

# Turnitin Novy Fitria

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#### Abstract

The purpose of this research is to see the relationship between FOMO and motivation and employee performance in Gen Z. This research uses quantitative methods by collecting data using questionnaires in Gen Z with purposive sampling techniques. The research data obtained was analyzed using multiple regression analysis. Based on the results of the F test,  $F= 5.156$  with  $p= 0.007$  ( $p<0.05$ ) means there is a significant relationship between FOMO and motivation and performance. These findings indicate that the hypothesis which states that there is a relationship between FOMO and motivation and employee performance in Gen Z is accepted/proven. The results of the partial analysis show that between FOMO and performance,  $t= -0.211$  with Sig. 0.008 ( $p<0.05$ ) means that there is a significant negative relationship between FOMO and proven performance, meaning that the higher the FOMO in Gen Z, the more their performance will decrease and so do on the contrary. The relationship between motivation and performance was obtained  $t= 0.175$  with Sig.0018 ( $0<0.05$ ) meaning there is a significant positive relationship between motivation and performance, the higher the motivation, the higher the performance of Gen Z employees and conversely the lower the motivation of Gen Z, the higher the performance decrease.

**Keywords:** FOMO, Gen Z, Motivation, Performance.

#### INTRODUCTION

Labor is one of the most important assets in a company because they are the operators of all activities carried out by the company. Labor as an asset in a company has value and must be recognized its existence as the main key and even a determining factor in the success of an organization in carrying out the vision, mission and goals of the organization. Therefore, the role of humans is very important as a driving force and as an agent of change (Mahardika, 2013).

Facing the era of society 5.0, internet use is growing very rapidly and has the influence that the need to always be connected with other humans is becoming very dominant. The use of smartphones and especially excessive use of social media can cause dependence or addiction which makes users seem unable to be separated from smartphones. This is the most significant impact of smartphone use that occurs and is experienced by most people today, especially generation Z (Setkab, 2021). Including one of the impacts of smartphones, especially in the use of social media, can also be interpreted and associated with a new term called FOMO (Fear of Missing Out). In simple terms, FOMO, a term that is familiar among the younger generation, can be interpreted as fear or anxiety about missing out on something that is new and happening, such as trends, news, information, and others. FOMO is a desire to continue to be connected with other people around them and will feel anxious if other people are having fun without their presence (Przybylski et al., 2013).

Fear of missing out is the fear that someone will miss out on something enjoyable and a feeling of staying connected with other people. The fear of losing something is driven by the desire to fulfill the need for self-esteem, especially social self-esteem. Social self-esteem is a person's social self-evaluation which is formed in a social context. FOMO can cause someone to feel anxious and afraid of missing something important if they don't follow social media trends (Przybylski et al., 2013). FOMO itself occurs because of feelings of unhappiness, loneliness, and often comparing oneself with other people. Moreover, during the pandemic, it has affected people's psychological well-being due to a lack of social interaction and ultimately led to excessive use of social media to maintain social relationships. As stated by Abraham Maslow (1943) in his book "A Theory of Human Motivation", that humans live motivated by fulfilling needs (Physiological Needs) starting from the most basic, namely physiological needs to the highest, namely self-actualization (Dossey, 2014).

Dossey (2013) stated that FOMO is considered a form of social anxiety—a compulsive worry that one might miss an opportunity for a social interaction, a new experience, or some other satisfying event, often elicited by posts seen on social media sites. Based on the understanding given by several of the characters above, the researcher's theory defines that fear of missing something is a feeling of discomfort about missing an important moment belonging to another person or group where the individual cannot be present. This feeling is characterized by the desire to stay connected to what other people are doing via the internet or cyberspace (Furnham et al., 2009).

Generation Z or post-millennial people born in the current era of digitalization are most susceptible to FOMO. Generation Z (often shortened to Gen Z), colloquially known as zoomers, is the demographic group that replaced the Millennial Generation and preceded Generation Alpha. Researchers and popular media use the mid to late 1990s as the initial year of birth and the early 2010s as the final year of birth for Gen Z. However, the classification of the birth year range for Gen Z or Generation Z used in Indonesia starts from 1997–2012, based on official data determined by the Indonesian Central Statistics Agency (BPS) in the 2020 Population Census. The Central Statistics Agency (BPS) releases statistical data that reveals the composition of Indonesia's population based on age groups. This data is the result of the release of the 2020 Population Census (Halpern & Katz, 2017). This data provides a more in-depth explanation of the structure of Indonesia's future generations. In the data released, Generation Z born between 1997 and 2012 (in 2023 between 15 and 26 years old) dominates with around 74.93 million people, or 27.94% of the population. Generation Z has a stronger tendency to experience FOMO, although FOMO can be experienced by anyone. Several characteristics of this generation unfortunately contribute to the formation of FOMO: first, excess influence, namely individuals who are very dependent on technology, gadgets and the internet. Second, one of the elements of FOMO is this dependency. Third, digital intelligence is when someone can predict what will be a trend, such as topics, online shopping, style, food and healthy lifestyles (Varela, 2021).

