The Effect of Hedonic Shopping Motivation and Fear of Missing Out (FOMO) on Impulse Buying in Consumers Who Participate in the Shopee Twin Date Promo in Surabaya

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ABSTRACT

This study is motivated by the rapid growth of online shopping activity and the intensifying marketing strategies of the Shopee e-commerce platform, which tend to encourage consumers to make spontaneous purchases. This study aims to analyze the influence of hedonic shopping motivation on impulse buying and the influence of fear of missing out (FOMO) on impulse buying among consumers who participate in Shopee's twin-date promotions in Surabaya. A quantitative approach was applied using a sample of 110 respondents selected through purposive sampling, namely consumers domiciled in Surabaya who hold an active Shopee account, have transacted on Shopee within the last 3–6 months, and have made an unplanned or impulsive purchase. Data were collected through a Likert-scale questionnaire and analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with SmartPLS software, covering outer model evaluation (convergent and discriminant validity, composite reliability), inner model evaluation (R-square, f-square), and hypothesis testing through bootstrapping. The results show that hedonic shopping motivation has a positive and significant effect on impulse buying, and fear of missing out (FOMO) also has a positive and significant effect on impulse buying among consumers who follow Shopee's twin-date promotions in Surabaya. These findings indicate that the higher the level of hedonic shopping motivation and FOMO experienced by consumers, the higher their tendency to make impulsive purchases on Shopee.

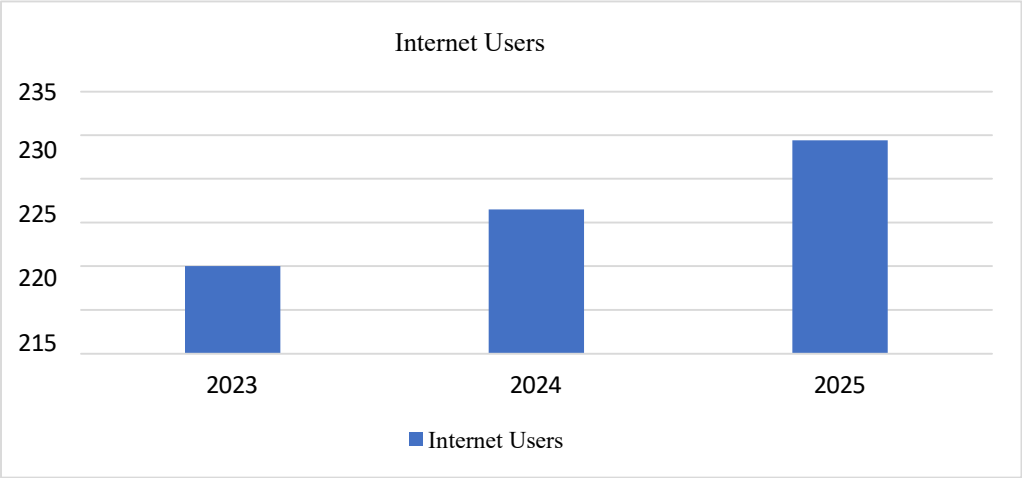
Keywords: E-Commerce, Fear of Missing Out, Hedonic Shopping Motivation, Impulse Buying, Shopee.

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INTRODUCTION

The rapid development of information and communication technology, particularly the internet, has transformed consumer behavior and the way economic transactions are conducted. The increasing number of internet users in Indonesia has contributed to the rapid development of digital commerce and online shopping activities. In 2025, the number of internet users in Indonesia reached approximately 229.4 million, indicating the increasingly important role of digital technology in supporting economic and commercial activities [1][2].



