov significance value of 0.200 and a Monte Carlo value of 0.581, both above the 0.05 threshold. This indicates that the residuals follow a normal distribution, meaning the normality assumption is met and the regression model is appropriate for further analysis.

Multicollinearity Test

The multicollinearity test assesses whether the independent variables exhibit excessively high correlations that may distort regression results. This test ensures that each variable contributes uniquely to the model without overlapping influence.

Table 4. *Multicollinearity Test Results*

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.759	.768		2.290	.023		
	Scarcity Marketing	.321	.047	.374	6.860	.000	.587	1.703
	Fear Of Missing Out	.153	.044	.192	3.491	.001	.578	1.731
	Electronic Word of Mouth	.305	.044	.403	7.007	.000	.526	1.901

a. Dependent Variable: Niat Pembelian

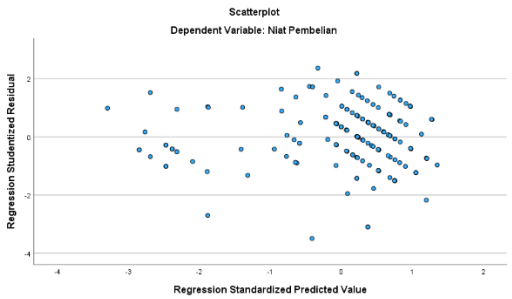
The results show that all independent variables have tolerance values ranging from 0.526 to 0.587 and VIF values between 1.703 and 1.901, meeting the criteria suggested by Ghozali (2018), where tolerance ≥ 0.10 and VIF ≤ 10. These findings

confirm that the regression model is free from multicollinearity, allowing the regression coefficients to be interpreted reliably.

Heteroscedasticity Test

The heteroscedasticity test determines whether the residuals in the regression model have constant variance across observations. This assumption is essential to ensure that the model produces unbiased and consistent estimates.

Table 5. *Heteroscedasticity Test Results*



The results show that the scatterplot of standardized predicted values and standardized residuals displays randomly dispersed points around the zero line, with no narrowing or widening pattern. This distribution indicates the absence of heteroscedasticity, meaning the residual variance is constant and the model fulfills the homoscedasticity assumption, making it suitable for further statistical analysis.

Multiple Linear Regression Test

Multiple regression analysis is used to examine how several independent variables simultaneously influence a single dependent variable (Ghozali, 2018). In this study, SPSS was employed to analyze the effects of Scarcity Marketing (X1), Fear of Missing Out (X2), and Electronic Word of Mouth (X3) on Purchase Intention (Y). This method helps determine how strongly each variable contributes to changes in purchase intention when evaluated together in one statistical model.

Table 6. *Multiple Linear Regression Test Result*

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.759	.768		2.290	.023		
	Scarcity Marketing	.321	.047	.374	6.860	.000	.587	1.703
	Fear Of Missing Out	.153	.044	.192	3.491	.001	.578	1.731
	Electronic Word of Mouth	.305	.044	.403	7.007	.000	.526	1.901

a. Dependent Variable: Niat Pembelian

Based on the results of the regression analysis, the constant value of **1.759** indicates the predicted level of Purchase Intention when all independent variables are held constant. The Scarcity Marketing variable (X1) has a regression coefficient of **0.321**, meaning that every one unit increase in scarcity marketing increases purchase intention by **0.321**. The Fear of Missing Out variable (X2) has a coefficient of **0.153**, showing that a stronger sense of FOMO increases purchase intention by **0.153**. Meanwhile, the Electronic Word of Mouth variable (X3) has a coefficient of **0.305**, indicating that increased positive digital word of mouth raises purchase intention by **0.305**. All coefficients are statistically significant ($p < 0.001$), demonstrating that each variable positively influences purchase intention.

Coefficient of Determination

The coefficient of determination (R^2) measures how well the independent variables explain variations in the dependent variable, with values ranging from 0 to 1. A higher R^2 indicates stronger explanatory power, meaning the model more effectively captures the factors influencing the dependent variable.

Table 7. *Coefficient of Determination Result*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.693	.688	1.395

a. Predictors: (Constant), Electronic Word of Mouth , Scarcity Marketing, Fear Of Missing Out

b. Dependent Variable: Niat Pembelian

The results show that the R Square value of 0.693 indicates that 69.3% of the variation in Purchase Intention is explained by Scarcity Marketing, Fear of Missing Out, and Electronic Word of Mouth, while 30.7% is influenced by other factors outside the model. The Adjusted R Square value of 0.688 confirms that after accounting for the number of predictors, the model still explains 68.8% of the variation. These results demonstrate that the regression model has strong explanatory power and is suitable for drawing valid conclusions.

