The Influence of Perceived Value, Fear of Missing Out, and Social Influence on YouTube Premium Subscription Decisions (A Case Study on Faculty of Economics Students at Universitas Prima Indonesia in 2025)

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Changes in a modern, practical, and technology-based lifestyle have made society, especially the younger generation, increasingly dependent on digital platforms such as YouTube to meet their entertainment needs. Despite having a high number of users, the YouTube Premium service has not yet become the primary choice among university students. A pre-survey indicates that this low interest is related to the perceived benefits being considered inconsistent with the price, low drive from the fear of missing out, and limited social influence. Most students perceive that features such as ad-free viewing and offline downloads do not offer sufficient value, thus creating no urgent need to subscribe. Additionally, the social environment has not provided strong encouragement, leading students to continue using the free service. This study was conducted at Universitas Prima Indonesia, Medan, from October to December 2025 using an associative quantitative method. A total of 96 students served as respondents based on Lemeshow's formula calculations using purposive sampling and accidental sampling techniques. Data collection was carried out through questionnaires and subsequently analyzed using multiple linear regression after passing validity, reliability, and classical assumption tests. Hypothesis testing included partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (Adjusted R^2). The results indicate that perceived value, fear of missing out, and social influence partially affect students' decisions to subscribe to YouTube Premium. Simultaneously, all three factors also exert an influence on subscription decisions, demonstrating that benefit evaluations, psychological drives, and the social environment are interrelated factors in students' decisions.

Keywords: Perceived Value, Fear of Missing Out, Social Influence, Subscription Decision

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1. Introduction

Changes in societal lifestyles in the modern era are taking place at an increasingly rapid pace compared to previous patterns of living (Amelia & Firmansyah, 2025). Convenience, efficiency, and speed have now become crucial considerations in various daily activities. Technological advancements and the digitalization process have also shaped societal habits, making people increasingly dependent on digital devices to fulfill various needs (Ali et al., 2025). On the other hand, today's generation pays significant attention to entertainment, experiences, and selfactualization, making internet-based activities an integral part of their daily routine (Nasution et al., 2026).

Public demand for entertainment is currently largely fulfilled through digital platforms. Various activities, such as watching shows, enjoying music, playing games, and consuming creative content, can be conducted online with greater ease. The presence of entertainment applications grants users the flexibility to determine the timing, type, and content they wish to enjoy. Consequently, digital platforms are not only

utilized to fill leisure time but have also become the primary choice for obtaining entertainment, relieving boredom, and keeping up with digital trends (Henriques et al., 2024).

A variety of platforms have emerged to meet these needs, including video streaming services, music applications, and other digital content platforms. Several platforms widely recognized by the public include Netflix, Spotify, Disney+, TikTok, and YouTube. Each platform possesses distinct characteristics and service advantages. Netflix focuses on movies and series, Spotify provides music and podcast services, whereas YouTube offers a vast category of videos, including entertainment, education, information, and lifestyle content. Based on data, YouTube is known to be the most frequently accessed platform by the Indonesian public Asosiasi PJII, (2026).

Table 1. Most Watched Video Streaming Platforms in Indonesia (2026)

Video / Streaming Platform	Percentage of Respondents (%)	Market Status
YouTube	49.3%	Dominant Market Leader
Vidio	24.8%	Top local OTT platform
Netflix	13.4%	Leading paid global VOD service
Prime Video	0.6%	Global subscription service
Disney+ Hotstar	0.6%	Global subscription service
Others / None	11.3%	Other platforms and non-users

Asosiasi Penyelenggara Jasa Internet Indonesia, (2026)

Besides serving as a media for entertainment, this platform is also utilized as an information source, a learning medium, and a means for users to express themselves. Users can enjoy as well as upload videos free of charge through its basic service, thereby creating an interactive relationship between content creators and viewers. Its usage level spans various age groups and backgrounds, giving YouTube an important position in society's digital activities.

Amid YouTube's high popularity, the YouTube Premium subscription service has not demonstrated a similar level of interest, particularly among university students. Some users still consider the free service sufficient for their entertainment needs despite the presence of advertisements. Subscription costs are also a key consideration, as the additional benefits obtained are perceived as not providing sufficient value relative to the expenses incurred. This situation illustrates that high YouTube usage does not automatically increase interest in its premium service. Therefore, YouTube Premium's value proposition and marketing approaches need to effectively address the needs of young users.