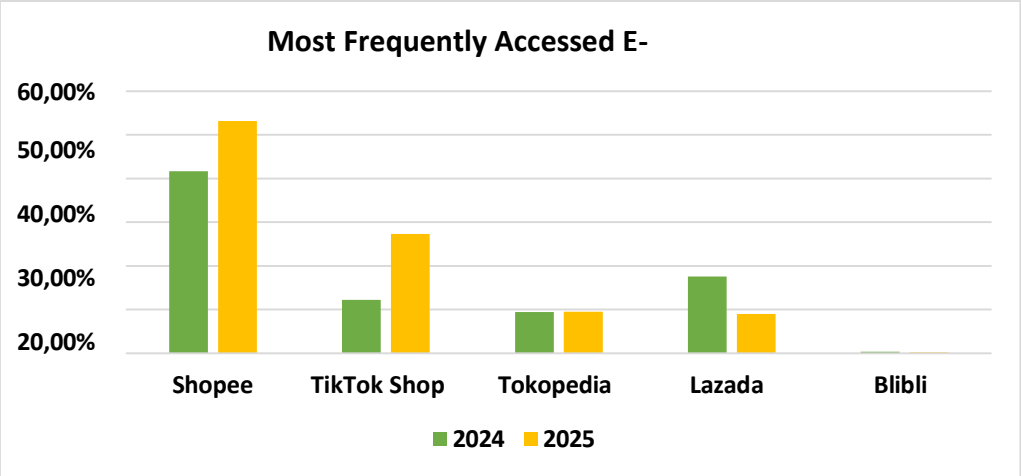
Source: Primary Data, 2025

Figure 1. Data on the Number of Internet Users

The growth of internet usage has also encouraged consumers to shift from conventional shopping toward online shopping because of its convenience, flexibility, variety of products, and accessibility of digital payment systems [3][4]. The development of e-commerce has subsequently created a shopping environment in which consumers can search for products, compare offers, receive promotional information, and complete transactions within a short period. Among the available e-commerce platforms, Shopee has consistently become one of the most frequently accessed platforms in Indonesia, recording 41.65% usage in 2024 and increasing to 53.22% in 2025 [5]. Shopee's position is supported by various promotional and interactive features, including discounts, free shipping, vouchers, flash sales, live shopping, and twin-date promotional events.

Twin-date promotions are characterized by intensive promotional activities and limited-time offers that can create urgency among consumers. The effectiveness of these promotional events can encourage consumers to access the platform repeatedly and respond quickly to attractive offers. For example, during Shopee's 11.11 Big Sale campaign, 11 million products were reportedly sold within the first five minutes, while shopping activity during the first two hours increased 5.5 times [6]. Such conditions indicate that online shopping is not always driven solely by functional needs. Consumers may

also be influenced by emotional experiences, shopping enjoyment, promotional attractiveness, and concerns about missing valuable opportunities.



Source : APJII (Indonesian Internet Service Providers Association), 2025

Figure 2. Most Frequently Accessed E-Commerce Data

This phenomenon is closely related to impulse buying, which refers to spontaneous and unplanned purchasing behavior resulting from immediate emotional or situational stimuli [9]. The digital shopping environment facilitates impulse buying because consumers can access products quickly, receive personalized recommendations, encounter attractive visual displays, and complete transactions through practical payment systems [10]. In this context, psychological factors become important in explaining why consumers respond differently to the same promotional stimuli.

One psychological factor that may encourage impulse buying is Hedonic Shopping Motivation. Consumers with high hedonic shopping motivation tend to view shopping as an enjoyable, entertaining, and emotionally satisfying activity rather than merely a process of fulfilling functional needs [11][12]. Promotional activities such as discounts, free shipping, and limited-time offers may therefore become additional sources of pleasure and excitement that encourage consumers to make spontaneous purchases.

Another psychological factor is Fear of Missing Out (FOMO), which refers to feelings of fear, worry, or anxiety that arise when individuals perceive that they may miss an attractive experience, opportunity, trend, or information available to others. In an e-commerce environment, FOMO can emerge when consumers encounter limited-time promotions, flash sales, trending products, or continuously changing promotional information [29][30]. Consumers may consequently make purchasing decisions more quickly because they are concerned that the opportunity will disappear.

The relevance of these psychological factors is particularly important in Surabaya. E-commerce transactions in Surabaya increased by 6.19% in the third quarter of 2025 [13], indicating the growing role

of digital commerce in the city. This condition makes Surabaya a relevant context for examining consumer behavior in online shopping, particularly during intensive promotional events.

Previous studies have demonstrated that Hedonic Shopping Motivation and FOMO are associated with impulse buying. Yusuf et al. [15] found that Hedonic Shopping Motivation had a positive effect on impulse buying among Shopee users. Aziz et al. [16] found that FOMO and Hedonic Shopping Motivation significantly influenced impulsive buying during Shopee's Twin Date promotional events. Aulia et al. [17] also found that both variables positively influenced impulse buying among Crocs consumers in Medan, while Irza et al. [18] demonstrated the significant effect of FOMO on impulse buying among Shopee users during live streaming. However, the findings are not entirely consistent, as Roliyanah et al. [19] found that FOMO did not have a significant partial effect on impulse buying among Miniso consumers on Shopee.

