

The Influence of Omnichannel Marketing Strategy on Visit Intention with Fear of Missing Out (FoMO) as an Intervening Variable: A Study on Visitors of Jolotundo Glamping and Edupark Nganjuk

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Abstract

Keywords: Omnichannel marketing strategy, Fear of missing out (FoMO), Tourist Marketing, Visit intention

Integrating multi-platform digital channels by tourism destinations often fails to automatically trigger actual customer actions due to a gap between virtual presence and consumers' internal psychological states. This study addresses this empirical gap by evaluating the role of Fear of Missing Out (FoMO) as an intervening mechanism connecting omnichannel marketing with tourist visit intention to Jolotundo Glamping & Edupark Nganjuk. A quantitative explanatory framework was deployed using a digital survey of 250 validated domestic respondents within the productive age range (17–45 years) who had actively interacted with the destination's digital platforms. Data computations were systematically processed through Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS. The results show that omnichannel marketing strategy significantly influences both FoMO and visit intention. Fear of missing out (FoMO) also has a significant effect on visit intention and partially mediates the relationship between omnichannel marketing and visit intention. This study contributes to the tourism marketing literature by highlighting the mediating role of psychological urgency in strengthening the effectiveness of integrated digital strategies for modern travel destinations.

INTRODUCTION

The tourism sector is a strategic industry that plays a vital role in national and regional economic growth in Indonesia. Its contribution is evident through the increase in Gross Domestic Product (GDP) and its capacity to generate employment opportunities for the community. Based on data from the Central Bureau of Statistics (BPS, 2025), in the second quarter of 2025, the tourism sector contributed approximately 3.96% to the national GDP. This growth was driven by a surge in domestic tourist mobility, which reached 93.57 million trips by August 2025. This expansion within the tourism sector indicates the crucial role of the industry in strengthening the Indonesian economy during the post-recovery era.

The growth of the tourism sector is inextricably linked to digital transformation and the high rate of internet penetration in Indonesia. Data from the Indonesian Internet Service Providers Association (APPJI, 2025) reveals that by 2025, the internet penetration rate reached 80.66%, encompassing approximately 229 million people. This has triggered a fundamental shift in consumer behavior, wherein the internet has become the primary medium for tourists to seek inspiration, plan visits, and make bookings across various digital platforms (Furqan & Manurung, 2024).

The utilization of information technology enables destination managers to interact directly with prospective tourists through informative and engaging digital content (Furqan & Manurung, 2024). This technological evolution has driven a paradigm shift in marketing strategies from multichannel to omnichannel marketing. The multichannel strategy, which tends to operate numerous channels

in isolation, often leads to information inconsistency. Conversely, the omnichannel strategy offers a seamless integration across all consumer touchpoints, ensuring that messages delivered through various platforms are aligned and complementary (Tri et al., 2025). Consequently, within the e-tourism ecosystem, destination managers are required to seamlessly integrate all customer contact points through an omnichannel marketing strategy to provide a consistent experience across multiple channels, including social media, websites, and face-to-face interactions.

Jolotundo Glamping & Edupark is a tourism destination in Nganjuk Regency that offers a modern concept of glamping and educational tourism amidst a natural environment. In an effort to secure a competitive edge in the tourism industry, the management of Jolotundo actively implements an omnichannel marketing strategy by integrating social media platforms such as Instagram and TikTok with reservation services via WhatsApp and Online Travel Agent (OTA) platforms. Although the massive exposure of visual content across these digital channels has proven highly effective in generating strong audience engagement, this widespread popularity on social media is confronted by a rather contradictory reality on the ground. Based on prior research, this destination exhibits several prominent drawbacks, such as a relatively remote location with damaged access roads, and pricing rates that tend to be higher than the market average (Nurjannah et al., 2025). This condition indicates a structural gap between the digital marketing stimulus and actual behavioral responses, suggesting that promotional activities may not be entirely effective in driving sustainable visits without a powerful emotional trigger.

One factor suspected to play a powerful role in bridging this phenomenon is the Fear of Missing Out (FoMO). FoMO is characterized by the emergence of apprehension within an individual that they might be left behind by current trends or opportunities that are currently popular (Przybylski et al., 2013). This psychological condition triggers a strong drive for consumers to immediately involve themselves in viral phenomena to avoid feeling socially excluded. In the tourism context, audiences who are emotionally engaged through integrated content exposure tend to exhibit a greater visit intention, particularly when the omnichannel strategy succeeds in creating a sense of exclusivity and urgency regarding the destination. To date, empirical data measuring the extent of omnichannel strategy integration across these various digital channels, as well as its effectiveness in generating actual visit intention, remains unavailable. This study is crucial as it attempts to fill this research gap by examining the role of the audience's psychological drive, specifically the Fear of Missing Out (FoMO), as a factor that intensifies visit intention. By statistically proving the influence of the omnichannel strategy through the mechanism of FoMO.

