

## The Mediating Role of FoMO in the Influence of Discounts and Servicescape on Gym Membership Subscription Decisions

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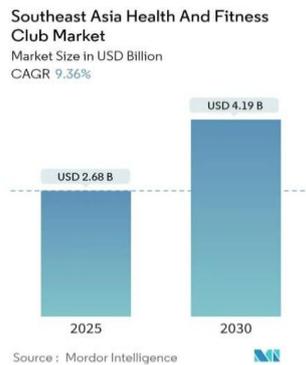
**Abstract:** This study examines how the Fear of Missing Out (FoMO) functions as a mediating variable in the relationship between Discounts and Servicescape on consumers' decisions to subscribe at Yes Fitness in Bali. Increasing rivalry within the fitness sector encourages companies to create more efficient marketing approaches, such as price-related promotions, an engaging physical environment, and psychological tactics that generate urgency. A quantitative approach was adopted using purposive sampling, resulting in 257 valid respondents. The dataset was analyzed through Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings reveal that Discounts and Servicescape have a significant impact on FoMO, and all variables significantly influence subscription decisions. FoMO is also proven to partially mediate the effect of Discounts and Servicescape on consumer subscription behavior. These results emphasize the strategic value of limited-time promotional offers, well-designed and appealing servicescapes and urgency-based communication strategies in encouraging consumers' willingness to subscribe. The practical implications suggest that fitness centers can enhance their competitiveness by improving promotional planning, optimizing physical layouts, and incorporating FoMO-driven communication approaches.

**Keywords:** Discount, Servicescape, FoMo, Subscription Decision

### INTRODUCTION

In recent years, the fitness industry has shown significant growth, driven by the rising public awareness of health and physical activity. Exercise is no longer viewed as an optional activity but has become an essential part of the modern lifestyle. (WHO, 2024) reports that global physical activity levels remain low, with one in four adults failing to meet the recommended weekly aerobic activity guidelines. This condition encourages individuals to

seek facilities that can help them maintain a consistent exercise routine.



**Figure 1. The Gym Services Market in Southeast Asia**

In recent years, the healthy lifestyle trend has also become increasingly prominent in Southeast Asia. A 2025 survey conducted by Populix revealed that public interest in physical activities and sports facilities continues to increase (Fontessa, 2025) This momentum is further supported by regional market projections, where the Southeast Asia health and fitness club industry is forecasted to grow from USD 2.68 billion in 2025 to USD 4.19 billion in 2030, with a compound annual growth rate (CAGR) of 9.36% (Mondor, 2025). The steady upward trend demonstrates not only rising demand but also the strengthening economic potential of the fitness sector in the region. This growth opens broader opportunities for fitness centers, including gyms, to position themselves as providers of not only physical training facilities but also comprehensive support for holistic healthy lifestyle habits. Beyond physical benefits, fitness activities also contribute to mental well-being. (Rezaie et al., 2023) found that physical activity is positively correlated with emotional regulation, highlighting the role of fitness centers as environments that support both physical and psychological wellness. With increased market expansion and growing consumer awareness, fitness centers are becoming strategic spaces for maintaining overall health, managing stress, and fostering sustainable lifestyle routines.

Yes Fitness is one of the fitness centers that seeks to meet these needs, particularly for individuals of productive age who desire complete facilities at an affordable price. Within the context of business competition, marketing strategies play a crucial role in attracting potential new members. One widely used strategy is the provision of limited-time discounts. Discounts are defined as temporary price reductions used to increase consumer attention and interest (Maharani, 2022) Such price offers can create a higher perceived value (Faisal, 2024) and accelerate purchasing decisions when consumers feel a sense of urgency (Aswad et al., 2024) Similar findings were highlighted by (Agustin el al., 2021) who showed that promotions significantly influence public interest in a service, suggesting that discount strategies in fitness services can effectively attract consumers to subscribe immediately.