State of The Art and Research Novelty

The existing literature indicates that Hedonic Shopping Motivation and FOMO are relevant psychological factors in explaining impulse buying behavior in e-commerce. However, previous studies have examined these relationships across different consumer groups, product categories, promotional situations, and geographical contexts. In particular, several studies have focused on students from specific universities or consumers of particular products, while empirical evidence concerning consumers participating in Shopee twin-date promotions in Surabaya remains limited.

Therefore, this study extends previous research by examining Hedonic Shopping Motivation and FOMO simultaneously among consumers who participate in Shopee's twin-date promotions in Surabaya. Rather than focusing only on a particular student group or product category, this study considers consumers within a broader city-level context. In addition, the study compares the relative contribution of the two psychological factors through the f-square values, providing further insight into which factor has a stronger influence on impulse buying. This contextual and comparative perspective represents the contribution of the present study to the existing literature.

Research Purpose

Based on the research gap and state of the art, this study aims to analyze: (1) the effect of Hedonic Shopping Motivation on Impulse Buying among consumers who participate in Shopee's twin-date promotions in Surabaya; and (2) the effect of Fear of Missing Out (FOMO) on Impulse Buying among the same consumers.

The study is expected to contribute theoretically by strengthening the understanding of psychological factors underlying impulse buying in digital commerce. Practically, the findings are expected to provide insights for e-commerce marketers in developing promotional strategies while also

encouraging consumers to recognize psychological factors that may influence spontaneous purchasing decisions.

LITERATURE REVIEW

Previous Research

Previous studies provide empirical support for the relationships examined in this study. Yusuf et al. [15] examined Hedonic Shopping Motivation, sales promotion, and application quality among Shopee users and found that these factors positively influenced impulse buying. Aziz et al. [16] examined FOMO, Hedonic Shopping Motivation, and flash sales during Shopee's Twin Date promotional event and found that all three variables significantly influenced impulsive buying. Aulia et al. [17] demonstrated that Hedonic Shopping Motivation and FOMO positively affected impulse buying among Crocs consumers in Medan. Irza et al. [18] found that FOMO significantly influenced impulse buying among Shopee users during live streaming. In contrast, Roliyanah et al. [19] found that FOMO did not have a significant partial effect on impulse buying among Miniso consumers on Shopee.

These findings indicate that the relationships between Hedonic Shopping Motivation, FOMO, and impulse buying may depend on consumer characteristics, product categories, and shopping contexts. Therefore, further investigation in the context of Shopee twin-date promotions in Surabaya remains relevant.

Hedonic Shopping Motivation

Hedonic Shopping Motivation refers to the motivation to shop based on pleasure, entertainment, emotional satisfaction, and enjoyable shopping experiences rather than solely on functional needs [26]. This concept is consistent with Hedonic Consumption Theory, which explains that consumption behavior can involve emotional, experiential, and fantasy-oriented aspects in addition to utilitarian considerations [27].

In the context of e-commerce, consumers with high Hedonic Shopping Motivation may perceive browsing products, discovering new products, obtaining discounts, and following trends as enjoyable experiences. The promotional environment of Shopee's twin-date events may further strengthen these experiences through discounts, free shipping, recommendations, and interactive shopping features.

The Hedonic Shopping Motivation indicators in this study consist of: (1) finding new and interesting products; (2) improving mood through shopping; (3) obtaining lower prices through discounts or bargaining; and (4) following trends [28].

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) refers to the fear, worry, or anxiety that individuals experience when they believe they may miss an attractive experience, opportunity, or information [29]. FOMO can be explained through the perspective of social needs, in which individuals have a desire to remain connected with social activities, trends, and experiences that are considered important or desirable [30].

In digital commerce, FOMO can be strengthened through limited-time promotions, flash sales, countdowns, limited stock, and continuously updated promotional information. These conditions create a sense of urgency that may encourage consumers to make purchasing decisions before the perceived opportunity disappears.

FOMO in this study is measured through three indicators: fear, worry, and anxiety related to missing promotional information, opportunities, and current trends [31].

Impulse Buying

Impulse Buying refers to spontaneous purchasing behavior that occurs without prior planning and is driven by immediate emotional or situational stimuli [32]. In the online shopping environment, promotional information, product displays, discounts, and limited-time offers can act as stimuli that encourage consumers to make immediate purchasing decisions.