The results of a pre-survey conducted on 30 respondents indicate that students' interest in using YouTube Premium remains low. As many as 76% of respondents stated they were not yet interested in subscribing because the benefits received were considered disproportionate to the cost, while the remaining 24% expressed interest. This low interest is presumed to be related to several aspects, namely perceived value, fear of missing out, and social influence. Although features such as ad-free viewing, background playback, and offline content access are available, these features have not provided sufficient drive for students to switch from the free service to the paid service (Lee et al., 2025).

Perceived value reflects a consumer's evaluation regarding the balance between the benefits gained and the sacrifices made, whether in terms of cost, time, or effort. The assessment of a service becomes increasingly positive when perceived benefits outweigh the sacrifices. Based on the pre-survey of 30 respondents, students' perceived value toward YouTube Premium tends to be low. As many as 73% of respondents did not consider the service worth paying for because the ad-free feature was deemed less important, whereas

27% stated otherwise. For most students, the presence of ads remains tolerable, while background playback and offline access are also not features that are frequently utilized. This demonstrates that the offered functional benefits have not become a strong reason to subscribe.

Fear of Missing Out (FoMO) is a condition where an individual experiences apprehension over missing trends, information, or experiences being enjoyed by others. In consumer behavior, this condition can act as an impetus to use or purchase a product so that the individual does not feel left behind. Based on the pre-survey of 30 respondents, FoMO has not shown a strong role in driving students to use YouTube Premium. A total of 68% of respondents stated that they did not feel left behind if they did not possess the service, while 32% agreed that they did. Students assessed that using the free version did not cause them to miss out on essential experiences because there was no exclusive content deemed mandatory to access through the Premium service. Consequently, the elements of exclusivity and urgency that could trigger an emotional drive to subscribe remain relatively low.

Social influence represents the influence originating from the surrounding environment that can shape an individual's attitudes or decisions, including through friends, family, or figures considered influential. In using a service, environmental encouragement can serve as one of the considerations in determining a decision. The pre-survey results from 30 respondents show that social influence on YouTube Premium usage remains limited. As many as 70% of respondents stated that their environment did not encourage the use of the service, whereas 30% reported an influence. Most students also do not have many friends or close peers using YouTube Premium. This condition leads to a low drive to conform to the social environment, keeping the Premium service from becoming a common habit among students (Nguyen et al., 2025)

2. Methods

This research will be conducted at Universitas Prima Indonesia, located in Medan, North Sumatra. The study is scheduled to take place over a three-month period, beginning in October 2025 and concluding in December 2025. A quantitative approach is employed in this study to objectively test hypotheses using numerical data processed through statistical techniques. This research is classified as associative with an explanatory nature, designed to examine causal relationships between independent and dependent variables (Pratama et al., 2024). Through this approach, the researcher can analyze how changes in one variable affect changes in another (Rahayu et al., 2024).

The population for this study comprises students from the Faculty of Economics at Universitas Prima Indonesia who use YouTube Premium, with the exact size of the population being unknown (Caraka et al., 2022). To determine the sample size for an unknown population, the study applied formula-based calculations, resulting in a total sample size of 96 respondents (Filser et al., 2024). Sample collection was conducted using a purposive sampling technique with an accidental approach, whereby respondents were selected based on their availability and conformity with the predefined research criteria (Abdrabbo et al., 2025).

3. Results And Discussion

Descriptive Statistics

Table 2. Descriptive Statistics

Variables	N	Mean	Median	Mode	SD
Perceived Value	96	26.70	24.00	18	3.908
Fear of Missing Out	96	26.98	27.00	26[a]	4.187
Social Influence	96	25.79	24.00	22[a]	4.224

Variables	N	Mean	Median	Mode	SD
Subscription Decision	96	25.80	27.00	21	3.715

Based on the descriptive statistics in Table 2 for 96 respondents, the analysis results present an overview of the respondents' response characteristics across each research variable. The *Fear of Missing Out* (FoMO) variable emerged as the most dominant factor perceived by students, recording the highest mean of 26.98 (standard deviation 4.187), which indicates that the anxiety of missing out on trends strongly influences the respondents. On the other hand, the *Perceived Value* variable also recorded a high mean of 26.70 (standard deviation 3.908), reflecting that respondents evaluate the benefits and utility of the service positively and relatively uniformly.