Halpern & Katz (2017) indicate that FOMO has the potential to cause greater conflict and jealousy in relationships. It is conceivable that the consequences of FOMO can create poor relationships between one individual and another individual due to conflict and jealousy resulting from feelings of inadequacy or unworthiness as a result of comparing oneself to others. This causes a person to compare themselves with others and results in a feeling of lack of self-confidence. Because he thinks that other people's lives are more perfect than the life he has. If this happens continuously, it is possible that someone will experience stress and even depression. If the other person has something that they don't have, it will give rise to jealousy which can result in mutual dislike or even conflict. You can imagine if this happened in the world of work, it could happen between one employee and another employee who should be working together but instead end up putting each other down as a result of the FOMO lifestyle. This is a portrait of an incident that could occur as a result of the FOMO that has hit Gen Z currently (Simamora, 2014).

Chotpitayasunondh & Douglas (2016) explain that FOMO corresponds to the idea of ignoring someone in a social environment, when people prefer to look at their phones rather than pay attention to or talk to that person. Because the increasing feeling of fear or FOMO can stimulate someone to always look at their cellphone. This causes a person's productivity to decrease. It is said that FOMO behavior is understood as a paradoxical relationship, because when individuals are connected to the world via smartphone, they are disconnected from the real world (which is physically present) (Morris & Cravens Pickens, 2017). Gen Z will find it difficult to concentrate while working or studying, because they are too focused and engrossed in their gadgets and activities in cyberspace so they are always up to date and not out of date. Smartphones actually make the user low and their productivity level decreases, whether in work, studying or other activities. So you can see how dangerous it is if we suffer from FOMO. Victims of FOMO will experience low levels of self-confidence, decreased productivity, anxiety, depression, and other mental disorders which of course can reduce the performance of Gen Z who have made FOMO a lifestyle (Jood, 2017).

Every company wants to achieve maximum goals, and if the employee's performance is good, that goal can be achieved. Companies try to encourage their employees to excel by providing awards, opportunities for achievement, more important work, job security, and company policies. Some forms of motivation include a 5 cent salary, health insurance, benefits, and a good work environment, promotions, and opportunities for growth. Employee performance is very important for the company. Employees who have high performance can help the company achieve company goals. However, this cannot be separated from the variables that influence it. Simamora (Song et al., 2017) states that performance is influenced by several factors; (a) individual factors, namely individual abilities and skills, educational background, and demographics, (b) psychological actors, namely perceptions, attitudes, personality, learning, and motivation, (c) organizational factors including resources, leadership, rewards, structure, and job design. Meanwhile, motivation is a component that influences performance. Hasibuan (in Damayanthi, 2015) describes motivation as an urge to work together, work well, and combine all efforts to achieve satisfaction. In addition, Westwood (Morris & Cravens Pickens, 2017) describes motivation as a psychological state that motivates someone to do something. Low performance will be caused by low work motivation. It is impossible for poor employee performance to achieve good results without motivation, because motivation is an important part of efforts to achieve company goals. If an employee has high work motivation, it will make him feel happy and satisfied with his work. If work motivation is low, then you have to put more effort into getting the best results with high enthusiasm and always trying to improve your tasks and yourself (Anoraga, 1990, 2006).

With the phenomenon of FOMO and motivation, research that explains the relationship between FOMO and motivation and performance, especially Gen Z performance, is very important to carry out. The aim of this research is to see whether there is a relationship between FOMO and motivation and performance in Gen Z (Morris & Cravens Pickens, 2017; Nasrudin, 2010).

## 4.2 LITERATURE REVIEW

### 4.2.1 Fear of Missing Out (FOMO)

FOMO is characterized as a strong feeling of being constantly connected to other people and what they are doing (Przybylski et al., 2013). These feelings are then manifested in the form of actions. A theory that can explain individual drives is Self Determination Theory (SDT). The three psychological components that underlie a person's psychological needs are competence, autonomy, and relatedness. FOMO is believed to be the impact of a lack of satisfaction of these three needs (Song et al., 2017).