Contradictory findings in prior research regarding the role of Fear of Missing Out (FoMO) as a mediating variable serve as a critical foundation for this study. A study conducted by Iqbal et al., (2025) demonstrated that the FoMO variable did not play a significant role in mediating the relationship between social media marketing and the decision to visit. Conversely, findings by Rahmawati et al., (2026) and Zhang et al., (2025) explicitly proved that FoMO acts as a significant mediating variable bridging the influence of virtual experiences and live streaming on visit intention. This contradiction in research outcomes creates a research gap, opening an opportunity for researchers to clarify these relational dynamics within the digital marketing context, specifically by employing the Omnichannel Marketing Strategy variable.

Based on this phenomenon, this study aims to analyze the influence of Omnichannel Marketing Strategy on Visit Intention to Jolotundo Glamping & Edupark Nganjuk, both directly and indirectly through Fear of Missing Out (FoMO) as a mediating variable. This research is expected to offer academic contributions to the development of tourism marketing literature

rooted in consumer psychology, as well as practical recommendations for tourism destination managers to optimize integrated digital marketing strategies to enhance visit interest and business competitiveness.

METHODS

Research Type

This study adopts a quantitative explanatory approach with questionnaires as the primary instrument for data collection, which aims to explain the structural relationships and influences between the exogenous, mediating, and endogenous variables through hypothesis testing. Data analysis in this study was processed using SmartPLS software to test the structural relationships between variables. The main focus of this research is to quantitatively measure tourist perceptions of the omnichannel marketing strategy of Jolotundo Glamping & Edupark Nganjuk, psychological conditions in the form of Fear of Missing Out (FoMO), and its impact on tourist visit intention.

Population and Sample

The target population in this study focuses on domestic tourists who are active social media users and have interacted with the digital communication channels owned by Jolotundo Glamping & Edupark Nganjuk.

The sample selection from this population was conducted using a non-probability purposive sampling method, targeting potential customers or visitors who deemed to meet the criteria. Referring to the methodological guidelines by Hair et al., (2021) a sample size between 100 and 200 respondents is commonly recommended for stable model estimation using Structural Equation Modeling (SEM). To ensure higher precision and robust predictive capabilities, a final sample of 250 valid and complete respondents was successfully obtained and analyzed in this study. The predetermined sample characteristics are as follows:

1. Domestic tourists within the productive age range of 17 to 45 years.
2. Individuals who are active users of digital media and social media platforms.
3. Respondents who have directly interacted with or exposed to the multi-channel digital promotions (Instagram, TikTok, WhatsApp, or OTAs) of Jolotundo Glamping & Edupark.

Data Collection Techniques

The researchers in this study utilized primary data collected directly from the research subjects to ensure precise alignment with the specific investigation objectives. Data collection was executed online utilizing the Google Form platform to reach targeted respondents efficiently. The questionnaire instrument in this study adopts a five-point Likert scale measurement to gauge respondent perceptions, ranging from a scale of 1 indicating "Strongly Disagree" to a scale of 5 indicating "Strongly Agree" (Amruddin et al., 2022). The questionnaire is divided into two main parts. The first part contains the demographic characteristics of respondents, which include gender, age, education level, occupation, and average monthly expenditure. Meanwhile, the second part contains structured statement items that measure indicators of the three main variables investigated with a total of 43 questions.

Data Analysis Techniques

The empirical data collected in this study were processed and analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) assisted by SmartPLS software (Ghozali & Kusumadewi, 2023). PLS-SEM is chosen as a powerful alternative technique where the data used does not strictly have to follow a multivariate normal distribution. SEM-PLS Model Evaluation Stages The evaluation of the model in PLS-SEM was systematically conducted in two distinct sequential stages to ensure construct validity and internal consistency (Hair et al., 2021):

1. Outer Model Evaluation (Measurement Model)

This stage is applied to verify that the research instrument is mathematically valid and reliable. Convergent validity is assessed through the outer loading values of each indicator, which must ideally stand above the 0.70 threshold (Hair et al., 2021), and the Average Variance Extracted (AVE > 0.50). Discriminant validity is evaluated by analyzing the cross-loading parameters to ensure each construct possesses a unique identity and does not overlap with other variables (Ghozali & Kusumadewi, 2023). Internal reliability is firmly established if the Cronbach's Alpha and Composite Reliability scores exceed the standard threshold of 0.70 (Hair et al., 2018).