Meanwhile, the *Subscription Decision* variable obtained a mean of 25.80 with the lowest standard deviation of 3.715. This low variability indicates that students' subscription decisions fall into a strong category with the highest level of response consistency among respondents. Finally, the *Social Influence* variable recorded a mean of 25.79 with the highest standard deviation of 4.224. The high standard deviation in *Social Influence* indicates that pressure or encouragement from the social environment, such as family and peers, is the most varied or heterogeneous factor in its impact on each individual.

Validity Test

Table 3. Validity Test

Variable	Statement.	R-Value	r-tabel	Description
Perceived Value (X1)	X1.1	0,844	0,361	Valid
	X1.2	0,993	0,361	Valid
	X1.3	0,879	0,361	Valid
	X1.4	0,681	0,361	Valid
	X1.5	0,895	0,361	Valid
	X1.6	0,788	0,361	Valid
	X1.7	0,900	0,361	Valid
	X1.8	0,893	0,361	Valid
	X1.9	0,751	0,361	Valid
Fear of Missing Out (X2)	X2.1	0,764	0,361	Valid
	X2.2	0,967	0,361	Valid
	X2.3	0,893	0,361	Valid
	X2.4	0,897	0,361	Valid
	X2.5	0,781	0,361	Valid
	X2.6	0,982	0,361	Valid
	X2.7	0,786	0,361	Valid
	X2.8	0,987	0,361	Valid
Social Influence (X3)	X3.1	0,666	0,361	Valid
	X3.2	0,877	0,361	Valid
	X3.3	0,765	0,361	Valid
	X3.4	0,721	0,361	Valid
	X3.5	0,912	0,361	Valid
	X3.6	0,732	0,361	Valid
	X3.7	0,764	0,361	Valid
	X3.8	0,895	0,361	Valid

Variable	Statement.	R-Valuer-tabel		Description
Subscription Decision (Y)	Y1	0,915	0,361	Valid
	Y2	0,785	0,361	Valid
	Y3	0,823	0,361	Valid
	Y4	0,889	0,361	Valid
	Y5	0,767	0,361	Valid
	Y6	0,891	0,361	Valid
	Y7	0,765	0,361	Valid
	Y8	0,880	0,361	Valid
	Y9	0,777	0,361	Valid
	Y10	0,910	0,361	Valid

Based on the validity test results presented in Table 3, all statement items measuring the research variables namely Perceived Value (X_1), Fear of Missing Out (X_2), Social Influence (X_3), and Subscription Decision (Y) are declared valid. An indicator is considered valid when its calculated correlation value (R-Value) exceeds the critical table value (r_{table} of 0.361 for $N = 96$). Specifically, the eight indicators for *Perceived Value* yielded R-Values ranging from 0.681 to 0.993, while the eight indicators for *Fear of Missing Out* recorded values between 0.764 and 0.987. Furthermore, the eight indicators for *Social Influence* spanned from 0.666 to 0.912, and the ten items for *Subscription Decision* produced values between 0.765 and 0.915. Because every single indicator across all four variables successfully surpasses the 0.361 threshold, it can be concluded that the research instrument possesses strong validity and is entirely suitable for further data analysis in this study.

Reliability Test

Table 3. Reliability Test.

Variabel	Cronbach's Alpha	N of Items	Description
Perceived Value (X1)	0,925	9	Reliabel
Fear of Missing Out (X2)	0,873	8	Reliabel
Social Influence (X3)	0,893	8	Reliabel
Subscription Decision (Y)	0,936	10	Reliabel

Based on the reliability test results presented in Table 3, all research variables namely Perceived Value (X_1), Fear of Missing Out (X_2), Social Influence (X_3), and Subscription Decision (Y) are declared reliable. A research instrument is considered reliable if its Cronbach's Alpha coefficient exceeds the standard threshold of 0.60. Specifically, the *Perceived Value* variable (8 items) obtained a Cronbach's Alpha of 0.925, while the *Fear of Missing Out* variable (8 items) achieved a value of 0.873. Furthermore, the *Social Influence* variable (8 items) recorded a Cronbach's Alpha of 0.893, and the *Subscription Decision* variable (10 items) produced the highest value at 0.936. Because every variable yields a Cronbach's Alpha value well above the 0.60 benchmark, it can be concluded that the questionnaire demonstrates excellent internal consistency and high reliability as a data collection tool.