T-Test

The t-test is used to assess the partial effect of each independent variable on the dependent variable (Ghozali, 2018). This test compares the calculated t-value with the critical value at a 5% significance level

(α = 0.05) to determine whether each predictor significantly contributes to the regression model.

Table 8. *T-Test Result*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.759	.768		2.290	.023		
	Scarcity Marketing	.321	.047	.374	6.860	<,001	.587	1.703
	Fear Of Missing Out	.153	.044	.192	3.491	<,001	.578	1.731
	Electronic Word of Mouth	.305	.044	.403	7.007	<,001	.526	1.901

a. Dependent Variable: Niat Pembelian

The results show that all independent variables significantly influence Purchase Intention. Scarcity Marketing has a t-value of 6.860 with a significance of < 0.001, FOMO has a t-value of 3.491 with a significance of < 0.001, and EWOM has a t-value of 7.007 with a significance of < 0.001. Since all significance values are smaller than 0.05, it can be concluded that each variable has a significant partial effect on Purchase Intention, meaning that H1, H2, and H3 are all accepted.

F-Test

According to Ghozali (2018), the F-test is used to determine whether the independent variables collectively influence the dependent variable. This assessment is made by comparing the calculated F value with the F table at a 5% significance level (α = 0.05), indicating the allowable margin of error in deciding whether the model is statistically meaningful.

Table 9. *F-Test Result*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	774.155	3	258.052	132.525	.000[b]
	Residual	342.706	176	1.947		
	Total	1116.861	179			

a. Dependent Variable: Niat Pembelian

b. Predictors: (Constant), Electronic Word of Mouth , Scarcity Marketing, Fear Of Missing Out

The results show that the calculated F value is 132.525 with a significance level of < 0.001, which is below the 0.05 threshold. This indicates that Scarcity Marketing, FOMO, and EWOM simultaneously have a significant effect on Purchase Intention. Therefore, the regression model meets the criteria for overall significance, leading to the rejection of H_0 and the acceptance of H_a, meaning that H4 is supported.

DISCUSSION

The Influence of Scarcity Marketing on Purchase Intentions

The study shows that scarcity marketing has a positive and significant influence on purchase intention. Most respondents acknowledged feeling urgency when exposed to limited ticket quantities or short sales periods, with 73.13% agreeing or strongly agreeing with scarcity-related statements. The strongest indicator was the fear of missing out on limited tickets, with a score of 4.19, which indicates that scarcity strongly motivates quick purchasing decisions. These findings align with the explanation of Hamilton et al. (2019) that scarcity increases perceived value and encourages consumers to act immediately. In addition, Chung et al. (2017) emphasize that clear communication regarding time or quantity limitations heightens consumer urgency. The data supports these views, showing that scarcity marketing triggers emotional and psychological responses that accelerate purchase intention.

The Influence of FOMO on Purchase Intentions

The results also reveal that FOMO significantly affects purchase intention, with 65.74% of respondents agreeing or strongly agreeing that they buy tickets to avoid missing out socially. The strongest indicator was worry about future regret, with a score of 4.11, which shows that emotional anticipation of regret is a primary motivator. Exposure to posts from friends, influencers, or early buyers further reinforces FOMO because consumers feel pressured to act quickly to stay socially engaged. These findings are consistent with Good and Hyman (2020), who highlight emotional pressure and social connectedness as key drivers of FOMO, while Hodkinson (2019) notes that FOMO contributes to impulsive buying. Overall, the results confirm that FOMO is a strong psychological force that shapes purchase intention among digitally active audiences.

The Influence of EWOM on Purchase Intentions

The study further shows that EWOM has a strong and significant impact on purchase intention, with 82.86% of respondents agreeing or strongly agreeing that user-generated content influences their decisions. The highest indicator was the statement "I have shared positive things about purchasing concert tickets online with others," with a score of 4.23. This suggests that digital recommendations help build trust and reduce hesitation during decision-making. The findings align with Molinillo et al. (2021), who highlight message credibility and information quality as important EWOM drivers. Erkan and Evans (2016) also note that EWOM reduces perceived risk and increases consumer confidence. This study confirms that EWOM acts as both an informational and emotional stimulus that strengthens purchase intention in digital environments.