In addition to price promotions, the quality of the physical environment, or servicescape, also plays an important role in shaping customer experience. According to (Juliana, 2020) physical elements such as layout, comfort, and cleanliness influence customer perceptions during their activities. (Fuadi, 2020) further emphasizes that servicescape contributes to long-term customer loyalty. The research of (Firdaus et al., 2023) also supports this, stating that perceived quality and perceived value are key factors in building consumer trust. The concept of perceived quality aligns with the role of servicescape as a factor shaping service experience and perceived value in fitness facilities. Therefore, the combination of a good physical environment and effective promotional strategies can enhance the attractiveness of a fitness center.

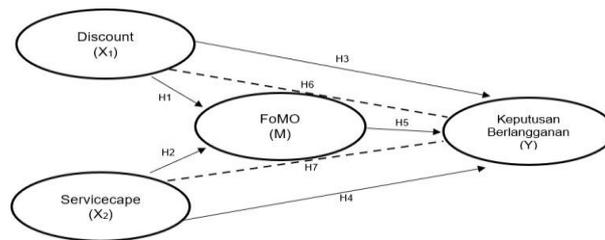
Psychological aspects also play a significant role, particularly in the digital era where social exposure is high. The phenomenon of Fear of Missing Out (FoMO) describes the anxiety experienced by individuals when they feel they are missing out on opportunities enjoyed by others. Prior studies have shown that FoMO can influence purchasing decisions through emotional pressure and the desire to stay aligned with current trends. Research by (Vicramaditya, 2021) found that service quality and perceived value can enhance consumer loyalty. These findings can be linked to FoMO mechanisms, in which high perceived value and positive experiences increase consumers' desire not to miss out on certain offers or services. In the context of gyms, exposure to workout-related social media content and active member testimonials can trigger FoMO among potential customers, encouraging them to join promptly. Although numerous studies have examined the effects of discounts, servicescape, and FoMO, the findings remain inconsistent, particularly within the context of fitness services. This creates a research gap that warrants further investigation. Based on these conditions, this study aims to analyze the influence of discounts and servicescape on subscription decisions and examine the mediating role of FoMO among members of Yes Fitness in Denpasar.

The theoretical foundation of this study is guided by the Theory of Planned Behavior (TPB), which posits that behavioral intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB is relevant in explaining how attitudes toward discounts, social norms within the gym environment, and consumers' perceived ability to subscribe shape their decisions, including psychological mechanisms involving urgency and social pressure associated with FoMO (Bosnjak et al., 2020). A subscription decision itself reflects a consumer's commitment to continuously using a service, involving both cognitive and emotional evaluations of long-term benefits. Perceived service quality, usefulness, personalization, and ongoing interactions strengthen subscription intention (Wu et al., 2024); (Batan et al., 2024), while facility quality, comfort, pricing, and previous experiences strongly influence subscription decisions in fitness contexts (Siregar, 2025). In this study, subscription decision is indicated by intention to subscribe, perceived value for money, and willingness to recommend (Situmeang, 2023)

Discounts are conceptualized as price promotion strategies that reduce regular prices to increase purchase interest. They enhance perceived value, stimulate buying intentions, and become particularly effective when offered for limited periods (Aswad et al., 2024). Discount effectiveness varies based on consumer characteristics; emotional consumers tend to respond more strongly, while more rational groups may be less affected (Sapitri et al., 2025). Visual cues and mechanisms such as flash sales further heighten urgency and influence decision-making (Faisal, 2024). The indicators used in this study include discount size, duration, and product coverage (Fatmawati et al., 2022).

Servicescape refers to the physical environment where services are delivered, encompassing design, layout, lighting, cleanliness, and atmosphere (Bitner et al., 1992), all of which shape consumer comfort, perceptions, emotions, and behaviors (Juliana, 2020). A well-designed servicescape enhances satisfaction and revisit intention (Shah et al., 2022) and increasingly extends into digital forms through e-servicescape elements such as online visual design and functionality (Li et al., 2024). The indicators applied here include lighting, music, color, layout, and human resources (Manuli, 2018).