2. Inner Model Evaluation (Structural Model Test)

The inner model evaluates the predictive capabilities and tests the hypothesized direct and indirect structural pathways between the latent variables. The assessment is based on the R-Square (R^2) coefficient of determination to evaluate the exogenous variable's ability to explain the variance of the endogenous variable. Furthermore, the model predictive relevance is proven through the Q^2 value ($Q^2 > 0$), and the model overall fit is confirmed via the Standardized Root Mean Square Residual (SRMR) with a required standard below 0.08 (Hair et al., 2021). Finally, the structural hypotheses are accepted if the p-value is < 0.05 or the T-statistics score is > 1.96 (Hair et al., 2018).

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 250 tourists who had visited Jolotundo Glamping & Edupark Nganjuk as respondents. A complete overview related to the characteristics of the respondents can be seen in Table 1 below

Table 1 Descriptive Statistics on Respondent Characteristics

No	Category	Sub Category	Amount	Percentage
1.	Gender	Male	92	36,8%
		Female	158	63,2%
2.	Age	17	8	3,2%
		18	4	1,6%
		19	9	3,6%
		20	22	8,8%
		21	44	17,6%
		22	61	24,4%
		23	19	7,6%
		24	8	3,2%
		25	19	7,6%
		27	8	3,2%
		28	13	5,2%
		29	3	1,2%
		30	6	2,4%
		31	2	0,8%
		32	5	2,0%
		33	1	0,4%
		34	1	0,4%
		35	5	2,0%
		36	2	0,8%
		37	1	0,4%
		38	2	0,8%
		39	1	0,4%
		40	2	0,8%
		41	1	0,4%
		42	1	0,4%
		45	2	0,8%
3	Occupation	Student (School	15	6,0%
		Student (University	146	58,4%
		Entrepreneur	31	12,4%
		Employee	52	20,8%
		Others	6	2,4%

4	Income/month	<Rp.500. 000	37	14,8%
		Rp. 500. 000-	82	32,8%
		Rp.1000. 000		
		Rp. 1.500. 000- Rp.	66	26,4%
		3000. 000		
		>Rp. 3000. 000	65	26, 0%

Source: Compiled by the Researcher (2026)

Based on the data in Table 1, a demographic profile of the 250 respondents who became samples in this study is obtained. From the gender category, respondents were dominated by females as many as 158 people or 63.2%, while males totaled 92 people or 36.8%. This female tourist dominance indicates that the trend of traveling and searching for aesthetic spots in glamping and open-nature-based destinations attracts more interest from women, who also tend to actively share their travel moments on social media.

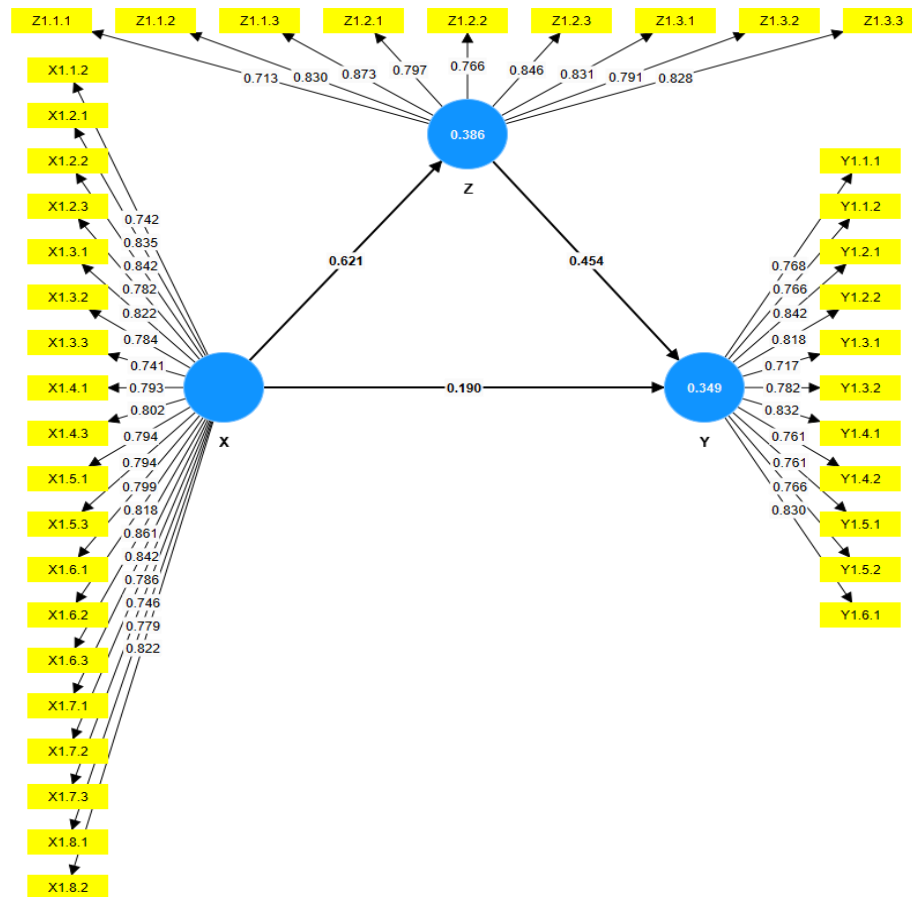
If viewed from age segmentation, all respondents are within the productive age range between 17 and 45 years old. The largest portion is in the young age group, with its peak at age 22 as many as 61 people (24.4%) and age 21 as many as 44 people (17.6%). This age characteristic is in line with the occupation profile of respondents, the majority of whom have student status (university), namely 146 people or 58.4%, followed by employees as many as 52 people (20.8%), and entrepreneurs as many as 31 people (12.4%). This finding reinforces that the concept of educational tourism and modern glamping offered by Jolotundo is highly relevant and attractive to the younger generation who are in education or early careers.