Simultaneous Influence of Scarcity Marketing, FOMO, and EWOM on Purchase Intention

The simultaneous analysis indicates that scarcity marketing, FOMO, and EWOM collectively have a strong influence on purchase intention, with the regression model explaining 69.3% of the variance (R^2 = 0.693). Descriptive results also support this, showing that 84.58% of respondents expressed strong purchase intention. Key indicators such as fear of missing limited tickets with a score of 4.19, fear of future regret with a score of 4.29, and sharing positive online experiences with a score of 4.23 illustrate how emotional, social, and informational factors work together to encourage immediate purchasing behaviour. These findings support the Stimulus–Organism–Response model by Eroglu et al. (2001), which explains that external stimuli such as scarcity marketing, FOMO, and EWOM shape internal psychological states that subsequently influence consumer responses. By integrating these stimuli, marketers can create a more powerful and cohesive influence on consumer purchase intention, especially in fast-moving digital markets such as music concert ticket sales.

CONCLUSION

Based on the research results, several conclusions can be drawn. First, the simultaneous test (F-test) shows that the variables Scarcity Marketing (X1), Fear of Missing Out (X2), and Electronic Word of Mouth (X3) have a significant joint influence on Purchase Intention (Y) for music concert tickets in Surabaya. This indicates that consumers' intention to purchase concert tickets is formed through a combination of scarcity perception, emotional pressure, and digital social influence rather than a single determining factor.

Second, the partial test (t-test) shows that Scarcity Marketing (X1) has a positive and significant influence on Purchase Intention (Y). This means that limited ticket availability, restricted sales periods, and urgency-based promotions encourage consumers to make faster decisions to secure tickets before they run out.

Third, the partial test also shows that Fear of Missing Out (FOMO) (X2) has a positive and significant influence on Purchase Intention (Y). The stronger the fear of missing important moments or being left out socially, the greater the likelihood that consumers will decide to purchase concert tickets.

Fourth, Electronic Word of Mouth (EWOM) (X3) also demonstrates a positive and significant influence on Purchase Intention (Y). Positive reviews, online testimonials, and shared experiences from other consumers increase trust, reduce uncertainty, and strengthen the intention to buy. Overall, these findings highlight that emotional, social, and informational stimuli play an important role in shaping consumers' purchase intentions in the digital era.

Based on the research conducted, the following suggestions can be made:

1. Contribution to Theory

   This study contributes to the development of theory in the field of consumer behavior and digital marketing, especially within the entertainment and live-event industries. The findings highlight the importance of scarcity-driven stimuli, emotional mechanisms such as Fear of Missing Out (FOMO), and digital social influence through Electronic Word of Mouth (EWOM) in shaping purchase intention. These results reinforce the relevance of the Stimulus–Organism–Response (S-O-R) framework by demonstrating how external marketing stimuli influence internal psychological processes before leading to behavioral responses. Therefore, this study may serve as a theoretical reference for future research exploring intention formation in experience-based and digitally mediated contexts.

2. Recommendations for Further Researchers

   This study has several limitations regarding the variables selected and the geographical scope of respondents. It is recommended that future researchers expand the model by including variables such as perceived value, brand trust, influencer credibility, or transaction security to obtain a more comprehensive understanding of purchase intention. Additionally, future studies should consider broader samples outside Surabaya to increase generalizability across different regions and cultural settings. Qualitative or mixed-method approaches may also be used to explore deeper emotional and psychological motivations behind concert ticket purchases, including segmentation based on music genres, concert types, or fan communities.

3. Practical Implications

   This study provides practical insights for music concert organizers and marketing practitioners. Organizers are advised to optimize scarcity strategies by communicating limited ticket availability clearly, implementing phased sales systems, or offering short-duration promotions to generate controlled urgency. Given the strong influence of FOMO, organizers may also highlight exclusivity, social relevance, and experiential value through influencers, early-bird announcements, and engaging promotional narratives. Furthermore, enhancing EWOM can be achieved by encouraging audience sharing through official hashtags, user-generated content campaigns, and collaborations with credible content creators. Ensuring a smooth and secure digital ticketing system is essential to strengthen consumer trust and support positive purchasing behaviors. For consumers, understanding these marketing mechanisms allows them to make more well-informed decisions and avoid impulsive purchases driven solely by urgency or social pressure.

4. Implications for Government and Industry Stakeholders

   For stakeholders such as tourism and cultural agencies, creative economy institutions, and digital platform regulators, the findings of this study can serve as a reference for designing policies that support the sustainable growth of entertainment events. Government bodies can promote digital literacy programs to help consumers navigate online purchasing environments safely, especially in terms of avoiding fraudulent ticket sales and understanding secure transaction practices. Additionally, collaboration between event organizers, digital ticketing platforms, and regulatory institutions can help establish standardized guidelines for transparency in ticket distribution, pricing policies, and consumer protection mechanisms. Educational institutions may also incorporate digital marketing trends, consumer psychology, and event management into their curricula to prepare future professionals who understand the dynamics of consumer behavior in entertainment markets. By strengthening these institutional roles, a safer, more innovative, and consumer-friendly concert ecosystem can be achieved.

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