FoMO, defined as the fear that others are experiencing more rewarding or valuable experiences, is often triggered by social media exposure and drives consumers to follow trends or react quickly to promotional offers (Ghina et al., 2025). FoMO is also associated with impulsive decisions, especially under urgency-based strategies such as flash sales or limited-time offers (Ghinarahima, 2024) The indicators used are fear of losing opportunities, worry about not participating, and anxiety regarding others' social activities (Przybylski et al., 2013).



Source: by the autor, 2025

**Figure 2. Conceptual Framework**

H1: Discount (X1) increases FoMO (M).

H2: Servicescape (X2) increases FoMO (M).

H3: Discount (X1) improves subscription decisions (Y).

H4: Servicescape (X2) improves subscription decisions (Y).

H5: FoMO (M) boosts subscription decisions (Y).

H6: Discount (X1) affects subscription decisions (Y) through FoMO (M).

H7: Servicescape (X2) affects subscription decisions (Y) through FoMO (M).

## METHOD

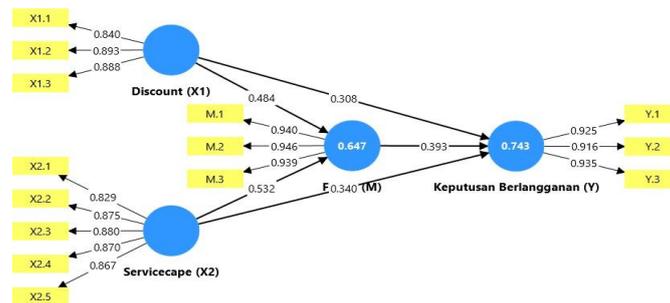
A quantitative explanatory approach was used in this study to analyze the causal relationships among Discount, Servicescape, FoMO, and Subscription Decision in the setting of membership behavior at Yes Fitness Bali. The research setting was a fitness center that implements subscription-based services, making it an appropriate environment for examining consumer decision-making influenced by promotional strategies and physical service environments. The target population consisted of all active members of Yes Fitness Bali, and the sample comprised 257 respondents selected using purposive sampling based on predetermined criteria, including being an active member, falling within the productive age range of 17–44 years, and having maintained a membership for a minimum of one month. The sampling technique ensured that the participants had adequate experience related to the variables studied. Data were collected using a structured questionnaire distributed both online and at the fitness center. The questionnaire used a four-point Likert scale, ranging from “strongly disagree” to “strongly agree,” and included items representing each research indicator. The study variables consisted of Discount and Servicescape as independent variables, FoMO as the mediating variable, and Subscription Decision as the dependent variable. Each variable was operationalized based on prior theories and empirical findings. Discount referred to price reductions or limited-time promotions; Servicescape represented the physical setting and layout of the gym; FoMO described the psychological pressure of not wanting to miss valuable opportunities; and Subscription Decision indicated a member’s intention to subscribe or continue membership. The research process involved several stages: creating measurement items, validating the questionnaire with experts, conducting a pilot test, distributing the final instrument, and screening the data to ensure completeness. The primary data were gathered using a closed-ended questionnaire designed specifically to measure respondents’ perceptions. Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4 was used for data analysis, as this technique can handle complex relationships between latent variables and assess measurement and structural models simultaneously. PLS-SEM allowed evaluation of indicator reliability, internal consistency, convergent and discriminant validity, and structural paths to test the hypotheses.

## RESULTS AND DISCUSSION

The descriptive analysis begins with the demographic profile of the 257 respondents. The sample consisted of 180 males (70%) and 77 females (30%), indicating that most active

members of Yes Fitness Bali are male, although females still participate in fitness activities. In terms of age, most respondents belonged to Generation Z (17–28 years old), totaling 178 individuals (69.3%), while the remaining 79 participants (30.7%) were Millennials aged 29–44 years. This suggests that Yes Fitness Bali is more appealing to younger members who tend to show higher interest in physical activity and have flexible schedules. Regarding occupation, most respondents were students (135 people; 52.5%), followed by business owners (62 people; 24.1%), private/civil employees (58 people; 22.6%), and others (2 people; 0.8%). These patterns illustrate that the gym tends to attract individuals who prioritize health, appearance, and an active lifestyle. The descriptive results form the basis for further analysis of the measurement and structural models.