This relationship can be understood through the Stimulus-Organism-Response (SOR) framework, in which environmental stimuli influence an individual's psychological state, which subsequently produces a behavioral response [33]. In this study, Hedonic Shopping Motivation and FOMO represent psychological factors associated with consumers' responses to the digital shopping environment, while impulse buying represents the resulting behavioral response.

Impulse Buying is measured through four indicators: spontaneity; strength, compulsion, and intensity; excitement and stimulation; and indifference to consequences [34].

Relationships Between Variables

The Effect of Hedonic Shopping Motivation on Impulse Buying. Consumers with hedonic motivation tend to enjoy product exploration and follow trends on online shopping platforms [35], so shopping activities become a recreational means that give rise to spontaneous impulses to buy. Features such as flash sales and product recommendation systems reinforce emotional engagement that triggers spontaneous purchasing decisions. Previous findings [16][17][15] consistently show that hedonistic shopping motivation drives unplanned purchases. Based on these descriptions, it is alleged:

The Effect of Fear of Missing Out (FOMO) on Impulse Buying. The fear of missing out on opportunities drives consumers to make purchasing decisions before the opportunity ends, reinforced by

exposure to trend information and promotions through social media. Previous findings [18], [17], [16] suggest that FOMO increases the tendency to spontaneous purchases in consumers who are chasing trends or worried about missing out on offers. Based on the description, it is alleged:

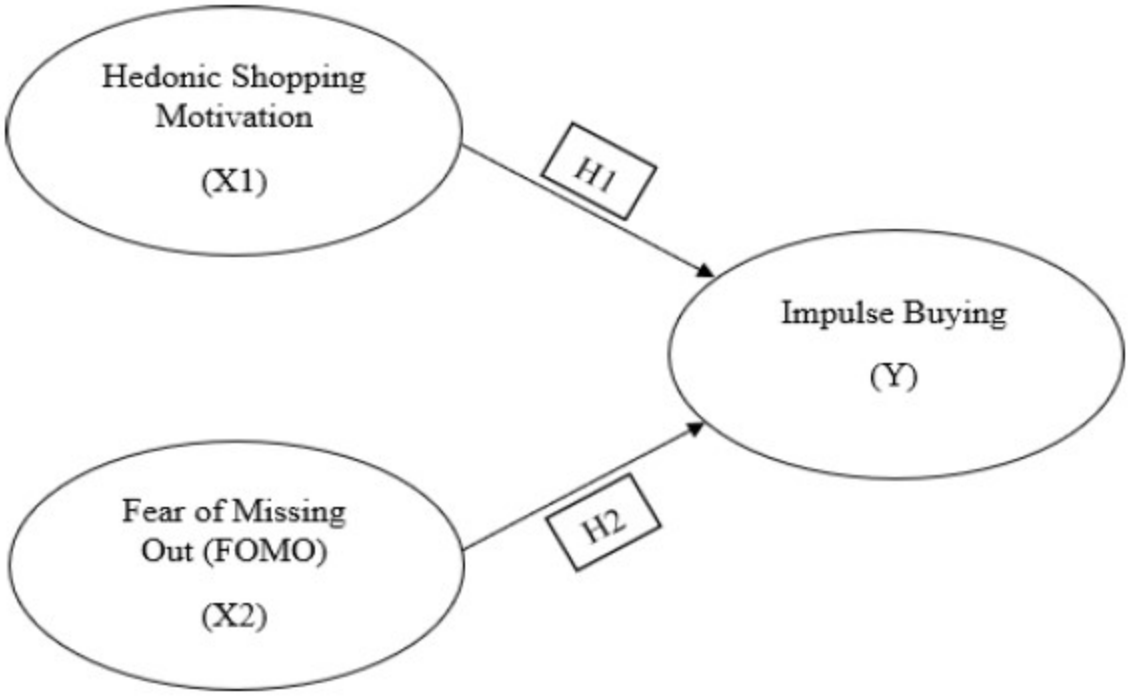


Figure 3. Conceptual Framework

Hypothesis

H_1: Hedonic Shopping Motivation has a positive effect on Impulse Buying in consumers who take part in Shopee's twin date promo in Surabaya.

H_2: Fear of Missing Out (FOMO) has a positive effect on Impulse Buying in consumers who take part in Shopee's twin date promo in Surabaya.

