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Social Buzz or Product Quality? Explaining Tea Chagee Purchase Decisions in Greater Tangerang

Rafiqa Maulidia[1*], Sulastri Sulastri[2], Nurmaningsih Nurmaningsih[3]
[1,2,3]Universitas Gunadarma
Email: rafiqamaulidia@staff.gunadarma.ac.id

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Abstract
Tea Chagee operates in a beverage market where digital recommendations, trend participation, and the in-store experience can shape purchasing decisions. This study examines the associations of user-generated content (UGC), fear of missing out (FOMO), store atmosphere, and perceived quality with Tea Chagee purchase decisions in Greater Tangerang. The study used a quantitative questionnaire survey with 120 valid responses selected through non-probability purposive sampling. Multiple linear regression was conducted using SPSS 25. The reported standardised coefficients were positive for UGC ($\beta = .125$, $p = .035$), FOMO ($\beta = .259$, $p = .011$), store atmosphere ($\beta = .116$, $p = .048$), and perceived quality ($\beta = .474$, $p < .001$). The overall model was significant ($F = 69.690$, $p < .001$), with $R^2 = .708$ and adjusted $R^2 = .698$. Perceived quality had the largest reported standardised coefficient, followed by FOMO. The results underscore the importance of maintaining product consistency alongside credible consumer content and an appealing retail setting. As the study relies on a cross-sectional, purposively selected sample, the estimates should be interpreted as associations within the surveyed respondents, not causal effects.

Keywords: user-generated content, fear of missing out, store atmosphere, perceived quality, purchase decisions

Introduction

Competition in Indonesia's food and beverage sector has widened the range of choices available to urban consumers. Beverage brands must sustain product quality while responding to purchasing cues encountered online and inside stores. The manuscript's contextual data report 5.28 million food and beverage service businesses in Indonesia in 2024, approximately 8.71% above the previous year. These national figures provide a broad industry setting, although they cannot, by themselves, establish changes in the Tea Chagee market in Greater Tangerang. The local question is more specific: how do consumers evaluate a modern tea brand when social exposure, a desire to participate in trends, the physical outlet, and perceived product quality all enter their purchasing experience?

The source background also reports year-on-year growth of 13.14% in accommodation and food services during the first quarter of 2026 and 5.04% growth in manufacturing. Such sector-wide movements point to an active commercial environment but are not direct measures of demand for Tea Chagee. Accordingly, this study focuses on consumer-level evidence rather than treating macroeconomic expansion as an explanation of individual purchase decisions.

Table 1. Selected Social Media Platform Usage in Indonesia

Application	Percentage
WhatsApp	91,7%
Instagram	84,6%
Facebook	83,0%
TikTok	77,4%
X	50,3%

Source: GoodStats

The 2025 platform figures in Table 1 refer to reported use of selected social media applications. They describe the availability of digital communication channels, not the proportion of users who purchased a particular beverage. In the introductory data, Indonesia had approximately 143 million social-media user identities in February 2025. Instagram and TikTok were used by 84.6% and 77.4% of the referenced internet-user population, respectively. The source also reports that social media is used for product inspiration. These patterns make consumer-created content relevant to the purchasing context, but the study itself tests that relationship using survey responses from Greater Tangerang.

Greater Tangerang encompasses Tangerang City, Tangerang Regency, and South Tangerang City. Commercial areas such as BSD, Alam Sutera, and Karawaci provide settings in which contemporary beverage retailers compete for repeat visits and consumer attention. Tea Chagee offers a useful case because purchase decisions can reflect both cues outside the outlet and evaluations made at the point of consumption. Existing writing on user-created content and brand trust (Monahan et al., 2024; Nafees et al., 2023), social-media FOMO (Alutaybi et al., 2024; Gupta & Sharma, 2023), and perceived product quality (Wong & Lee, 2025) addresses relevant dimensions, but these strands do not answer the same empirical question when considered separately. The contribution of the present study lies in comparing their relative statistical associations alongside store atmosphere within a single Tea Chagee sample.

User-generated content (UGC) includes consumer reviews, photographs, videos, and accounts of product experiences shared through digital platforms. Such material may inform product evaluation because it appears to originate from other customers. Its persuasive value, however, depends on the perceived independence and credibility of the creator; sponsored or incentivised material may be viewed differently. Research on authenticity and consumer-generated brand content emphasises these credibility considerations (Monahan et al., 2024; Nafees et al., 2023). Within the Tea Chagee context, UGC may make the product more visible and reduce uncertainty before a store visit or purchase.