**Measurement Model (Outer Model)**



Source: Output of SmartPLS, 2025

**Figure 3. Outer Model**

**Convergent Validity Result Test**

**Table 1. Convergent Validity Test Results based on Outer-Loadings**

Variables	Indicators	Outer loading	Status
Discount (X1)	X1.1	0,840	Valid
	X1.2	0,893	Valid
	X1.3	0,888	Valid
Servicecape (X2)	X2.1	0,829	Valid
	X2.2	0,875	Valid
	X2.3	0,880	Valid
	X2.4	0,870	Valid
	X2.5	0,867	Valid
FoMo (M)	M.1	0,940	Valid
	M.2	0,946	Valid
	M.3	0,939	Valid
Supsribtion Decition	Y.1	0,925	Valid
	Y.2	0,916	Valid
	Y.3	0,935	Valid

Source: by the autor, 2025

All indicators show outer loading values above 0.70, which means every item is valid and accurately measures its respective variable. The Discount and Servicecape indicators demonstrate strong reliability, the FoMo indicators show very high measurement accuracy, and the Subscription Decision indicators are also highly valid. Overall, these results indicate that all constructs in the model are measured well and can be trusted for further analysis.

### Average Variance Extracted (AVE)

**Table 2. Convergent Validity Test Results based on Average Variance Extracted (AVE)**

Variables	Average Variance Extracted (AVE)	Status
Discount (X1)	0.764	Valid
Servicescape (X2)	0.747	Valid
FoMO (M)	0.887	Valid
Subscription Decition (Y)	0.856	Valid

Source: by the autor, 2025

All constructs show AVE values above the recommended threshold of 0.50, indicating strong convergent validity. The Discount construct (AVE = 0.764) and Servicescape (AVE = 0.747) demonstrate that their indicators explain a high proportion of variance. The FoMO construct has a very high AVE value of 0.887, showing excellent indicator convergence, while the Subscription Decision construct also shows strong convergent validity with an AVE of 0.856. These results confirm that all variables are measured well and that their indicators consistently represent each construct.

### Discriminant Validity Result Test

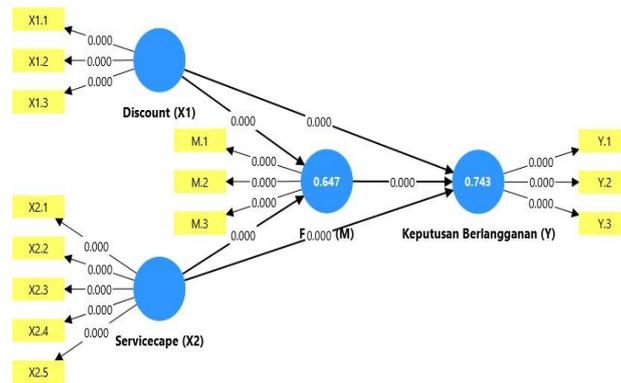
**Table 3. Discriminant Validity Test Results based on Cross-Loading**

	Discount (X1)	Servicescape (X2)	Fomo (M)	Subscription Decision (Y)
<b>X1.1</b>	<b>0.840</b>	0.196	0.494	0.487
<b>X1.2</b>	<b>0.893</b>	0.256	0.576	0.610
<b>X1.3</b>	<b>0.888</b>	0.208	0.547	0.565
<b>X2.1</b>	0.187	<b>0.829</b>	0.524	0.534
<b>X2.2</b>	0.236	<b>0.875</b>	0.558	0.620
<b>X2.3</b>	0.200	<b>0.880</b>	0.586	0.593
<b>X2.4</b>	0.229	<b>0.870</b>	0.576	0.550
<b>X2.5</b>	0.241	<b>0.867</b>	0.581	0.616
<b>M.1</b>	0.544	0.621	<b>0.940</b>	0.752
<b>M.2</b>	0.600	0.595	<b>0.946</b>	0.759
<b>M.3</b>	0.602	0.631	<b>0.939</b>	0.766
<b>Y.1</b>	0.586	0.636	0.738	<b>0.925</b>
<b>Y.2</b>	0.570	0.607	0.737	<b>0.916</b>
<b>Y.3</b>	0.613	0.632	0.762	<b>0.935</b>