In line with the occupation status profile dominated by the university student group, the average monthly income or expenditure level of respondents is mostly in the Rp500,000-Rp1,000,000 group at 32.8% (82 people), followed by the Rp1,500,000-Rp3,000,000 group at 26.4% (66 people), and the group above Rp3,000,000 at 26.0% (65 people). Although dominated by the lower-middle expenditure class, this does not diminish their intention to visit. This condition reflects that Jolotundo Glamping & Edupark has successfully positioned itself as an inclusive destination that is friendly to student wallets, yet still offers high visual appeal and current viral trends (hype) to fulfill their digital content needs.

Measurement Model Evaluation (Outer Model)

a. Convergent Validity

The evaluation of the measurement model (outer model) in this study begins by testing the convergent validity of each variable indicator. According to Hair et al., (2021), convergent validity is assessed based on the factor loading value (outer loading), which ideally should be above 0.70. An outer loading value that meets this standard threshold indicates that each indicator has an adequate and strong capability to describe its latent construct accurately.



Picture 1 Outer Loadings Result
Source: Smart PLS (2026)

As illustrated in the measurement model path diagram in Figure 1 (referencing the original smartPLS diagram path structure), all indicators in this research model have shown results that meet the testing criteria. All statement items for the constructs of Omnichannel marketing strategy, Fear of missing out (FoMO), and Visit Intention managed to record outer loading values above 0.70, ranging from 0.713 to 0.873. This statistical finding provides empirical evidence that all indicators used in this manuscript are declared valid convergently, and are proven accurate in representing the constructs studied.

b. Discriminant Validity

Discriminant validity testing in this study was conducted to ensure that each construct has a unique identity and does not overlap with other constructs. According to (Ghozali & Kusumadewi, 2023), an indicator is declared to meet adequate discriminant validity criteria if the cross-loading value on its primary construct is much greater compared to its loading value against other constructs in the model.

Table 2 Cross Loading Values

Variable	Omnichannel marketing strategy	FoMO	Visit Intention
X1.1.2	0.742	0.350	0.515
X1.2.1	0.835	0.354	0.469
X1.2.2	0.842	0.429	0.567
X1.2.3	0.782	0.418	0.524
X1.3.1	0.822	0.355	0.516
X1.3.2	0.784	0.292	0.435

X1.3.3	0.741	0.336	0.432
X1.4.1	0.793	0.344	0.414
X1.4.3	0.802	0.377	0.470
X1.5.1	0.794	0.418	0.527
X1.5.3	0.794	0.381	0.473
X1.6.1	0.799	0.421	0.514
X1.6.2	0.818	0.352	0.495
X1.6.3	0.861	0.352	0.527
X1.7.1	0.842	0.421	0.505
X1.7.2	0.786	0.358	0.469
X1.7.3	0.746	0.436	0.491
X1.8.1	0.779	0.374	0.563
X1.8.2	0.822	0.352	0.474
Y1.1.1	0.259	0.768	0.413
Y1.1.2	0.380	0.766	0.416
Y1.2.1	0.338	0.842	0.467
Y1.2.2	0.418	0.818	0.496
Y1.3.1	0.372	0.717	0.415
Y1.3.2	0.437	0.782	0.476
Y1.4.1	0.396	0.832	0.510
Y1.4.2	0.318	0.761	0.399
Y1.5.1	0.287	0.761	0.429
Y1.5.2	0.405	0.766	0.420
Y1.6.2	0.431	0.830	0.478
Z1.1.1	0.498	0.439	0.713
Z1.1.2	0.513	0.433	0.830
Z1.1.3	0.560	0.474	0.873
Z1.2.1	0.486	0.443	0.797
Z1.2.2	0.413	0.445	0.766
Z1.2.3	0.561	0.488	0.846
Z1.3.1	0.477	0.480	0.831
Z1.3.2	0.504	0.492	0.791
Z1.3.3	0.495	0.467	0.828