Fear of missing out (FOMO) describes concern that other people are enjoying desirable experiences from which one is absent. In beverage consumption, visible participation in a popular trend may make the opportunity to try a product appear socially time-sensitive. Yet FOMO is not identical to ordinary interest in a product or to general anxiety. Consumer-relevant FOMO concerns the perceived social cost of missing a shared experience. Work on social-media FOMO highlights the interplay between platform exposure and such concerns (Gupta & Sharma, 2023; Alutaybi et al., 2024). Its association with purchase decisions is therefore examined separately from UGC.

Physical surroundings can also inform the decision to purchase. Store atmosphere encompasses visual presentation, lighting, cleanliness, sensory ambience, and spatial comfort. In a contemporary tea outlet, these attributes can affect the appeal of visiting or remaining in the store, although the influence of any one attribute is not identified by the present regression. The service-environment perspective in Zeithaml et al. (2024) provides context for interpreting how in-store cues relate to customers' assessments of a retail experience.

Perceived quality refers to customers' subjective evaluation of the product's overall excellence. For Tea Chagee, relevant considerations include flavour, consistency, product presentation, and the extent to which the beverage matches expectations. This construct concerns the product as experienced by customers; separate evaluations of service speed or staff performance should not automatically be treated as measures of beverage quality. Perceived quality is particularly useful in competitive beverage categories because consumers may rely on both intrinsic attributes and external signals when judging value (Wong & Lee, 2025).

UGC, FOMO, store atmosphere, and perceived quality capture different aspects of the purchase setting. Digital content and store cues describe information or environmental encounters; FOMO reflects a socially oriented concern, whereas perceived quality describes evaluation of the product. The stimulus–organism–response perspective offers a broad interpretive lens, but the present specification does not estimate the intervening psychological processes required to test that sequence. Its empirical objective is confined to four direct regression associations and their collective explanatory performance. This positioning avoids presenting the theoretical lens as evidence of mediation that was not tested.

Marketing

Marketing concerns the creation and communication of value through exchanges between organisations and consumers. Cohen (2010) emphasises that marketing involves more than a completed sale; it also concerns the information and relationships surrounding a transaction. This perspective is pertinent to Tea Chagee, where product evaluation may develop across social-media encounters and in-store experiences.

In this research, the marketing context is examined through consumer decisions rather than sales volume or outlet performance. The four explanatory variables reflect communication, social motivation, physical environment, and perceived product value.

Purchase Decisions

A purchase decision involves evaluating available alternatives and selecting a product that appears suited to the consumer's needs and preferences. The construct is related to, but conceptually different from, attitudes formed after consumption or subsequent brand loyalty. Research on purchase decisions places product attributes and other evaluative cues within this broader process (Kinanti & Saputra, 2023; Nugroho & Soliha, 2024).

The underlying manuscript discusses confidence in product choice, purchasing habits, willingness to recommend, and repeat buying as purchase-related dimensions. Recommendation and repeat purchase occur after the initial transaction, so their inclusion broadens the meaning of the dependent variable beyond a single purchase event. Findings should therefore be interpreted as associations with the questionnaire-based purchase-

decision measure used in the study, without equating every indicator with an immediate decision at the point of sale.

User-Generated Content (UGC)

UGC is information about a brand or product created and circulated by users, including written reviews and visual posts. It differs from official brand advertising in the identity of the content creator, although commercial incentives can blur that boundary. Credible, specific, and authentic posts may contribute to consumers' evaluation of a beverage before purchase (Monahan et al., 2024; Nafees et al., 2023). In this study, UGC is treated as a consumer-information variable; it is not assumed that all user posts are independent endorsements.

Fear of Missing Out (FOMO)

FOMO is a concern about being excluded from experiences enjoyed or discussed by others (Gupta & Sharma, 2023). When a beverage becomes part of a social trend, consumers may wish to try it to participate in conversation or shared activities. The conceptual dimensions discussed in the study include fear, worry, irritation, feelings of inadequacy, and low confidence. Because such feelings can occur outside commercial settings, their interpretation here is restricted to the purchasing context. The research tests an association with purchase decisions; it does not establish that online exposure caused a particular emotional response.