Normality Test Results

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.59463294
Most Extreme Differences	Absolute	.075
	Positive	.046
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the results of the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This indicates that the residual data are normally distributed. Therefore, the assumption of normality is fulfilled, meaning that the data meet the normality requirement for further statistical analysis.

Multicollinearity Test

Table 5. Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Content Marketing	0.866	1.154
Social Media Marketing	0.905	1.106
Influencer Marketing	0.884	1.132

Based on the results presented in Table 5, the multicollinearity test indicates that the Content Marketing variable has a Tolerance value of 0.866 and a VIF value of 1.154. The Social Media Marketing variable has a Tolerance value of 0.905 and a VIF value of 1.106, while the Influencer Marketing variable has a Tolerance value of 0.884 and a VIF value of 1.132. All independent variables have Tolerance values greater than 0.10 and VIF values below 10. Therefore, it can be concluded that the regression model does not exhibit multicollinearity among the independent variables. This indicates that Content Marketing, Social Media Marketing, and Influencer Marketing can be used simultaneously as independent variables in the multiple linear regression analysis.

Heteroscedasticity Tes

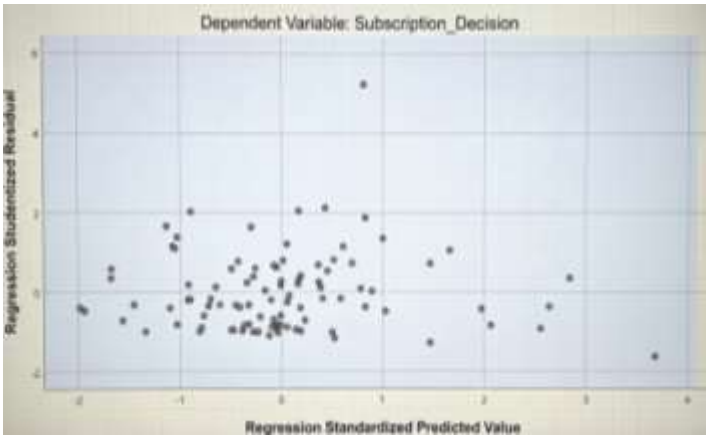


Figure 1. Scatterplot of Heteroscedasticity Test

Based on Figure 1, the scatterplot shows that the data points are randomly distributed and do not form a specific pattern, such as widening, narrowing, or a regular curve. The points are scattered above and below the zero line on the Y-axis. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity. This indicates that the model meets the assumption of homoscedasticity and is suitable for further analysis.

Multiple Linear Regression Test

Tabel 6. Multiple Linear Regression Test

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	.080	2.846		.978	.978
1Perceived Value	.482	.074	.508	.000	.000
Fear of Missing Out	.231	.069	.261	.001	.001
Social Influence	.268	.064	.305	.000	.000
a. Dependent Variable: Subscription Decision					

Based on the regression test results presented in Table 6, the multiple linear regression equation is expressed as $Y = 0.080 + 0.482X_1 + 0.231X_2 + 0.268X_3$. The constant value of 0.080 indicates that when Perceived Value, Fear of Missing Out (FoMO), and Social Influence are assumed to be zero, the Subscription Decision variable has a baseline value of 0.080. Furthermore, all three independent variables have positive regression coefficients, indicating a positive relationship with Subscription Decision. Perceived Value has a regression coefficient of 0.482, meaning that a one-unit increase in Perceived Value will increase Subscription Decision by 0.482 units, assuming the other variables remain constant. Similarly, Fear of Missing Out (FoMO) and Social Influence have coefficients of 0.231 and 0.268, respectively, indicating that each one-unit increase in these variables will increase Subscription Decision by 0.231 and 0.268 units, respectively, ceteris paribus.