Source: Smart PLS (2026)

Based on the data analysis results in Table 2, all statement items in this study were identified to have the strongest correlation with their construct of origin. Indicator X1.1.2 shows the highest loading value on its primary construct, namely Omnichannel marketing strategy at 0.742, much higher compared to its loading on Fear of missing out (0.350) or Visit Intention (0.515). The same pattern is also visible on indicator Y1.1.1, which shows the highest loading value on the Visit Intention construct at 0.768, compared to its loading on Omnichannel marketing strategy (0.259) and Fear of missing out (0.413). Similarly, indicator Z1.1.1 recorded the highest value on the Fear of missing out construct at 0.713, when compared to its loading on Omnichannel marketing strategy (0.498) and Visit Intention (0.439). This consistent pattern applies to all other indicators in the model, thereby confirming that each construct in this study is capable of distinctively distinguishing itself, and all instruments are declared to meet good discriminant validity criteria.

c. Reliability Result

Table 3 Results of Reliability and Validity Testing

Variable	Cronbach's alpha	Composite reliability (rho _a)	Composite reliability (rho _c)	AVE
Omnichannel marketing strategy	0.969	0.969	0.971	0.640
FoMO	0.938	0.941	0.947	0.619
Visit Intention	0.934	0.935	0.945	0.656

Source: Smart PLS (2026)

Based on the data processing results in Table 3, all constructs in this study are proven to have excellent reliability because they have exceeded the required standard threshold. The Cronbach's Alpha value for the Omnichannel marketing strategy variable is recorded at 0.969, while for the FoMO variable it is 0.938, and the Visit Intention variable is 0.934. According to Hair et al., (2018) an instrument is said to have a good and acceptable level of reliability if the Cronbach's Alpha value is above the 0.70 figure.

Testing using the Composite Reliability (rho_c) parameter also shows a very strong value and is far above the minimal limit of 0.70. The Omnichannel marketing strategy construct obtained a Composite Reliability value of 0.971, followed by the FoMO variable at 0.947, and the Visit Intention variable at 0.945. According to Hair et al. (2018), Composite Reliability indicators are preferred in PLS-SEM modeling because they are able to provide a much more precise reliability estimation compared to conventional testing. With all criteria for internal consistency testing met, it can be concluded that the overall questionnaire instrument used in this article is declared highly reliable, stable, and feasible for further structural model analysis.

Structural Model Evaluation (Inner Model)

a. R-Square Result

An evaluation of the structural model (inner model) is carried out by assessing the coefficient of determination (R^2) to measure how well the exogenous variables explain the variation in the endogenous variables. Based on the data processing results in Table 4, the R-Square Adjusted value for the Fear of Missing Out (FoMO) variable is 0.383. This value indicates that the Omnichannel marketing strategy variable can explain the variance in the Fear of Missing Out (FoMO) construct by 38.3%, while the remaining 61.7% is influenced by other factors outside this research model. Meanwhile, the R-Square Adjusted value on the Visit Intention variable is recorded at 0.344. This shows that the simultaneous contribution of Omnichannel marketing strategy and Fear of Missing Out (FoMO) in explaining the variance in the Visit Intention variable is 34.4%, while the rest is explained by other variables not estimated in this study.

Table 4 R-Square Result

Variable	R-square	R-square adjusted
Visit Intention	0.349	0.344

FoMO	0.389	0.383
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Source: Smart PLS (2026)

According to Hair et al. (2021), a coefficient of determination value within the range above 0.25 can be categorized as a model with weak predictive power but still remains substantively valuable for explaining consumer behavior phenomena.

b. F-Square Result

Table 5 F-Square Result

Variable	<i>Omnichannel marketing strategy</i>	FoMO	Visit Intention
Omnichannel Marketing Strategy		0.628	0.034
FoMO			0.194
Visit Intention			

Source: Smart PLS (2026)