Store Atmosphere

Store atmosphere consists of the physical and sensory characteristics of an outlet, including visual appeal, cleanliness, lighting, ambient sound, and spatial comfort. Customers may consider these cues when assessing the desirability of a visit, especially where beverages are purchased as part of a leisure experience. Service-environment research provides a conceptual basis for this consideration (Zeithaml et al., 2024).

Perceived Quality

Perceived quality is the customer's assessment of a product's overall superiority or reliability, not an objective laboratory assessment of its ingredients. In the Tea Chagee setting, the evaluation can involve taste, consistency, presentation, and the match between expectations and experience. Consumers may draw on intrinsic product cues as well as brand-related information to form such judgments (Wong & Lee, 2025). The underlying framework discusses performance, reliability, conformance, aesthetics, and perceived excellence as dimensions of quality.

The Relationship of User-Generated Content, Fear of Missing Out, Store Atmosphere, and Perceived Quality with Purchase Decisions

Consumer purchasing decisions are shaped by a combination of information, psychological considerations, shopping environments, and product evaluations. In contemporary beverage markets, consumers may encounter recommendations on social media, observe the experiences of other buyers, evaluate the atmosphere of physical outlets, and assess product quality before making purchases. Erkan and Evans (2016) demonstrated the importance of consumer-generated information in shaping purchase intentions, while

Good and Hyman (2020) identified fear of missing out as a psychological factor associated with purchase likelihood. These findings suggest that digital information and social experiences can contribute to consumer decision-making.

Beyond digital influences, physical shopping environments and perceptions of product quality also contribute to purchasing evaluations. Baker et al. (2002) established that environmental cues influence consumers' assessments of retail value and patronage intentions. Similarly, Zeithaml (1988) explained that perceived quality forms an important component of consumers' overall evaluation of products and their value. In the context of Tea Chagee, these perspectives provide a basis for examining UGC, FOMO, store atmosphere, and perceived quality within a single regression model. Their combined consideration allows the study to assess the explanatory contribution of digital, psychological, environmental, and quality-related factors to purchase decisions in Greater Tangerang. Accordingly, the following hypothesis is proposed:

H1: User-generated content (UGC), fear of missing out (FOMO), store atmosphere, and perceived quality are jointly associated with Tea Chagee purchase decisions in Greater Tangerang.

The Relationship Between User-Generated Content and Purchase Decisions

User-generated content has become an important source of information in consumers' purchasing processes. Through product reviews, photographs, videos, and personal recommendations, consumers obtain information about products before deciding to purchase them. Unlike company-generated advertising, UGC reflects the experiences and opinions of individuals who have interacted with a brand. Filieri (2015) found that the informational quality of online reviews contributes to their perceived usefulness and subsequent adoption by consumers. This suggests that detailed and relevant content can help potential buyers evaluate products and reduce uncertainty during decision-making.

Erkan and Evans (2016) further demonstrated that electronic word of mouth on social media contributes to consumers' purchase intentions through the acceptance of information. Although electronic word of mouth and UGC are not entirely identical, both emphasise the role of consumer-created information in purchasing evaluations. For Tea Chagee, social media content featuring beverage reviews, product appearances, and customer experiences may help prospective consumers form expectations about the brand. Positive and credible content can strengthen interest in purchasing, particularly when the information reflects experiences that potential buyers consider relevant to their preferences. These arguments support the expectation that UGC is positively associated with purchase decisions.

H2: User-generated content (UGC) is associated with Tea Chagee purchase decisions in Greater Tangerang.

The Relationship Between Fear of Missing Out and Purchase Decisions

Fear of missing out (FOMO) refers to the concern that other individuals may be enjoying rewarding experiences from which someone is absent. This psychological tendency becomes particularly relevant in digitally connected environments, where consumers frequently encounter information about popular products and social activities. Przybylski et al. (2013) identified FOMO as a motivational and emotional phenomenon associated with greater engagement in social media activities. Continuous exposure to the experiences of

others may therefore increase individuals' awareness of trends and their desire to participate in socially valued consumption activities.