Generation Z, which is characterized as individuals who are under-influenced and being always connected, tends to show FOMO syndrome because they try to fulfill psychological needs, especially the need for connectedness. This is also in accordance with what Przybylski et al (2013) said, that those who experience FOMO on social media actually lack the satisfaction of their needs in real life, especially psychological needs. Individuals who lack satisfaction of basic psychological needs tend to engage in the use of social media with the belief that social media can be a facility for connecting with other people, practicing social skills, and an opportunity to deepen social relationships. However, they do not realize that the negative impact is that anxiety arises when they feel that they are not part of the activity or miss out on experiences with their friends (Utami & Aviani, 2021).

### 4.2.2 Motivation

Frederick Herzberg's two-factor theory says that there are two things that encourage individuals to work: first; which makes individuals feel dissatisfied (dissatisfiers) and secondly; which makes individuals satisfied (satisfiers). Herzberg's research results show that these two things encourage people to work: a. Motivator factors, also known as intrinsic conditions, are employee satisfaction so that they will move employee motivation in a better direction. (Manullang, 1981b, 1981a) states that motivator factors include: 1) Achievement (successful implementation) 2) Recognition (recognition) 3) The work itself (the work itself) 4) Responsibilities (responsibility) 5) Advancement (development) Internal motivation is motivation that comes from oneself, which allows employees to work because the employee is interested and happy with work that provides meaning, value, satisfaction and happiness. Internal motivation is also referred to as motivation factor b. Hygiene Factors Hygiene factors, also known as extrinsic conditions, are conditions that cause employees to be dissatisfied. According to M. Manullang (1981), hygiene factors include: 1) Policy and administration (policies and administration) 2) Technical supervisor (company supervision) 3) Interpersonal supervisor (interpersonal relationships) 4) Working conditions (work conditions) 5) Wages (salary/wages) (Manullang, 1981a).

### 4.2.3 Performance

Suci and Idrus (2015) stated that performance is the willingness of a person or group of people to carry out an activity and perfect it in accordance with their responsibilities with the expected results. In essence, employee performance (work achievement) is the result of work in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Performance is the result of work or work achievement (Stillman et al., 2019; Stillman & Stillman, n.d.). Employee performance is the result of work in terms of quality and quantity achieved by an employee in carrying out the tasks assigned to an employee in accordance with the responsibilities given to the employee. Work performance, also known as performance, is the work result achieved by an employee in carrying out the tasks assigned to him which is based on experience, seriousness and time (Muizu et al., 2016).

### 4.2.4 Generation Z (Gen Z)

Singh & Dangmei (2016) stated that Generation Z is a generation that is very diverse ethnically and has the latest technology. Generation Z has informal, individual and straightforward speaking techniques, and social networking is an important part of life. Gen Z is the Do-It-Yourself generation. Generation Z wants to be heard despite their young age, and have a different attitude towards work compared to previous generations. Without a proper understanding of this generation, organizations will find it difficult to hire and retain Gen Z for sustainable organizational growth (Akbar et al., 2019).

Stillman (2018) states that generation Z is the generation born between 1995 and 2012. Generation Z is also often called the iGeneration or internet generation. According to Stillman (2018), the oldest age of generation Z is 23 years and the youngest is 6 years old with a total of 72.8 million people from the entire world population. Generation Z is known as the technology generation who started to learn about the internet when they were still

small and could not speak. Generation Z was raised and cared for by their parents using internet facilities since childhood. In other words, generation Z grew up in a world where everything is connected to the internet (Azwar, 2013a, 2013b).

## RESEARCH METHOD

This research will examine FOMO, motivation with the performance of Gen Z employees. Fomo and motivation are independent variables (X1 and X2) while performance is a dependent variable (Y). In this research, online media in the form of Google form will be used as a medium to spread the research scale which will be spread over 1 week (7 days) starting on Friday 03 November and ending on Thursday 09 November 2023. The sample size was 107 people (Utami & Aviani, 2021).

The type of research is correlational research with quantitative methods. The sampling technique uses purposive sampling, which is a probability method carried out based on predetermined subject criteria. The sample criteria in this study are: (1) Gen Z aged 17 – 25 years, (2) status as an employee with more than 3 months of service, (3) not married, (4) willing to be a respondent and take part in the entire research process. The number of samples used in this research was 107 people. Validity and reliability analysis of items used the Statistical Package for Social Science for Windows (SPSS) version 22.0 program. The validity of items in this study follows the rules of the item discrimination test, namely items with a corrected item total correlation ( $r_{iY}$ ) index  $\geq 0.30$  are declared to have good validity (Azwar, 2013). Meanwhile, the reliability of the three scales in this study shows reliable results with their respective reliability coefficients, namely the FOMO scale of 0.913, the motivation scale of 0.921, and the performance scale of 0.901 (Chotpitayasunondh & Douglas, 2016).