Structural model evaluation is also performed by assessing the effect size f^2 to determine the substantive contribution of each predictor variable to the endogenous variables in the model. According to Hair et al. (2021) and Wibowo (2024), the f^2 value thresholds are classified into three categories: 0.35 (large/strong), 0.15 (medium/moderate), and 0.02 (small/weak). The explanation of the contribution strength between variables based on the f^2 values in this study is as follows:

1. The effect of omnichannel marketing strategy on visit intention is 0.034, which is considered weak.
2. The effect of omnichannel marketing strategy on FoMO is 0.628, which is considered strong.
3. The effect of FoMO on Visit Intention is 0.194, which is considered moderate.

c. Predictive Relevance Result

Table 6 Predictive Relevance Result

Variable	Predictive Relevance
FoMO	0.247
Visit Intention	0.207

Source: Smart PLS (2026)

According to Hair et al. (2022), a $Q^2 > 0$ indicates that the model has predictive relevance, whereas a $Q^2 < 0$ indicates low predictive capability. Based on these criteria, the Predictive Relevance value for the Fear of Missing Out (FoMO) variable is 0.247, meaning the model is considered to have good predictive relevance. The Predictive Relevance value for the Visit Intention variable is 0.207, indicating that the model also has good predictive relevance. This confirms that the structural model in this study has an adequate capacity to estimate values for the dependent variables.

d. Standardized Root Mean Square Residual (SRMR)

Table 7 SRMR Result

	Saturated Model	Estimated Model
SRMR	0.046	0.046

Source: Smart PLS (2026)

The SRMR value is utilized to assess the model fit, where a model is declared to have good alignment if the SRMR value falls below the standard threshold of 0.08 (Hair et al., 2022). Based on the data processing results, the SRMR value for the structural model in this study is recorded at 0.046. This value is below the threshold of 0.08, leading to the conclusion that the research model has met the criteria for a good and representative model fit in explaining the relationships between variables.

e. Hypothesis Testing

Table 8 Hypothesis Testing

Hypothesis	Relationship Between Variables	Path Coefficient	T statistic	P values
H1	Omnichannel MarketingStrategy → Visit Intention	0.190	2.708	0.000
H2	Omnichannel marketing strategy → FoMO	0.621	14.595	0.000
H3	FoMO → Visit Intention	0.454	6.849	0.000

H4	<i>Omnichannel marketing strategy</i> → FoMo → Visit Intention	0.282	5.594	0.000
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Source: Smart PLS (2026)

According to Hair et al. (2018), hypothesis testing relies on a significance level (alpha) of 0.05. A p-value smaller than the significance level indicates that the research results are strong enough to reject the null hypothesis. Based on Table 8, the test results are as follows:

1. **The path of Omnichannel Marketing Strategy → Visit Intention** yielded a path coefficient of 0.190, a p-value of $0.007 < 0.05$, and a T-statistic of $2.708 > 1.96$, hence H1 is accepted, meaning Omnichannel Marketing Strategy has a significant effect on Visit Intention.
2. **The path of Omnichannel Marketing Strategy → FoMO** yielded a path coefficient of 0.621, a p-value of $0.000 < 0.05$, and a T-statistic of $14.595 > 1.96$, hence H2 is accepted, meaning Omnichannel Marketing Strategy has a significant effect on FoMO.
3. **The path of FoMO → Visit Intention** yielded a path coefficient of 0.454, a p-value of $0.000 < 0.05$, and a T-statistic of $6.849 > 1.96$, hence H3 is accepted, meaning FoMO has a significant effect on Visit Intention.
4. **The path of Omnichannel Marketing Strategy → FoMO → Visit Intention** yielded an indirect effect coefficient of 0.282, a p-value of $0.000 < 0.05$, and a T-statistic of $5.594 > 1.96$, hence H4 is accepted, meaning FoMO significantly mediates the influence of Omnichannel Marketing Strategy on Visit Intention.

DISCUSSION

The Influence of Omnichannel Marketing Strategy on Visit Intention

Based on the analysis results, it is demonstrated that the Omnichannel Marketing Strategy exerts a positive and significant influence on Visit Intention, with a path coefficient of 0.190, a T-statistic value of 2.708, and a p-value of $0.007 (< 0.05)$, which means (H1) is accepted. The analysis shows that the more integrated and consistent the marketing channels used by the management, the greater the intention and decision of prospective tourists to make actual visits. According to the results of the respondent evaluation, indicator X1.6.3 stating that the information and photos displayed on booking applications such as Traveloka are very clear and identical to the content on social media scored the highest mean value of 4.328, falling into the strongly agree category. Furthermore, the highest outer loading value was found on this indicator (X1.6.3) at 0.861.