RESEARCH METHODS

This study uses a quantitative approach with an associative design to test the causal relationship between variables through SEM-PLS.

Variable Identification

Independent variables are Hedonic Shopping Motivation (X_1) and Fear of Missing Out (X_2) variables that affect the dependent variables positively or negatively [37]. The dependent variable is Impulse Buying (Y). Operationally, hedonic shopping motivation describes consumers' motivation to shop on Shopee's twin date promos due to fun, entertainment, price advantages, and the desire to follow

trends; FOMO describes the psychological state of fear/worry/anxiety of missing out on Shopee promos or trends; and impulse buying describes the tendency to make spontaneous purchases without planning during the promo period.

Measurement

Measurement of variables using an ordinal scale with a Likert weighting of 5 points (Strongly Agree = 5 to Strongly Disagree = 1) [38], as shown in Table 1.

Table 1. Likert Scale Weights

Answer Criteria	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Participants and Setting

The research population is consumers who participate in the Shopee twin date promo and are domiciled in Surabaya [40]. The sampling technique used is non-probability sampling using the purposive sampling method [41], with the following criteria: domiciled in Surabaya, have an active Shopee account, have participated in the twin date promo (10.10/11.11/12.12), have taken advantage of the offer during the promo period, and have made spontaneous purchases during the promo. Referring to the SEM-PLS sample size of 5-10 times the number of indicators [42], with 11 indicators and a multiplier of 10, a sample of 110 respondents was obtained.

Data Collection

Primary data was obtained through an online questionnaire (Google Forms) which was distributed directly to respondents who met the criteria [43], while secondary data was obtained from books, journals, and articles related to consumer behavior, hedonic shopping motivation, FOMO, and impulse buying [43]. The data collection method was carried out through questionnaires and literature studies [44] to strengthen the theoretical foundation and support the analysis of primary data.

Validity and Reliability Test

The validity test is carried out to ensure that the instrument is able to measure the concept in question, it is considered valid if the r calculation exceeds the r table or the limit value (e.g. 0.3); the reliability test using Cronbach's Alpha coefficient, is declared reliable if the value is ≥ 0.6–0.7 [45].

Data Analysis

Data analysis uses Partial Least Square (PLS)-based Structural Equation Modeling (SEM), an iterative technique that maximizes the variance of each endogenous variable, suitable for data that are not normally distributed or have a relatively small sample size [46]. PLS works through two main components [42]: an inner model that explains the causal relationships between latent constructs through path coefficients, R-squares, and relationship significance; and an outer model that assesses the validity and reliability of indicators against their constructs. The stages of PLS analysis include the specification of the research model, the evaluation of the outer model (convergent validity through outer loading and AVE, discriminant validity, and construct reliability through Cronbach's Alpha and Composite Reliability), the evaluation of the inner model (path coefficient, R-square, and f-square), and significance testing through Bootstrapping technique with T-Statistics and P-Value criteria [42]. PLS does not require normally distributed data, suitable for small to medium sample sizes and complex models with both reflective and formative indicators [42][47].