From a consumer behaviour perspective, Good and Hyman (2020) explained that FOMO can influence purchase likelihood, particularly when purchasing opportunities are associated with desirable experiences and anticipated social benefits. In the beverage market, consumers may encounter Tea Chagee products through trending social media content, recommendations from friends, or discussions about popular beverages. Such exposure may encourage purchasing decisions when individuals anticipate missing an experience shared by their social circles. However, the strength of this relationship may vary according to consumers' personal preferences and perceptions of the product. Based on these considerations, FOMO is expected to have a positive relationship with Tea Chagee purchase decisions.

H3: Fear of missing out (FOMO) is associated with Tea Chagee purchase decisions in Greater Tangerang.

The Relationship Between Store Atmosphere and Purchase Decisions

Store atmosphere represents the physical and sensory characteristics of a retail environment that influence consumers' perceptions and shopping experiences. Elements such as lighting, interior arrangement, cleanliness, music, and spatial comfort may shape how consumers evaluate a store before making purchasing decisions. Bitner (1992) introduced the concept of servicescapes, explaining that physical surroundings can influence customers' responses and behaviours within service environments. A comfortable and well-organised environment may create favourable impressions and encourage consumers to engage with the products offered.

Baker et al. (2002) subsequently demonstrated that store environment cues affect consumers' evaluations of merchandise value and their intentions to visit retail establishments. These findings indicate that physical surroundings can contribute to purchasing evaluations beyond the functional characteristics of the products themselves. In the context of Tea Chagee, store atmosphere may be reflected in outlet cleanliness, interior design, seating arrangements, lighting, and the overall comfort experienced during a visit. A pleasant environment can support favourable perceptions of the brand and make the purchasing experience more appealing. Consequently, store atmosphere is expected to be positively associated with consumer purchase decisions.

H4: Store atmosphere is associated with Tea Chagee purchase decisions in Greater Tangerang.

The Relationship Between Perceived Quality and Purchase Decisions

Perceived quality refers to consumers' subjective evaluations of a product's overall excellence or superiority. These evaluations develop through comparisons between expectations, product attributes, and information obtained before or during consumption. Zeithaml (1988) explained that perceived quality is closely related to consumers' perceptions of value and represents an important consideration in product evaluation. Consumers who perceive a product as having superior quality may develop more favourable assessments of its suitability for their needs and preferences.

Dodds et al. (1991) demonstrated that information concerning price, brand, and store characteristics can influence consumers' perceptions of product quality, perceived value, and

willingness to purchase. Their findings indicate that purchasing evaluations are influenced not only by objective product characteristics but also by how consumers interpret available information. For Tea Chagee, perceived quality may involve beverage taste, ingredient freshness, product consistency, packaging appearance, and the overall consumption experience. When these attributes meet consumer expectations, the product may be considered more reliable and attractive than competing beverages. This reasoning provides a foundation for expecting a positive relationship between perceived quality and purchase decisions.

H5: Perceived quality is associated with Tea Chagee purchase decisions in Greater Tangerang.

Research Model

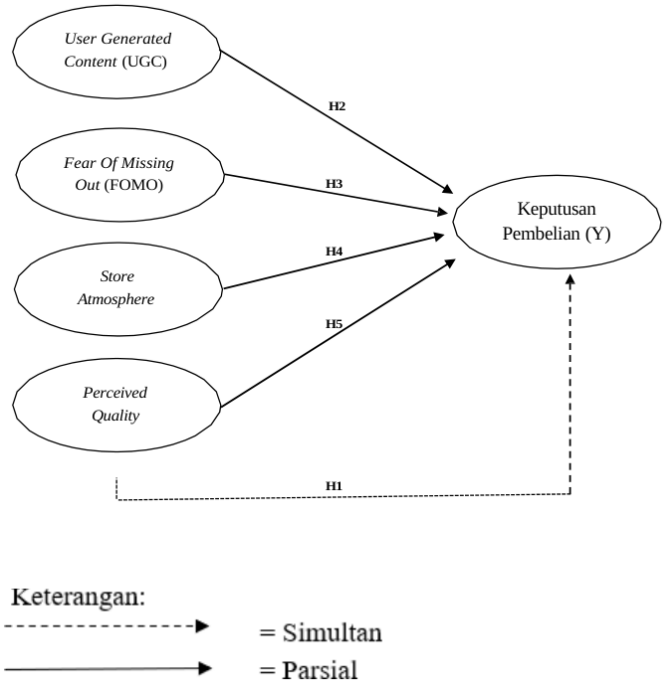


Figure 1. Direct Regression Relationships in the Research Model

Method

This study used a quantitative, cross-sectional survey to examine purchase-related responses concerning Tea Chagee in Greater Tangerang. Primary data were collected through a questionnaire distributed using Google Forms. The manuscript reports 120 valid responses obtained through non-probability purposive sampling. The findings consequently describe a selected group of respondents and do not provide a probability-based estimate for all Tea Chagee consumers in the region.