The partial significance test (t-test) results indicate that all three independent variables have a positive and statistically significant effect on Subscription Decision at the 5% significance level ($\alpha = 0.05$). Perceived Value has a t-statistic of 6.494 and a significance value of 0.000 ($p < 0.05$), indicating a positive and significant effect on Subscription Decision. Similarly, Fear of Missing Out (FoMO) has a t-statistic of 3.335 and a significance value of 0.001 ($p < 0.05$), demonstrating a significant positive effect. Social Influence also has a positive and significant effect, as indicated by a t-statistic of 4.176 and a significance value of 0.000 ($p < 0.05$). These findings confirm that Perceived Value, Fear of Missing Out, and Social Influence individually contribute significantly to consumers' Subscription Decisions.

Coefficient of Determination Test

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716[a]	.512	.496	2.637

Based on the results of the coefficient of determination test presented in Table 6, the R-value of 0.716 indicates a strong relationship between Perceived Value, Fear of Missing Out (FoMO), and Social Influence and Subscription Decision. The R Square value of 0.512 indicates that the three independent variables simultaneously explain 51.2% of the variation in Subscription Decision, while the remaining 48.8% is explained by other factors not included in this research model. Furthermore, the Adjusted R Square value of 0.496 indicates that after adjusting for the number of independent variables and sample size, the model

explains 49.6% of the variation in Subscription Decision. Meanwhile, the Std. Error of the Estimate value of 2.637 represents the standard deviation of the prediction errors, indicating the average level of deviation between the actual and predicted values of Subscription Decision. Overall, these results indicate that the regression model has a reasonably strong explanatory ability in explaining Subscription Decision through Perceived Value, Fear of Missing Out (FoMO), and Social Influence.

F-Test

Table 8. F Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	671.407	3	223.802	32.194	.000[b]
	Residual	639.551	92	6.952		
	Total	1310.958	95			

Dependent Variable: Subscription Decision

Predictors: (Constant), Perceived Value, Fear of Missing Out, Social Influence

Based on the F-test results presented in Table 8, the calculated F-value is 32.194, with a significance value of 0.000 ($p < 0.05$). This indicates that the regression model is statistically significant. Since the significance value is below the 0.05 threshold, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Therefore, Perceived Value, Fear of Missing Out (FoMO), and Social Influence simultaneously have a positive and significant effect on Subscription Decision. These findings demonstrate that the three independent variables collectively contribute to explaining consumers' decisions to subscribe. Thus, the regression model is suitable for explaining the relationship between the independent variables and Subscription Decision.

t-Test

Table 10. t-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	*(Constant)*	.080	2.846		.978	.978
	Perceived Value	.482	.074	.508	.000	.000
	Fear of Missing Out	.231	.069	.261	.001	.001
	Social Influence	.268	.064	.305	.000	.000

a. Dependent Variable: Subscription Decision

Based on the t-test results presented in Table 10, each independent variable has a positive and statistically significant effect on Subscription Decision. The results indicate that Perceived Value has a regression coefficient of 0.482, a t-statistic of 6.494, and a significance value of 0.000 ($p < 0.05$). This demonstrates that Perceived Value has a positive and significant effect on Subscription Decision, meaning that higher perceived value leads to a greater likelihood of consumers deciding to subscribe. Furthermore, Fear of Missing Out (FoMO) has a regression coefficient of 0.231, a t-statistic of 3.335, and a significance value of 0.001 ($p < 0.05$). These results indicate that FoMO has a positive and significant effect on Subscription Decision, suggesting that consumers' concerns about missing out on experiences, information, or exclusive benefits encourage them to subscribe.

Similarly, Social Influence has a regression coefficient of 0.268, a t-statistic of 4.176, and a significance value of 0.000 ($p < 0.05$). This finding confirms that Social Influence has a positive and significant effect on

Subscription Decision, indicating that recommendations, opinions, and social interactions can encourage consumers to make subscription decisions. Overall, the t-test results confirm that Perceived Value, Fear of Missing Out (FoMO), and Social Influence partially have positive and significant effects on Subscription Decision. Among the three independent variables, Perceived Value is the most dominant variable, as indicated by its highest standardized Beta coefficient of 0.508, followed by Social Influence (0.305) and Fear of Missing Out (0.261).

