

BUKTI KORESPONDENSI
ARTIKEL JURNAL NASIONAL BEREPUTASI

Judul Artikel : Pengaruh Fear Of Missing Out, Electronic Word Of Mouth dan Brand Image Terhadap Impulsive Buying Produk Skincare

Jurnal : Primaekonomika

Penulis : Anggun Anggita Kinasih Sunowo Putri, Inayat Hanum Indriati, Natalia Ratna Ningrum

No	Perihal	Tanggal
1.	Bukti konfirmasi submit artikel dan artikel yang disubmit	02 Februari 2026
2.	Bukti konfirmasi review dan hasil review pertama	26 Februari 2026
3.	Bukti konfirmasi submit revisi pertama, respon kepada reviewer, dan artikel yang diresubmit	05 Maret 2026
4.	Bukti konfirmasi review dan hasil review kedua	05 Maret 2026
5.	Bukti konfirmasi submit revisi kedua, respon kepada reviewer, dan artikel yang diresubmit	16 Maret 2026
6.	Bukti artikel published online	31 Maret 2026

1. Bukti konfirmasi submit artikel dan artikel yang disubmit (02 Februari 2026)

The screenshot displays the submission interface for the journal 'PRIMA EKONOMIKA'. The top navigation bar includes 'English', 'View Site', and the user 'ank9un'. The breadcrumb trail shows '378 / Putri et al. / PENGARUH FEAR OF MISSING OUT, ELECTRONIC WORD OF MOUTH, DAN BRAND IMAGE TERHADAP IMPULSIVE BUYING PRODUK SKINCARE'. The 'Library' button is visible in the top right.

The main content area is divided into two tabs: 'Workflow' and 'Publication'. Under 'Workflow', there are sub-tabs for 'Submission', 'Review', 'Copyediting', and 'Production'. The 'Submission' tab is active, showing a list of submission files.

Submission Files

File Name	Submitted	File Type
1057-1 ank9un, Pengaruh Fear of Missing Out, Electronic Word of Mouth, dan Brand Image terhadap Impulsive Buying Produk Skincare.docx	February 2, 2026	Article Text

A 'Download All Files' button is located below the file list.

Pre-Review Discussions

The 'Pre-Review Discussions' section shows a table with columns for 'Name', 'From', 'Last Reply', 'Replies', and 'Closed'. Currently, there are no items listed, with the text 'No Items' displayed at the bottom.

2. Bukti konfirmasi review dan hasil review pertama (05 Maret 2026)

The screenshot shows the author dashboard for the journal PRIMA EKONOMIKA. The page is titled "Round 1 Status" and indicates "Submission accepted." Below this, there is a section for "Reviewer's Attachments" with a search bar. It lists two attachments: "1084-1, Review Anggung.docx" and "1085-1, Review Anggung.docx", both dated February 26, 2026. Another section titled "Revisions" also has a search bar and an "Upload File" button. It lists two revisions: "1094-1 Article Text, revisi_378-1085-1-5-20260226.docx" and "1105-1 Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx", both dated March 5, 2026. The dashboard includes a sidebar with "PRIMA EKONOMIKA" and "Tasks 0", and a top navigation bar with "English", "View Site", and a user profile "ank9un".

Reviewer's Attachments		Q Search
1084-1	Review Anggung.docx	February 26, 2026
1085-1	Review Anggung.docx	February 26, 2026

Revisions		Q Search	Upload File
1094-1	Article Text, revisi_378-1085-1-5-20260226.docx	March 5, 2026	Article Text
1105-1	Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx	March 16, 2026	Article Text

3. Bukti konfirmasi review dan hasil review kedua (05 Maret 2026)

The screenshot shows a Gmail inbox with an email from "Jurnal Prima Ekonomika" (primaekonomika@stieykp.ac.id) dated March 5, 2026, 7:54 PM. The email subject is "It looks like this message is in Indonesian" with a "Translate to English" link. The email body is in Indonesian and discusses the review process. It mentions that the article "The Influence of Fear of Missing Out (FOMO), Electronic Word of Mouth (eWOM), and Brand Image on Impulsive Buying of Skincare Products on Social Media" has been reviewed. It notes that the review process is ongoing and that the author is expected to submit a revision by March 20, 2026. The email is signed by Muh. Adzam, Editor. The Gmail interface includes a sidebar with "Compose", "Inbox 314", "Starred", "Snoozed", "Sent", "Drafts", "Categories", and "Labels". The top bar shows "Search mail" and "Active" status.