The questionnaire covered five variables: UGC, FOMO, store atmosphere, perceived quality, and purchase decisions. Based on the reported validity table, the first four constructs contained five indicators each, while purchase decisions contained four, giving 24 items in total. The study analysed the submitted responses using SPSS 25. Its statistical procedures included item-correlation validity checks, Cronbach's alpha reliability assessment,

inspection of regression residual normality, collinearity diagnostics, a heteroscedasticity scatterplot, and multiple linear regression.

The regression equation estimated a direct coefficient for each explanatory variable. An F-test was used to evaluate overall model significance; t-tests assessed the individual regression coefficients. Model explanatory performance was reported using R^2 and adjusted R^2. Standardised beta coefficients were compared to describe the relative magnitude of the four reported relationships.

Results and Discussion

Validity Test

Item validity was assessed using reported item–total correlation coefficients (r-count) compared with r-table = .361 at the 5% significance level and df = 28. Every coefficient in Table 2 exceeded that reference value. The reference degrees of freedom correspond to 30 observations, while the main study describes 120 valid respondents; the source materials do not establish a separate pilot-data procedure. The values are retained as reported without assuming that the validation subsample represents the full analytical dataset.

Table 2. Validity Test Results

Variable	Item	r-count	r-table	Result
User-Generated Content (UGC)	X1.1	0,565	0,361	Valid
	X1.2	0,775	0,361	Valid
	X1.3	0,681	0,361	Valid
	X1.4	0,578	0,361	Valid
	X1.5	0,721	0,361	Valid
Fear of Missing Out (FOMO)	X2.1	0,824	0,361	Valid
	X2.2	0,757	0,361	Valid
	X2.3	0,851	0,361	Valid
	X2.4	0,882	0,361	Valid
	X2.5	0,871	0,361	Valid
Store Atmosphere	X3.1	0,824	0,361	Valid
	X3.2	0,794	0,361	Valid
	X3.3	0,770	0,361	Valid
	X3.4	0,642	0,361	Valid
	X3.5	0,780	0,361	Valid
Perceived Quality	X4.1	0,893	0,361	Valid
	X4.2	0,912	0,361	Valid
	X4.3	0,593	0,361	Valid
	X4.4	0,596	0,361	Valid
	X4.5	0,771	0,361	Valid
Purchase Decisions	Y.1	0,827	0,361	Valid

Variable	Item	r-count	r-table	Result
	Y.2	0,733	0,361	Valid
	Y.3	0,734	0,361	Valid
	Y.4	0,698	0,361	Valid

Source: SPSS output processed in 2026

Reliability Test

Internal consistency was evaluated using Cronbach's alpha in SPSS 25. Table 3 reports coefficients of .689 for UGC, .892 for FOMO, .819 for store atmosphere, .818 for perceived quality, and .734 for purchase decisions. All exceed the threshold of .60 applied in the original analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N	Result
User-Generated Content (UGC)	0,689	5	Reliable
Fear of Missing Out (FOMO)	0,892	5	Reliable
Store Atmosphere	0,819	5	Reliable
Perceived Quality	0,818	5	Reliable
Purchase Decisions	0,734	4	Reliable

Source: SPSS output processed in 2026

Normality Test

Regression residual normality was examined using the normal P–P plot in Figure 2. Points generally follow the reference diagonal, indicating no prominent visual departure from a normal residual distribution. A Kolmogorov–Smirnov test was also reported, as summarised in Table 4.