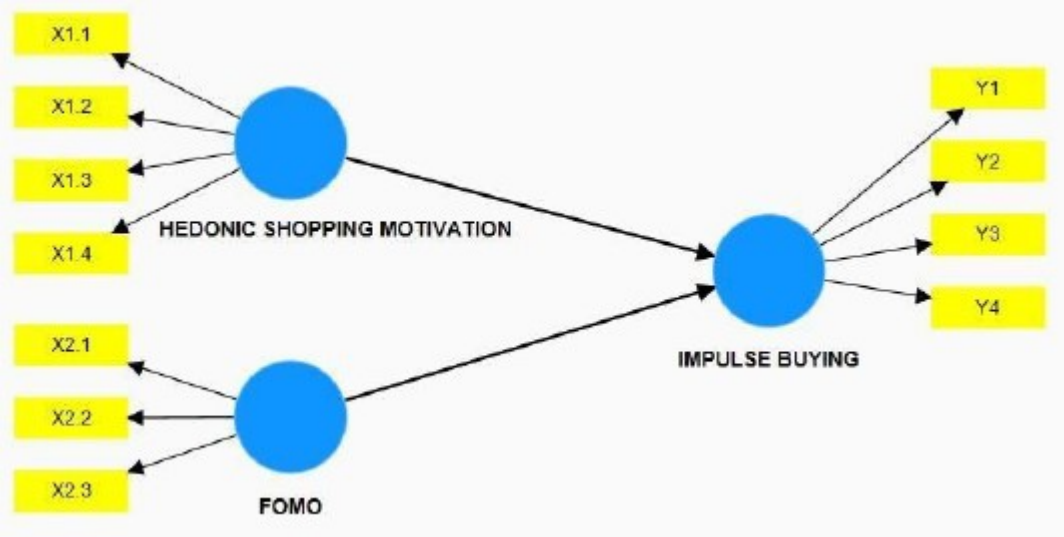


Figure 4. Research Path Diagram

RESULTS

Shopee is an e-commerce platform founded by Sea Limited and first launched in Singapore in February 2015 by Forrest Li [49], then developed into one of the largest e-commerce platforms in Indonesia with features such as Shopee Live, ShopeePay, Shopee PayLater, Cash on Delivery, vouchers, cashback, and free shipping [50]. Shopee actively implements digital marketing strategies such as Flash Sale, Shopee Live, and twin date campaigns that not only increase transactions, but also create a pleasant shopping atmosphere that encourages spontaneous purchases [51]. Shopee's twin date promos were

chosen as the object of the study because of their characteristics of limited promotions, live shopping, and countdown according to research variables that measure hedonistic motivation and FOMO.

Respondent Characteristics

Of the 110 respondents, the majority were in the age range of 21–26 years (22.73%), in line with the finding that the younger generation is digital natives with active consumption patterns [52]. Based on work, the student group dominates (35.45%), consistent with the high intensity of internet and social media use in this group which makes them more often exposed to promotional features [53].

Table 2. Characteristics of Respondents

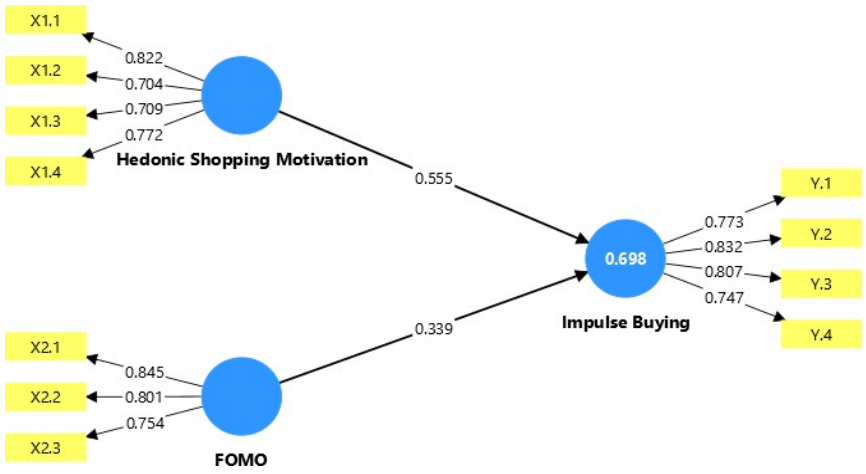
Characteristics	Dominant Categories	Quantity	Percentage
Age	21–26 years old	25	22,73%
Jobs	Students	39	35,45%

Source: Primary Data, 2026

Descriptive Results

In the Hedonic Shopping Motivation *variable*, the majority of respondents answered Yes on all indicators (X1.1 = 67.27%; X1.2 = 68.18%; X1.3 = 71.81%; X1.4 = 65.45%), indicating a tendency to shop to find new products, improve mood, take advantage of discounts, and follow trends. In the FOMO variable, the majority answered Yes (X2.1 = 69.09%; X2.2 = 69.09%; X2.3 = 71.81%), indicating a fairly high level of concern about missing promo information. In the *Impulse Buying variable*, the majority also answered Yes (Y.1 = 73.63%; Y.2 = 65.45%; Y.3 = 66.36%; Y.4 = 63.64%), indicating a tendency to spontaneous purchases without in-depth consideration.

Outer Model (Measurement Model)



Source : *SmartPLS Output* (2026)

Figure 5. Research PLS Model

All indicators have an outer loading value above 0.70 (X1.1–X1.4: 0.822; 0.704; 0.709; 0.772; X2.1–X2.3: 0.845; 0,801; 0,754; Y.1–Y.4: 0.773; 0,832; 0,807; 0.747), indicating that the convergent validity was met [54]. The cross loading test showed that each indicator had the highest loading on the construct it measured compared to the other constructs, meeting the criteria of discriminant validity [55].