This indicator emphasizes that excellent cross-channel information consistency and accurate visual integration serve as critical factors strengthening the relationship between omnichannel marketing strategy and tourist visit intention. This finding supports the theory proposed by Tri et al. (2025). If the synergy between digital marketing channels is well-managed, it can increase visit interest and reach a broader audience. Additionally, this study aligns with research by Situmorang et al. (2025) which states that an omnichannel marketing strategy that remains consistent across various platforms provides ease of information access, thereby significantly enhancing convenience and tourist visit intention. Suhud et al. (2025) state that the intention to visit is shaped by tourists' perceptions of a destination's image and reputation, as well as information received through various media. The relationship between these two variables is also consistent with the findings of Ningrum et al. (2023) and Nandika et al. (2023), which confirm that increased exposure to consistently managed marketing content has been shown to have a strong influence on increasing visit intention.

Within the Stimulus-Organism-Response (S-O-R) framework, this direct relationship clearly validates the transition path from Stimulus (S) straight to behavioral Response (R). The synchronized message alignment and accurate visual assets displayed across social media (Instagram, TikTok) and reservation platforms (WhatsApp, OTAs) act as an optimized environmental Stimulus. This high-

quality external stimulus successfully minimizes information uncertainty in the minds of prospective travelers. Therefore, it is recommended for the management of Jolotundo Glamping & Edupark to continuously maintain message synchronization and preserve visual consistency alongside real-time ticket pricing information across platforms (Instagram, TikTok, WhatsApp, and OTAs) to prevent information gaps that could diminish prospective tourists' intention to visit.

The Influence of Omnichannel Marketing Strategy on FoMO

Based on the analysis results, it is shown that the Omnichannel Marketing Strategy has a positive and significant influence on Fear of Missing Out (FoMO), with a path coefficient of 0.621, a T-statistic value of 14.595, and a p-value of 0.000 (< 0.05), which means (H2) is accepted. The analysis indicates that the more massive, consistent, and synchronized the promotional content distributed across various digital channels, the higher the sense of worry or social anxiety among prospective tourists about being left out of ongoing travel trends. According to the respondent evaluation results, indicator Z1.3.1 having a strong urge to routinely check Jolotundo's Instagram or TikTok accounts to ensure no new information is missed recorded the highest average value of 4.352, which belongs to the strongly agree category. Moreover, the highest outer loading value was observed on indicator Z1.1.3 feeling uncomfortable if there is an exciting trend happening at Jolotundo and not experiencing it at that very moment with a value of 0.873.

This indicator underlines that the fear of missing out on aesthetic moments or viral exclusive experiences becomes a pivotal factor reinforcing the relationship between the quality of omnichannel marketing strategy integration and the formation of FoMO in consumers' minds. This finding supports the theory advanced by Przybylski et al. (2013). If individuals are continuously exposed to uniform digital content and information representations across multiple platforms, it will trigger an internal organism state in the form of heightened FoMO. The integration of omnichannel strategies will serve as an effective catalyst for transforming digital information into a sense of urgency for consumers. People's enjoyment of sharing their experiences and feelings on social media such as Facebook, Instagram, Twitter, YouTube, and other platforms to capture their precious moments has made social media increasingly popular today (Khotimah & Sulistyowati., 2022). Furthermore, this study is consistent with research by Indriani et al. (2023) which reveals that integrated digital marketing activities are capable of building the audience's habit to independently update their information continuously, thereby generating highly potent consumer engagement.

Evaluated through the Stimulus-Organism-Response (S-O-R) framework, this structural relationship operates as a direct path connecting the external Stimulus (S) to the consumer's internal Organism (O) state. The coordinated multi-platform exposure on Instagram, TikTok, and OTAs serves as a powerful environmental Stimulus. When audiences are constantly exposed to uniform, highly aesthetic visual content across multiple digital touchpoints, it acts as an effective catalyst that triggers a heightened psychological condition within their Organism, manifested specifically as FoMO.

The Influence of FoMO on Visit Intention

Based the analysis results, it is demonstrated that Fear of Missing Out (FoMO) exerts a positive and significant influence on Visit Intention, with a path coefficient of 0.454, a T-statistic value of 6.849, and a p-value of 0.000 (< 0.05), which means (H3) is accepted. The analysis demonstrates that the higher a person's anxiety or social worry about being left behind by popular information and trends, the greater their desire and intention to immediately make a real-world visit. According to the respondent evaluation results, indicator Y1.6.1 the intention to find out updates on what new rides or facilities are offered by Jolotundo obtained the highest average score of 4.304, which is in the strongly agree category. Additionally, the highest outer loading values were found on indicator Y1.2.1 a strong desire to visit Jolotundo and Y1.4.1 a desire to invite close acquaintances to visit together with a value of 0.832.