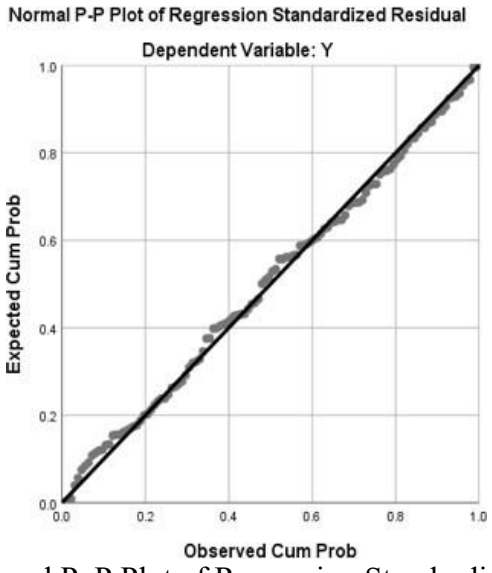


Figure 2. Normal P–P Plot of Regression Standardised Residuals
Source: Primary data processing, 2026

The Kolmogorov–Smirnov output evaluates the distribution of unstandardised residuals. Under the reported criterion, an asymptotic significance value above .05 provides no basis to reject the normality assumption.

Table 4. Kolmogorov-Smirnov Normality Test Results

Measure	Component	Unstandardised Residual
N		100
Normal Parameters[a],[b]	Mean	0.0000000
	Std. Deviation	1,18192880
Most Extreme Differences	Absolute	0.041
	Positive	0.030
	Negative	−0.041
Test Statistic		0.041
Asymp. Sig. (2-tailed)[c],[d]		.200

Source: SPSS output processed in 2026

Table 4 reports D = .041 and an asymptotic significance value of .200, which exceeds .05. This result is consistent with the residual-normality assumption for the observations included in that test.

Multicollinearity Test

Collinearity between explanatory variables was examined using tolerance and variance inflation factors (VIF). The conventional cut-offs adopted in the original analysis were tolerance above .10 and VIF below 10. As lower cut-offs can also be used in applied regression, the magnitude of each VIF is relevant to the stability of the estimated coefficients.

Table 5. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)		
User-Generated Content (UGC)	.744	1.345
Fear of Missing Out (FOMO)	.252	3.975
Store Atmosphere	.754	1.327
Perceived Quality	.260	3.853

Dependent variable: Purchase Decisions

Source: SPSS output processed in 2026

Table 5 reports VIFs of 1.345 for UGC, 3.975 for FOMO, 1.327 for store atmosphere, and 3.853 for perceived quality. None exceeds five, although the FOMO and perceived-quality values are relatively elevated compared with the other two predictors. Their regression coefficients should therefore be interpreted with attention to shared

variation and possible coefficient sensitivity, without concluding that severe collinearity has been demonstrated.

Heteroscedasticity Test

The heteroscedasticity diagnostic was based on a plot of standardised residuals against standardised predicted values in SPSS. Figure 3 is retained as the source graphical output. Its interpretation concerns the visibility of patterned changes in residual spread, not a formal significance test.

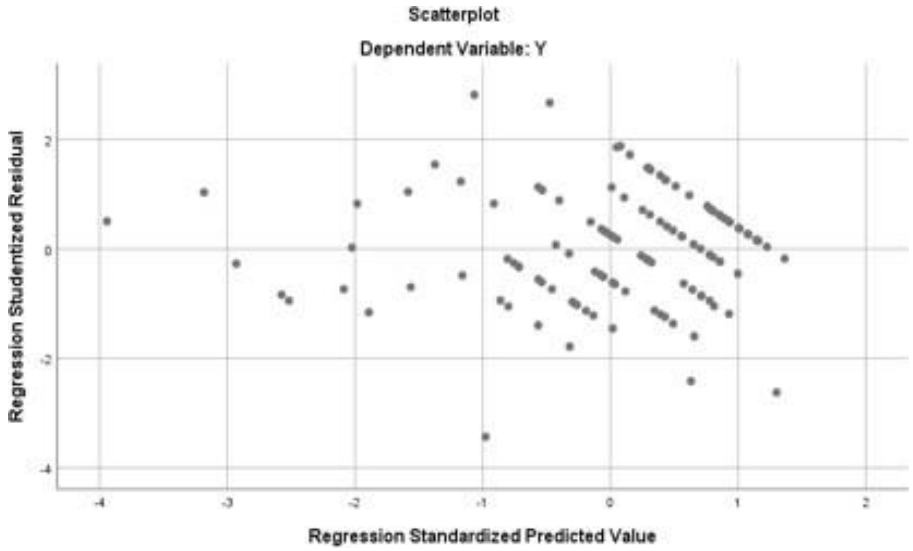


Figure 3. Heteroscedasticity Test Scatterplot
Source: Primary data processing, 2026

Figure 3 does not reveal an obvious funnel pattern by visual inspection. This provides limited graphical reassurance about residual-variance stability, but a scatterplot alone cannot establish homoscedasticity conclusively.