Yth. Bapak/Ibu Penulis,

Terima kasih atas kontribusi Bapak/Ibu yang telah mengirimkan artikel berjudul "The Influence of Fear of Missing Out (FOMO), Electronic Word of Mouth (eWOM), and Brand Image on Impulsive Buying of Skincare Products on Social Media"

Setelah melalui proses penelaahan awal oleh tim editor/reviewer, terdapat beberapa catatan dan saran perbaikan yang perlu diperhatikan sebelum artikel dapat diproses lebih lanjut. Kami mohon kesediaan Bapak/Ibu untuk melakukan revisi sesuai dengan komentar yang telah kami lampirkan.

Adapun batas waktu pengiriman revisi adalah pada tanggal 20 Maret 2026. Mohon agar file revisi dikirim kembali melalui email ini.

Apabila terdapat pertanyaan terkait proses revisi, jangan ragu untuk menghubungi kami.

Atas perhatian dan kerja sama Bapak/Ibu, kami ucapkan terima kasih.

Hormat kami,
Muh. Adzam
Editor

One attachment • Scanned by Gmail • Add to Drive

4. Bukti konfirmasi review dan hasil review kedua (16 Maret 2026)

The screenshot shows the author dashboard for the journal PRIMA EKONOMIKA. The URL is jurnal.stieykp.ac.id/index.php/prima-ekonomika/authorDashboard/submission/378. The dashboard includes a sidebar with 'PRIMA EKONOMIKA' and 'Tasks' (0). The main content area displays the 'Round 1 Status' as 'Submission accepted.' Below this, there is a section for 'Reviewer's Attachments' with a search bar and two entries: '1084-1, Review Anggun.docx' and '1085-1, Review Anggun.docx', both dated February 26, 2026. Another section titled 'Revisions' also has a search bar and an 'Upload File' button, showing two entries: '1094-1 Article Text, revisi_378-1085-1-5-20260226.docx' and '1105-1 Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx', both dated March 5, 2026.

Reviewer's Attachments		Q Search
1084-1	, Review Anggun.docx	February 26, 2026
1085-1	, Review Anggun.docx	February 26, 2026

Revisions		Q Search	Upload File
1094-1	Article Text, revisi_378-1085-1-5-20260226.docx	March 5, 2026	Article Text
1105-1	Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx	March 16, 2026	Article Text

The screenshot shows a Gmail inbox with a search bar and a list of folders: Mail, Compose, Inbox (314), Starred, Snoozed, Sent, Drafts, Categories, and More. The selected email is from Anggun Anggita Kinasih Sunowo Putri (anggung.anggita@upy.ac.id) to Jurnal, dated Mon, Mar 9, 10:48 AM. The email content is as follows:

Yth. Bapak Muh. Adzam,
Editor Jurnal Prima Ekonomika

Terima kasih atas kesempatan yang diberikan kepada kami untuk melakukan revisi terhadap artikel berjudul:
"The Influence of Fear of Missing Out (FOMO), Electronic Word of Mouth (eWOM), and Brand Image on Impulsive Buying of Skincare Products on Social Media."

Bersama email ini kami lampirkan naskah artikel yang telah direvisi dengan memperhatikan dan menyesuaikan masukan dari editor dan reviewer.

Kami berharap revisi yang telah dilakukan dapat memenuhi saran dan perbaikan yang diberikan. Apabila masih terdapat hal yang perlu diperbaiki lebih lanjut, kami dengan senang hati akan melakukan perbaikan tambahan.