This indicator highlights that fulfilling digital existence needs and the urge to invite one's social circle serve as essential elements strengthening the link between the psychological anxiety of FoMO

and tourist visit intention. This finding supports the theory proposed by Zeithaml et al., (1996), which posits that if consumers experience a deep emotional connection and attention toward a trend, it will trigger a positive behavioral response in the form of an intention to act. Moreover, this research is in line with the study by Faiza et al. (2025), which states that the FoMO phenomenon actively shapes travel motivation because social media successfully establishes new social standards that trigger the fear of missing out on valuable moments. Therefore, destination managers are advised to actively collaborate with relevant local influencers or content creators to share honest reviews and visual documentation of exciting experiences at the location, so that such visual testimonies can boost social validation while driving visit motivation within the audience's social circles.

In the context of the Stimulus-Organism-Response (S-O-R) framework, this relationship directly validates the structural transition from the internal Organism (O) state straight to the behavioral Response (R). The feelings of social anxiety, urgency, and the deep need to maintain digital presence operate as an aroused condition within the Organism.

The Influence of FoMO in Mediating Omnichannel Marketing Strategy on Visit Intention

Based on the analysis results, it is shown that Fear of Missing Out (FoMO) positively and significantly mediates the influence of the Omnichannel Marketing Strategy on Visit Intention, with an indirect path coefficient of 0.282, a T-statistic value of 5.994, and a p-value of 0.000 (< 0.05), which means (H4) is accepted. The analysis indicates that an integrated marketing strategy will be far more effective in boosting visit intention if it is capable of intervening in the psychological state of prospective tourists through the stimulation of social anxiety. Based on the nature of its influence, the presence of FoMO in this model is categorized as a partial mediation, because the direct effect between the omnichannel strategy and visit intention also remains significant. This relationship provides profound empirical validation for the Stimulus-Organism-Response (SOR) Framework. The omnichannel strategy acts as a massive digital Stimulus (S), which subsequently drives the Organism (O) through the arousal of FoMO feelings, ultimately generating a strong Response (R) in the form of concrete visit intention.

This finding supports the theories of Zeithaml et al. (1996) and Vargo & Lusch, (2015) within Service-Dominant Logic (S-D Logic). High levels of value co-creation and customer emotional attachment are already established during the interconnected multi-channel digital interaction phase. Furthermore, this study is consistent with the research findings of Sakti (2023) and Satria & Sosial (2025), which discovered that increased exposure to coordinated digital information across platforms is proven to accelerate vacation decision-making because it successfully converts functional information into a tangible psychological urgency for the audience.

This holistic relationship provides profound empirical validation for the complete theories Stimulus-Organism-Response (S-O-R) Framework. The synchronized cross-channel promotions across Instagram, TikTok, WhatsApp, and OTAs act as a unified digital Stimulus (S). This high-quality external environment subsequently arouses feelings of social anxiety and exclusiveness within the consumer's internal Organism (O) state via FoMO. Ultimately, this heightened psychological urgency drives a powerful, concrete behavioral Response (R) in the form of an immediate tourist visit intention to Jolotundo Glamping & Edupark.

CONCLUSION

The results of the study reveal that the Omnichannel Marketing Strategy exerts a positive and significant influence on Visit Intention and Fear of Missing Out (FoMO) at Jolotundo Glamping & Edupark. The path coefficients indicate that the influence of the omnichannel strategy on FoMO is highly dominant. The Fear of Missing Out (FoMO) variable itself also significantly influences and mediates the relationship toward Visit Intention, confirming that the management of integrated digital marketing channels can effectively drive an increase in visit intention through the psychological stimulation of prospective tourists.

Recommendations for the management of Jolotundo Glamping & Edupark are expected to

offer vital practical implications, especially for the destination's administrators. When variables like Omnichannel Marketing Strategy, Fear of Missing Out (FoMO), and other factors such as content integration, ease of transaction, or social media prove significant, it underscores the importance of focusing on these elements in destination management. For instance, given that the omnichannel marketing strategy has a strong influence, managers need to focus on upgrading aspects such as cross-platform information consistency, accurate visual assets, and effortless booking access across channels (Instagram, TikTok, WhatsApp, and OTAs) to create a satisfying pre-visit experience for prospective tourists. The FoMO variable, which is proven to affect Visit Intention, indicates that crafting content narratives that emphasize exclusivity, urgency (such as limited tent availability), and aesthetic visual reviews can motivate tourists to make voluntary visits. By understanding the relationships among these variables, practitioners can develop more effective approaches to elevate destination appeal and reinforce marketing strategies through sustainable digital trend management.

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