Hypothesis testing is carried out to measure the extent to which the research hypothesis carried out can be accepted. In this research, there is more than one independent variable that will be tested, therefore, to determine its effect on the dependent variable, the regression analysis process carried out is using multiple linear regression analysis (Akbar et al., 2019).

## RESULTS and DISCUSSION

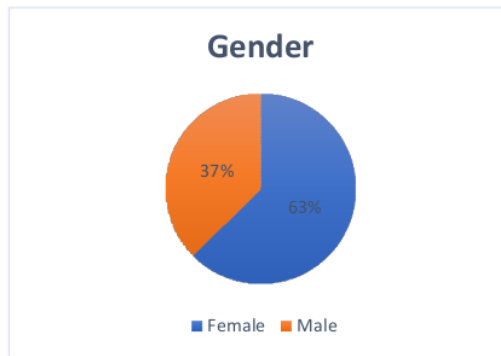
The researcher carried out a classic assumption test in the form of: Normality test on the performance variable using the Kolmogorov Smirnov technique (K-S Test), the result was  $p = 0.200 > 0.05$ , so that the performance variable was declared to have a normal distribution. Linearity test with deviation from linearity (F) on the FOMO variable (X1) and performance (Y) showed that there was a linear relationship with a value of  $F = 1.007$  with  $p = 0.451$  ( $p > 0.05$ ). The results of the linearity test on the motivation variable (X2) and performance (Y) obtained a value of  $F = 1.201$  with  $p = 0.122$  ( $p > 0.05$ ). These results indicate that there is a significant linear relationship between the motivation variable (X2) and performance (Y). The multicollinearity test obtained a tolerance result of  $0.819 > 0.10$  and a VIP value of  $1.001 < 10.0$ . Having obtained these results, it can be stated that there is no multicollinearity between the FOMO and motivation variables. The heteroscedasticity test on the FOMO and motivation variables using Spearman's Rho correlation obtained a significance = 0.482 on the FOMO variable and a significance = 0.254 on the motivation variable. This means that there is no heteroscedasticity in the two variables.

Based on the data above, it is known that the classical assumption test is met so that data analysis uses parametrics. The data analysis used in this research is multiple linear analysis, which is a method used when there is more than one independent variable that will be tested to see its effect on the dependent variable.

### Research Samples

The research subjects were 107 generation Z people. Based on data regarding the subject obtained during the research, a description of the research subject can be known. Description of research subjects based on gender, age, level of education, and length of work based on the following data:

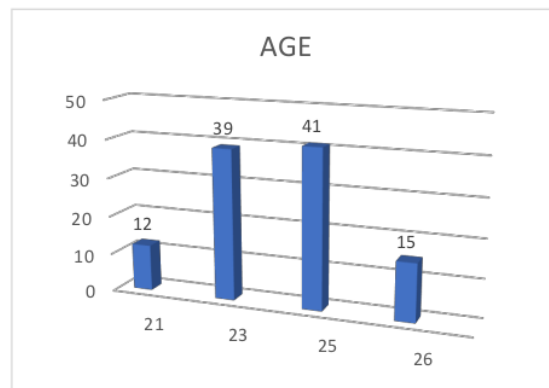
Figure 1. Gender of Research Sample



Source: data processed by research in 2023

The sample used in this research was 107 respondents with a division of 67 respondents (63%) female and 40 people (37%) male.

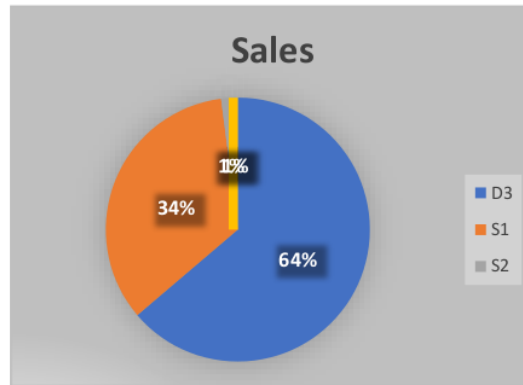
Figure 2. Age of Research Sample



Source: data processed by research in 2023

The sample used was 21 years old consisting of 12 respondents, 39 people aged 23 years, 41 respondents aged 25 years, 15 respondents aged 26 years.