Multiple Linear Regression Analysis

Multiple linear regression was used to estimate the direct associations of UGC, FOMO, store atmosphere, and perceived quality with the purchase-decision measure. Table 6 reports the unstandardised coefficients used to form the regression equation.

Table 6. Multiple Linear Regression Results

Model	B
Constant	-2,340
User-Generated Content (UGC)	.140
Fear of Missing Out (FOMO)	.221
Store Atmosphere	.127
Perceived Quality	.420

Source: SPSS output processed in 2026

The reported unstandardised regression equation is:

Purchase Decisions = −2.340 + 0.140 UGC + 0.221 FOMO + 0.127 Store Atmosphere + 0.420 Perceived Quality

All four reported unstandardised coefficients are positive. Holding other included variables constant, a one-unit increase in each questionnaire-based predictor is associated with a positive change in the modelled purchase-decision score. The coefficients are not directly comparable as measures of relative importance unless the measurement scales are comparable; Table 10 therefore presents the standardised coefficients separately.

Coefficient of Determination (R^2)

Table 7 summarises the explanatory performance of the fitted regression model.

Table 7. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	0,708	0,698	1,20231

a. Predictors: (Constant), X4, X3, X1, X2. b. Dependent variable: Y.
Source: SPSS output processed in 2026

The model reports $R^2 = .708$, meaning that the four explanatory variables account for 70.8% of the observed variance in the purchase-decision score in the analysed model. Adjusted $R^2 = .698$, or 69.8%, is the corresponding estimate after adjusting for the number of predictors. The remaining 29.2% of observed variance is not accounted for by this model. Neither statistic, on its own, establishes causal explanation or out-of-sample predictive accuracy.

Simultaneous Test (F-Test)

The omnibus F-test assesses the combined statistical contribution of the four regressors.

Table 8. Simultaneous F-Test Results

Model	F	Sig.
Regression	69.690	.000[b]
Residual		
Total		

Source: SPSS output processed in 2026

The reported test produced $F = 69.690$ with $p < .001$ (shown as .000 in the SPSS table). The null hypothesis of no joint regression association is therefore rejected under the reported significance criterion. H1 receives statistical support for the model as a whole; the F-test is not an additional path connecting a separate construct to purchase decisions.

Partial Tests (t-Tests)

The individual regression t-tests are reported in Table 9.

Table 9. Partial t-Test Results

Model	t	Sig.
User-Generated Content (UGC)	2.131	.035
Fear of Missing Out (FOMO)	2.582	.011
Store Atmosphere	2.003	.048
Perceived Quality	4.789	.000

Source: SPSS output processed in 2026

The t-tests show positive coefficients with p-values below .05 for UGC ($t = 2.131$, $p = .035$), FOMO ($t = 2.582$, $p = .011$), and store atmosphere ($t = 2.003$, $p = .048$). Perceived quality has a reported t-value of 4.789 and $p < .001$ (displayed as .000 in SPSS). Accordingly, H2–H5 are supported within this sample. The smallest margin of statistical significance occurs for store atmosphere, so its association should not be overstated.

Dominant Variable Test

Standardised beta coefficients offer a common metric for comparing the relative magnitudes of the reported regression relationships. These coefficients indicate the association measured in standard-deviation units while holding the other included variables constant. A larger coefficient does not, by itself, demonstrate a statistically significant difference from every other coefficient.

Table 10. Dominant Variable Test Results

Model	Unstandardised B	Std. Error	Standardised Beta
Constant	-2,340	1.501	
User-Generated Content (UGC)	.140	.065	.125
Fear of Missing Out (FOMO)	.221	.086	.259
Store Atmosphere	.127	.064	.116
Perceived Quality	.420	.474	.474

Source: SPSS output processed in 2026

Table 10 reports the largest standardised coefficient for perceived quality ($\beta = .474$), followed by FOMO ($\beta = .259$), UGC ($\beta = .125$), and store atmosphere ($\beta = .116$).