Atas perhatian dan kesempatan yang diberikan, kami ucapkan terima kasih.

Hormat kami,
Anggun Anggita Kinasih Sunowo Putri

One attachment • Scanned by Gmail • Add to Drive

Buttons: Reply, Forward, and a circular icon with a plus sign.

5. Bukti konfirmasi submit revisi kedua, respon kepada reviewer, dan artikel yang diresubmit (16 Maret 2026)

The screenshot shows the author dashboard for 'PRIMA EKONOMIKA' at URL jurnal.stieykp.ac.id/index.php/prima-ekonomika/authorDashboard/submission/378. The dashboard includes a 'Tasks' section with a 'Review Anggung.docx' file submitted on February 26, 2026. Below this is a 'Revisions' table with two entries: 'Article Text, revisi_378-1085-1-5-20260226.docx' (March 5, 2026) and 'Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx' (March 16, 2026). A 'Review Discussions' table shows a discussion from 'ank9un' on March 16, 2026, at 06:09 PM, with 0 replies.

Revisions		Q Search	Upload File
▶ 1094-1	Article Text, revisi_378-1085-1-5-20260226.docx	March 5, 2026	Article Text
▶ 1105-1	Article Text, rev-378-Article Text-1094-1-15-20260305-1.docx	March 16, 2026	Article Text

Review Discussions		Add discussion		
Name	From	Last Reply	Replies	Closed
▶ Revisi	ank9un 2026-03-16 06:09 PM	-	0	☐

6. Bukti artikel published online (31 Maret 2026)

The screenshot shows the article page for 'PRIMA EKONOMIKA' at URL jurnal.stieykp.ac.id/index.php/prima-ekonomika/article/view/378. The article title is 'PENGARUH FEAR OF MISSING OUT, ELECTRONIC WORD OF MOUTH, DAN BRAND IMAGE TERHADAP IMPULSIVE BUYING PRODUK SKINCARE'. The authors are Anggun Anggita Kinasih Sunowo Putri, Inayat Hanum Indriati, and Natalia Ratna Ningrum. The DOI is <https://doi.org/10.37330/prima.v17i1.378>. The abstract states: 'This study aims to examine the impact of Fear of Missing Out (FOMO), brand perception, and electronic word of mouth (eWOM) on impulse buying behavior among skincare product consumers. This phenomenon is becoming increasingly important as digital trends and virality of content on social media influence impulse buying decisions. This study employed a quantitative methodology using an online survey instrument administered to 130 participants who had acquired skincare products. The data were evaluated using SmartPLS 3.0. The results of the analysis revealed that brand perception and eWOM had a positive and significant influence on impulse buying, while FOMO showed no significant impact. Favorable brand perception stimulated consumer trust in the quality'. The journal information includes the ISSN 2621-4148, the article template 'JOURNAL TEMPLATE Indonesia', and the journal tools 'grammarly'.

Home / Archives / Vol. 17 No. 1 (2026): Jurnal Prima Ekonomika / Articles

PENGARUH FEAR OF MISSING OUT, ELECTRONIC WORD OF MOUTH, DAN BRAND IMAGE TERHADAP IMPULSIVE BUYING PRODUK SKINCARE

Anggun Anggita Kinasih Sunowo Putri
Universitas PGRI Yogyakarta

Inayat Hanum Indriati
Natalia Ratna Ningrum

DOI: <https://doi.org/10.37330/prima.v17i1.378>

Abstract

This study aims to examine the impact of Fear of Missing Out (FOMO), brand perception, and electronic word of mouth (eWOM) on impulse buying behavior among skincare product consumers. This phenomenon is becoming increasingly important as digital trends and virality of content on social media influence impulse buying decisions. This study employed a quantitative methodology using an online survey instrument administered to 130 participants who had acquired skincare products. The data were evaluated using SmartPLS 3.0. The results of the analysis revealed that brand perception and eWOM had a positive and significant influence on impulse buying, while FOMO showed no significant impact. Favorable brand perception stimulated consumer trust in the quality

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