Table 3. Average Variance Extracted (AVE) Value

Variable	AVE Value
Hedonic Shopping Motivation	0,568
FOMO	0,641
Impulse Buying	0,625

Source: SmartPLS Output, 2026

All three variables have an AVE > 0.50, thus meeting the convergent validity [54].

Table 4. Composite Reliability Value

Variable	Composite Reliability
Hedonic Shopping Motivation	0,839
FOMO	0,843
Impulse Buying	0,869

Source: SmartPLS Output, 2026

The overall composite reliability value > 0.70, indicating high reliability [54]. The latent variable correlations test showed a positive and strong relationship between variables: HSM–FOMO = 0.735; HSM–Impulse Buying = 0.803; FOMO–Impulse Buying = 0.746.

Inner Model (Structural Model)

Table 5. R-Square and f-Square values

Variable	R-Square	f-Square vs Impulse Buying
Impulse Buying	0,698	—
Hedonic Shopping Motivation	—	0.469 (big influence)
FOMO	—	0.175 (moderate influence)

Source: SmartPLS Output, 2026

An R-square value of 0.698 indicates that 69.8% of Impulse Buying variations are explained by Hedonic Shopping Motivation and FOMO, while 30.2% are explained by other variables outside the model [54]. The f-square value indicates that Hedonic Shopping Motivation has a greater influence than FOMO on Impulse Buying.

Hypothesis Test

Table 6. Hypothesis Test (Direct Effect)

Pathway	Original Sample (O)	T-Statistics	P-Values	Remarks
HSM → Impulse Buying	0,555	6,639	0,000	H1 accepted
FOMO → Impulse Buying	0,339	3,690	0,000	H2 accepted

Source: SmartPLS Output, 2026

With the t-statistics criteria > 1.96 and p-value< 0.05 [54], both hypotheses were accepted: Hedonic Shopping Motivation had a positive effect on Impulse Buying (H_1), and Fear of Missing Out (FOMO) had a positive effect on Impulse Buying (H_2) in consumers who participated in Shopee's twin date promo in Surabaya.

DISCUSSION

The Effect of Hedonic Shopping Motivation on Impulse Buying

The results show that Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying, as indicated by a path coefficient of 0.555, T-statistics of 6.639, and P-value of 0.000. This means that consumers with stronger hedonic shopping motivation tend to have a greater tendency to make spontaneous purchases during Shopee's twin-date promotions.

The descriptive findings provide further explanation for this relationship. The highest response was observed for the indicator of obtaining lower prices through discounts (X1.3), followed by improving mood through shopping, finding new products, and following trends. These findings indicate that consumers do not perceive shopping merely as a functional activity. Attractive prices and promotional offers can create pleasure and excitement, while product discovery and trend-following provide additional emotional value.

This finding is consistent with Yusuf et al. [15], who found a positive effect of Hedonic Shopping Motivation on impulse buying among Shopee users. It is also consistent with Aziz et al. [16] and Aulia et al. [17], who found that Hedonic Shopping Motivation significantly influenced impulse buying in different e-commerce contexts.

The result can be interpreted through Hedonic Consumption Theory, which emphasizes the experiential and emotional aspects of consumption. When consumers perceive the shopping process as enjoyable, promotional stimuli may be more easily translated into spontaneous purchasing behavior. The f-square value of 0.469 further indicates that Hedonic Shopping Motivation has a large effect and represents the stronger contributor to Impulse Buying compared with FOMO.

The Effect of Fear of Missing Out (FOMO) on Impulse Buying

The results also demonstrate that FOMO has a positive and significant effect on Impulse Buying, with a path coefficient of 0.339, T-statistics of 3.690, and P-value of 0.000. This indicates that consumers who experience stronger concerns about missing promotional information, attractive offers, or current trends tend to be more likely to make spontaneous purchases.

The descriptive results support this finding, particularly the relatively high response for anxiety about not knowing the latest promotional information (X2.3). Consumers participating in twin-date promotions may continuously monitor promotional information because they perceive that attractive opportunities can disappear within a limited period. This condition creates urgency and reduces the likelihood of consumers postponing their purchasing decisions.