Discussion

The association between UGC and Tea Chagee purchase decisions indicates that consumer-created material may form part of respondents' product assessment. In crowded beverage markets, personal reviews and images can offer cues that official marketing does not supply. This interpretation is consistent with the importance of authenticity discussed by

Monahan et al. (2024) and the relevance of user-produced brand content examined by Nafees et al. (2023). The coefficient is statistically significant but comparatively modest, indicating that consumer content is only one element of the purchasing context.

FOMO shows the second-largest reported standardised coefficient. Trend participation may be salient when a beverage is frequently discussed by friends or appears in online conversations. The relationship fits accounts linking social-media engagement with concern about missing shared experiences (Gupta & Sharma, 2023; Alutaybi et al., 2024). The present data, however, do not measure the specific online exposure that generated this concern or the time sequence between feeling excluded and deciding to buy. These mechanisms remain interpretive possibilities, not established causal pathways.

Store atmosphere is positively associated with purchase decisions, though it has the smallest reported beta and a p-value close to .05. This suggests that the physical outlet may matter, but its role is less pronounced than perceived quality and FOMO after adjustment for the other factors. Ambient comfort, cleanliness, and presentation may help shape the experience of a retail visit (Zeithaml et al., 2024). The analysis does not isolate which atmospheric feature is most relevant, making highly specific design prescriptions premature.

Perceived quality has the highest standardised beta in the reported model. Consumers' assessments of flavour, consistency, and overall product presentation may therefore have a stronger association with purchase decisions than the other included variables. This pattern accords with conceptual work that links product evaluation with the value consumers perceive from a brand (Wong & Lee, 2025). Nevertheless, the inconsistency between the perceived-quality standard error and t-statistic must be resolved from the original output before treating the precise estimate as final. The present discussion preserves the values reported in the supplied manuscript.

Taken together, the findings offer a comparative account of four purchasing cues in one beverage setting. Digital content and social motivation help explain attention and interest, while the physical environment and perceived product quality concern consumers' evaluation of the offering. The model is cross-sectional, uses purposive sampling, and relies on questionnaire responses. It does not identify the ordering of these experiences, exclude all competing explanations, or support generalisation to all consumers in Greater Tangerang. The unresolved sample-size discrepancy in the normality output and the inconsistent perceived-quality standard error also limit statistical verification.

Conclusion

Among 120 surveyed respondents in Greater Tangerang, UGC, FOMO, store atmosphere, and perceived quality were positively associated with the Tea Chagee purchase-decision measure in the reported regression. The omnibus model was statistically significant ($F = 69.690$, $p < .001$), with $R^2 = .708$ and adjusted $R^2 = .698$. Perceived quality had the largest reported standardised coefficient ($\beta = .474$), followed by FOMO ($\beta = .259$), UGC ($\beta = .125$), and store atmosphere ($\beta = .116$). The findings offer a comparative picture of these factors in the sample, without demonstrating causal effects. Further analysis using verified source outputs and more representative recruitment would improve confidence in the size and generality of the estimates.

The findings suggest that product consistency deserves attention alongside consumer communication and store experience. The prominence of perceived quality in the reported coefficients points to the value of maintaining dependable taste and presentation, while

FOMO suggests that participation in beverage trends may shape consumer interest. UGC and store atmosphere have smaller, but statistically supported, associations. As the study does not report detailed item-level descriptive results, it cannot establish which particular flavour, layout, or digital-content feature was rated most favourably.

Tea Chagee managers may prioritise consistent beverage preparation and quality checks, encourage authentic customer reviews without obscuring incentives, and present trend-related promotions transparently. Store cleanliness, legible menus, and a comfortable layout remain practical considerations for the in-person purchasing experience. These actions correspond to the dimensions examined here but should be evaluated through subsequent customer feedback rather than treated as proven outcomes of this regression.

Further studies could draw respondents from a broader set of locations and compare distinct consumer segments or purchase occasions. Longitudinal data and purchase records may help examine how digital exposure, social motives, and quality perceptions develop before an actual transaction. Future analyses should also verify the complete regression coefficient table and document any differences between the questionnaire sample and diagnostic-test sample.

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