Discussion

The Effect of Perceived Value on Subscription Decision

The findings reveal that Perceived Value has a positive and significant effect on Subscription Decision, with a regression coefficient of 0.482, a t-statistic of 6.494, and a significance value of 0.000. This result indicates that consumers are more likely to subscribe when they perceive that the benefits, quality, features, and services offered are worth the costs incurred. Perceived Value also has the highest standardized Beta coefficient (0.508), making it the most dominant variable in this study. This suggests that consumers primarily consider the balance between the benefits received and the price they must pay before deciding to purchase a subscription. Therefore, subscription service providers should focus on improving service quality, offering relevant features, and maintaining competitive pricing to strengthen consumer perceptions of value (Wu & Jiang, 2025).

Furthermore, consumers tend to evaluate whether subscription services provide convenience, efficiency, satisfaction, and benefits that meet their expectations. When a service offers valuable content, reliable access, attractive features, and a satisfactory user experience, consumers are more likely to consider the subscription worthwhile (Jo et al., 2024). Conversely, if the perceived benefits are lower than the costs, consumers may hesitate to subscribe or discontinue their subscriptions (Haqqo & Isharina, 2024). This indicates that perceived value is not merely associated with price but also reflects consumers' overall evaluation of the usefulness and quality of the services they receive.

These findings emphasize that companies need to understand consumer expectations and continuously improve the value offered through their subscription services. Providing flexible subscription packages, exclusive features, affordable pricing, and consistent service quality can strengthen consumers' positive perceptions. In addition, maintaining customer satisfaction and ensuring that the services remain relevant to consumer needs are essential for encouraging subscription decisions. Therefore, subscription service providers should focus on improving service quality, offering relevant features, and maintaining competitive pricing to strengthen consumer perceptions of value and encourage long-term customer relationships.

The Effect of Fear of Missing Out (FoMO) on Subscription Decision

The results indicate that Fear of Missing Out (FoMO) has a positive and significant effect on Subscription Decision, with a regression coefficient of 0.231, a t-statistic of 3.335, and a significance value of 0.001. This finding suggests that consumers' concerns about missing exclusive content, special promotions, new information, or experiences available through subscription services can encourage them to subscribe. In the digital environment, limited-time offers, exclusive access, and continuously updated content may strengthen consumers' desire to remain connected and avoid missing valuable opportunities. Consequently, FoMO represents an important psychological factor that contributes to subscription decisions, although its influence is lower than that of Perceived Value and Social Influence.

Furthermore, consumers who frequently interact with digital platforms may experience pressure to stay updated with the latest trends, information, and entertainment. This condition can create a sense of urgency

to subscribe, particularly when certain services provide exclusive content or benefits that are unavailable to non-subscribers (Nguyen et al., 2025). The fear of being left behind or missing experiences that other users have already enjoyed may also influence consumers' purchasing behavior (Tajani et al., 2026). As a result, FoMO can encourage individuals to make subscription decisions to maintain access to information, entertainment, and digital experiences (Harrison-walker & Mead, 2024).

Moreover, subscription service providers can utilize this psychological factor by introducing exclusive membership benefits, limited-time promotions, early access to new content, and special offers for subscribers (Mari, 2026). However, these strategies should be implemented responsibly to maintain consumer trust and satisfaction (Lee et al., 2025). The findings suggest that FoMO is not the primary consideration in subscription decisions, but it remains an important supporting factor in influencing consumer behavior. Therefore, companies should combine engaging digital content and attractive subscription benefits with consistent service quality to encourage consumers to subscribe and maintain their subscriptions.

The Effect of Social Influence on Subscription Decision

The findings also demonstrate that Social Influence has a positive and significant effect on Subscription Decision, with a regression coefficient of 0.268, a t-statistic of 4.176, and a significance value of 0.000. This result indicates that recommendations, reviews, opinions, and experiences shared by friends, family members, influencers, and online communities can influence consumers' decisions to subscribe. Consumers may feel more confident subscribing to a service when they receive positive recommendations or observe that the service is widely used by people around them. With a standardized Beta coefficient of 0.305, Social Influence is the second most dominant variable in this study. This finding emphasizes the importance of digital word-of-mouth, customer reviews, and social media engagement in encouraging subscription decisions (Mishra et al., 2024).