Figure 3. Education level



Source: data processed by research in 2023

The educational level consisted of Diploma 3 with 69 respondents (64%), Strata 1 with 37 respondents (35%), and Strata 2 with 1 respondent (1%).

#### Hypothesis Test Results

The first hypothesis testing was carried out using a simultaneous test with the F-test with the aim of finding out the relationship between the independent variables and the dependent variable together. The results of the F test are said to have a simultaneous relationship if  $p < 0.05$  or the F value  $>$  F table ( $df1 = k - 1$ ,  $df2 = n - k$ ), where  $k =$  the number of all variables (independent and dependent) and  $n =$  the number of respondents. So, this study has a regression equation with 2 independent variables and one dependent variable. The number of samples forming the regression is 201. So  $df1 = k - 1 = 3 - 1 = 2$  while  $df2 = n - k = 107 - 3 = 104$ . So if you look at the F table you have an F value of 3.08 with a probability significance of 0.05.

Table 2. Simultaneous Correlation Analysis Results

F	Sig.
5.156	0.007 <sup>b</sup>

Source: SPSS output

Based on the F test results obtained, a significant value of 0.007 or  $p < 0.05$  was found, so it can be concluded that the independent variables together have a significant effect on the dependent variable. Meanwhile, if you look at the calculated F value, you get a score  $>$  F table, with a multiple correlation coefficient value between FOMO and motivation and performance of F value: 5,156 and an F table value of 3.08 (F calculated  $>$  F table) so it is said to have a simultaneous relationship.

Based on the explanation above, it can be concluded that the probability/significance value is  $< 0.05$ , which means that  $H_0$  is rejected and  $H_a$  is accepted, which means that the independent variables jointly influence the dependent variable because there is a simultaneous relationship between FOMO (X1) and motivation (X2) with performance (Y) / the independent variables tested have a significant effect on the dependent variable.

Testing the second and third hypotheses uses the t-test with the aim of finding out the relationship between the independent and dependent variables partially or individually. The t test results are said to have a relationship with the dependent variable if the sig value is  $< 0.05$ .

Table 3. Results of partial correlation analysis

Variable	t	Sig.
FOMO	-0.211	0.008
Motivation	0.175	0.018

Source: SPSS output

The second hypothesis states that FOMO has a negative relationship with performance, where the higher the FOMO in an individual the lower the performance in that individual. The results of data processing carried out in hypothesis testing obtained  $t = - 0.211$  with  $p = 0.008$  ( $p < 0.05$ ), meaning there is a significant negative relationship between FOMO and performance. The higher the FOMO, the lower the performance of Gen Z so that

<sup>35</sup> the hypothesis is proven/accepted. From these results, the second hypothesis which <sup>27</sup> states that there is a negative relationship between FOMO and performance is accepted.

<sup>3</sup> The third hypothesis states that motivation has a positive relationship with performance, where <sup>22</sup> the higher the motivation of an individual, the higher the performance of that individual. The results of research data processing carried out in hypothesis testing obtained  $t = 0.175$  with Sig 0.018 ( $p < 0.05$ ), meaning there is a significant positive <sup>35</sup> relation between motivation and performance. The higher <sup>7</sup> the motivation, the higher the performance of Gen Z so that the hypothesis is proven/accepted. From these results, the third hypothesis which states that there is a negative relationship between motivation and performance is accepted.

## DISCUSSION

### <sup>7</sup> The Relationship between FOMO and Motivation and Gen Z Employee Performance

The first research hypothesis, which states <sup>9</sup> that there is a relationship between FOMO and motivation and the performance of Gen Z employees, shows that there is a significant relationship between FOMO and motivation and the performance of Gen Z employees simultaneously. This means that FOMO and motivation together influence the performance of Gen Z. If Gen Z has a high intensity of FOMO and lacks motivation, it will reduce Gen Z's performance at work. According to Jood (2017), it shows that there is a positive effect of life satisfaction on FOMO. Individuals who always want to participate in other people's activities have a low level of life satisfaction. This is because feelings or the need to always be connected to other people can cause a cognitive and emotional burden on a person, which ultimately results in dissatisfaction in life. Dissatisfaction with life can clearly trigger fatigue in carrying out daily activities. This will of course also affect the productivity and performance of Gen Z who are significantly exposed to FOMO. Plus <sup>2</sup> if work motivation decreases, performance will certainly decrease further. Latief (2012) stated that by forming strong motivation, it can produce good results or performance as well as quality of the work that has been done. This shows that every <sup>25</sup> increase in motivation possessed by employees in carrying out work will provide an increase in their performance. Therefore, high work motivation is needed by organizations to improve employee performance