The result is consistent with Aziz et al. [16], who found a positive effect of FOMO on impulse buying during Shopee's Twin Date promotional event. It is also consistent with Aulia et al. [17] and Irza et al. [18], who demonstrated that FOMO significantly influenced impulse buying in different consumer and shopping contexts.

However, this finding differs from Roliyanah et al. [19], who found that FOMO did not have a significant partial effect on impulse buying among Miniso consumers on Shopee. The difference may be related to differences in product characteristics, respondent characteristics, and shopping situations. The present study specifically focuses on consumers participating in Shopee's twin-date promotions in Surabaya, where promotional urgency is more prominent.

From the perspective of social needs and FOMO, consumers' concerns about missing information or opportunities can increase their psychological urgency to participate in ongoing shopping activities. Therefore, FOMO can function as an internal psychological factor that strengthens the tendency to make immediate purchasing decisions.

Overall, the results indicate that Hedonic Shopping Motivation and FOMO both contribute to impulse buying, but their contribution is not equal. The path coefficient and f-square value of Hedonic Shopping Motivation are higher than those of FOMO, indicating that pleasure-oriented shopping motivation is the stronger factor in explaining impulse buying in this research context.

CONCLUSION

The findings demonstrate that Hedonic Shopping Motivation and Fear of Missing Out (FOMO) both have positive and significant effects on Impulse Buying among consumers who participate in Shopee's twin-date promotions in Surabaya. Hedonic Shopping Motivation has the stronger influence, as demonstrated by its higher path coefficient and f-square value compared with FOMO.

The R-square value of 0.698 indicates that the two variables jointly explain 69.8% of the variation in Impulse Buying, while 30.2% is attributable to factors outside the research model. These findings confirm that both pleasure-oriented shopping motivation and concerns about missing promotional opportunities are important in understanding spontaneous purchasing behavior in the context of Shopee's twin-date promotions.

SUGGESTION

Shopee is expected to continue to improve an attractive and enjoyable shopping experience through the development of innovative features and promotional programs, with promotional strategies that are implemented appropriately and transparently so that consumer trust is maintained. Consumers are also expected to be wiser in making purchase decisions by considering their financial needs and capabilities, so that they are not easily encouraged to make impulse purchases just because of ongoing promos or trends. Further research is expected to add other variables that have the potential to affect Impulse Buying and expand the research object on e-commerce platforms or other regions to obtain more comprehensive results.

Theoretical Implications

This study contributes to the literature on consumer behavior in digital commerce by demonstrating that both Hedonic Shopping Motivation and FOMO are significant psychological factors associated with impulse buying. The findings support the application of Hedonic Consumption Theory in explaining how pleasure, emotional satisfaction, product exploration, discounts, and trend-following can encourage spontaneous purchasing behavior.

The findings also support the relevance of the social and psychological perspective of FOMO in explaining consumers' responses to time-sensitive promotional information. Furthermore, the findings are consistent with the SOR perspective, in which the digital shopping environment and promotional stimuli can interact with consumers' psychological states and contribute to behavioral responses.

The R-square value of 0.698 indicates that the two psychological variables explain a substantial proportion of the variation in impulse buying, while the remaining 30.2% suggests opportunities for future studies to examine other relevant determinants.

Practical Implications

For e-commerce marketers, the findings indicate that promotional strategies should not only focus on price reductions but also create an enjoyable and engaging shopping experience. Product recommendations, interactive features, attractive product presentations, discounts, and relevant trend-based content can be designed to increase consumer engagement.

Because FOMO also has a significant effect, promotional information can be communicated clearly through limited-period campaigns, promotional notifications, and real-time information. However, these strategies should be implemented responsibly and transparently to maintain consumer trust.

For consumers, the findings highlight the importance of recognizing emotional and psychological influences during promotional events. Consumers should distinguish between actual needs and spontaneous desires and consider their financial capacity before completing purchases, particularly when exposed to intensive promotional information.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Anisa Mauriska Chairani: Conceptualization, Data curation, Formal Analysis, Investigation, Methodology, Resources, Software, Validation, Visualization, Writing – original draft, Writing – review & editing. **Nuruni Ika Kusuma Wardhani**: Conceptualization, Supervision, Validation, Writing – review & editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will *be made available on request*.

FUNDING

It does not accept special funding from any grant-making institution in the public, commercial, or non-profit sectors.

ETHICAL APPROVAL

This study was conducted in accordance with ethical standards, and informed consent was obtained from all participants prior to data collection.

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