Furthermore, social interaction through digital platforms allows consumers to obtain information and evaluate subscription services based on the experiences of other users. Positive testimonials, online discussions, ratings, and recommendations from trusted individuals can reduce uncertainty and increase consumer confidence in choosing a particular subscription service (Bründl & Matt, 2023). In addition, influencers and content creators can play an important role in shaping consumer perceptions by introducing subscription benefits, demonstrating service features, and sharing their personal experiences (Wang, 2023). These activities can create positive perceptions and encourage potential consumers to consider subscribing (Guo, 2022).

Social Influence may also strengthen consumers' sense of belonging to particular social groups or digital communities. When individuals observe that their friends or social circles frequently use certain subscription services, they may develop an interest in using the same services to participate in shared experiences and conversations. This condition demonstrates that subscription decisions are not always based on individual preferences but can also be influenced by social interactions and environmental factors.

The Simultaneous Effect of Perceived Value, FoMO, and Social Influence on Subscription Decision

The F-test results show an F-statistic of 32.194 with a significance value of 0.000, indicating that Perceived Value, Fear of Missing Out (FoMO), and Social Influence simultaneously have a significant effect on Subscription Decision. This finding suggests that subscription decisions are not determined by a single factor but rather by the interaction of economic evaluations, psychological motivations, and social influences. Consumers consider whether a subscription provides sufficient benefits, whether subscribing allows them to access exclusive opportunities, and whether the service is recommended or widely accepted by their social environment. The combination of these factors provides a broader understanding of consumer behavior in the digital subscription market (Abdrabbo et al., 2025).

Overall, this study confirms that Perceived Value is the most dominant factor influencing Subscription Decision, followed by Social Influence and Fear of Missing Out (FoMO). These findings imply that subscription service providers should prioritize delivering meaningful value while strengthening positive consumer experiences and social engagement. By combining attractive service benefits, relevant promotional strategies, and positive digital interactions, businesses can develop more effective strategies to encourage consumer subscription decisions.

4. Conclusion

Based on the findings of this study involving students at Universitas Prima Indonesia, Medan, it can be concluded that Perceived Value, Fear of Missing Out (FoMO), and Social Influence significantly influence students' decisions to subscribe to YouTube Premium, both partially and simultaneously. These findings indicate that subscription decisions are shaped by students' evaluations of service benefits, psychological motivations, and social environmental factors. Perceived Value reflects the extent to which students consider premium features worth the subscription cost, while Fear of Missing Out represents the psychological motivation to access exclusive digital experiences. Meanwhile, Social Influence highlights the role of peers and social environments in shaping students' subscription preferences.

This study contributes to the understanding of digital consumer behavior by demonstrating the relevance of economic, psychological, and social considerations in subscription-based digital services. The findings suggest that students' subscription decisions cannot be explained solely by the functional benefits of premium features but also involve psychological motivations and social interactions. Theoretically, these findings provide empirical insights into consumer decision-making within digital subscription services, particularly among university students in emerging markets.

Future research is recommended to involve larger and more diverse samples across multiple universities to improve the generalizability of the findings. Further studies could incorporate additional variables, such as Price Sensitivity, Brand Trust, Perceived Enjoyment, and Subscription Satisfaction, to provide a more comprehensive understanding of digital subscription decisions. Longitudinal research designs are also recommended to examine changes in consumer preferences and subscription behavior over time.

From a practical perspective, YouTube Premium service providers should strengthen their value propositions by communicating the functional and experiential benefits of premium subscriptions more effectively. Student-oriented pricing strategies, promotional campaigns, and personalized subscription packages may enhance perceived value and encourage subscription decisions. Furthermore, social media engagement, peer recommendations, and digital community-based marketing could be utilized to strengthen social influence and consumer interest. Integrating these strategies may improve subscription attractiveness, increase student adoption, and support sustainable growth in the competitive digital subscription market.

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