### <sup>9</sup> The Relationship between FOMO and Gen Z Employee Performance

The second <sup>20</sup> hypothesis states that there is a negative relationship between FOMO and the performance of Gen Z employees. The results show that there is a significant negative relationship <sup>1</sup> between these two variables. The higher the FOMO experienced, it will reduce Gen Z's performance at work and vice versa, the lower the FOMO experienced, the higher Gen Z's performance at work will be. Akbar et al (2018) in their research stated that individuals who experience FOMO tend to find it difficult to get away from their smartphone. This is motivated by fulfilling psychological needs, namely relatedness. Unconsciously, when trying to fulfill the need for relatedness, self-evaluation is actually taking place, where individuals compare themselves with other people on social media. This self-evaluation forms self-esteem. Individuals with low self-esteem tend to feel anxious if they are not better than others, which triggers them to continue to be connected to social media (Utami & Aviani, 2021). The widespread use of social media means that Gen Z cannot be separated from their gadgets. Of course, <sup>45</sup> one wants to look good on social media, so they try to maintain their image or self-esteem on social media. Fear of missing out can also cause social media multitasking, because of the fear of being separated from social media while doing an activity which could cause someone to miss important social events or information (Varela, 2021). Unwise and excessive use of social media can make a person easily obsessed and stressed. Researchers have proven that teenagers who experience FOMO tend to be more susceptible to mental disorders such as anxiety and depression and other mental disorders. By comparing themselves unfairly with other people and also the attitude of continuously using social media will clearly influence the behavior of Gen Z in carrying out their duties or activities. The focus that should be directed towards activities or tasks that can be productive will ultimately lose that focus because it is divided because Gen Z who are intensely exposed to FOMO will constantly try to use social media so as not to miss out on existing trends. This clearly has a negative effect on work performance and productivity.

Chotpitayasunondh & Douglas (2016) explain that FOMO corresponds to the idea of ignoring someone in a social environment, when people prefer to look at their phones rather than pay attention to or talk to that person. Because the increasing feeling of fear or FOMO can stimulate someone to always look at their cellphone. This causes a person's productivity to decrease. It is said that FOMO behavior is understood as a paradoxical relationship, because when individuals are connected to the world via smartphone, they are disconnected from the real world (which is physically present) (Morris et al., 2017). Gen Z will find it difficult to concentrate while working or studying, because they are too focused and engrossed in their gadgets and activities in cyberspace so they are always up to date and not out of date. Smartphones actually make the user low and their productivity level decreases, whether in work, studying or other activities. So you can see how dangerous it is if we suffer from FOMO. FOMO victims will experience low levels of self-confidence, decreased productivity, anxiety, depression,



and other mental disorders which of course can reduce the performance of Gen Z who have made FOMO a lifestyle.

### **7 The Relationship between Motivation and Gen Z Employee Performance**

The third hypothesis, namely that there is a positive relationship between motivation and Gen Z's performance, is accepted. The more someone has high motivation, the higher their performance will be and vice versa, namely the lower Gen Z's motivation level, the lower their performance will be. The results of this research are in accordance with Mangkunegara's opinion (in Nasrudin, 2010) which explains that employee performance is influenced by two factors, namely ability factors and motivation factors. The ability factor is formed from potential ability (IQ) and real ability (knowledge + skills). Furthermore, motivation factors are formed from the attitudes of leaders and employees when facing work situations. The work situation includes work relationships, work facilities, leadership policies, and work climate (Sedarmayanti, 2011). Latief (2012) stated that by forming strong motivation, it can produce good results or performance as well as quality of the work that has been done. This shows that every increase in motivation possessed by employees in carrying out work will provide an increase in their performance. Therefore, high work motivation is needed by organizations to improve employee performance.

### **CONCLUSION**

Based on the description above, it can be concluded that FOMO and motivation have a relationship and influence the performance of Gen Z, as has been proven. FOMO syndrome which is caused by excessive intensity of social media use and low motivation in Gen Z has an impact on life satisfaction and other psychological problems, such as low levels of self-confidence, decreased productivity, anxiety, depression, and other mental disorders which of course can reduce the performance of Gen Z who have made FOMO a lifestyle.

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