Source: by the autor, 2025

The cross-loading results show that each indicator has the highest loading on its respective construct compared to the other constructs. Indicators for Discount (X1.1–X1.3) load highest on Discount, indicators for Servicescape (X2.1–X2.5) load highest on Servicescape, FoMO indicators (M.1–M.3) load highest on the FoMO construct, and indicators for Subscription Decision (Y.1–Y.3) load highest on Subscription Decision. This indicates that each item represents its intended variable better than other variables, fulfilling the criteria for discriminant validity. In other words, all constructs in the model are clearly distinct from one another and do not overlap.

**Inner Model**



Source: Output of SmartPLS, 2025  
**Figure 4. Inner Model**

**R-Square**

**Table 4. Coefficient of Determination (R<sup>2</sup>) Test Results**

	<i>R-square</i>	<i>R-square adjusted</i>
<b>FoMO (M)</b>	0.647	0.644
<b>Subscription Decision (Y)</b>	0.743	0.740

The R-square values indicate how much variance in the dependent variables can be explained by the predictors in the model. The results show that 64.7% of the variance in FoMO is explained by Discount and Servicescape, while 74.3% of the variance in Subscription Decision is explained by Discount, Servicescape, and FoMO. These values reflect strong predictive power, meaning the model is able to explain a large portion of the behavioral outcomes examined. Higher R-square values indicate that the relationships among variables in the model are well-captured and that the predictors collectively have strong explanatory ability.

**F Square**

**Table 5. F-Square Test Results**

<b>The Relationship Among Variables</b>	<b>F-square</b>
Discount (X1) -> FoMO (M)	0.621
Discount (X1) -> Subscription Decition (Y)	0.213
Servicecape (X2) -> FoMO (M)	0.749
Servicecape (X2) -> Subscription Decition (Y)	0.241
FoMO (M) -> Subscription Decition (Y)	0.212

Source: by the autor, 2025

The F-square values demonstrate the strength of the effect of each independent variable on its specific dependent variable. The results show that Discount (0.621) and Servicescape (0.749) have large effect sizes on FoMO, indicating that both variables strongly influence the emergence of FoMO. Meanwhile, their effects on Subscription Decision fall into the medium category, with values of 0.213 and 0.241, meaning they make moderate contributions to consumers' subscription decisions. FoMO also shows a medium effect size on Subscription Decision (0.212), suggesting that psychological pressure from FoMO plays a meaningful, but not dominant, role in shaping subscription behavior.

## Hypothesis Testing

**Table 6. Hypothesis Result Test**

Relationship Between Variables	Test Result	Conclusion
Discount → FoMO	Positive, significant ( $p < 0.001$ )	Supported
Servicescape → FoMO	Positive, significant ( $p < 0.001$ )	Supported
Discount → Subscription Decision	Positive, significant ( $p < 0.001$ )	Supported
Servicescape → Subscription Decision	Positive, significant ( $p < 0.001$ )	Supported
FoMO → Subscription Decision	Positive, significant ( $p < 0.001$ )	Supported
Discount → FoMO → Subscription Decision	Indirect effect significant	Partial Mediation
Servicescape → FoMO → Subscription Decision	Indirect effect significant	Partial Mediation

Source: By the Author, 2025

The hypothesis testing results show that all direct paths in the model are positive and significant. Discount exerts a significant positive impact on FoMO, and Servicescape likewise has a significant positive effect, indicating that both promotional offers and the physical environment play a role in elevating consumers' fear of missing out. Similarly, Discount and Servicescape each have significant positive effects on Subscription Decision, confirming that financial offers and environmental quality play important roles in motivating consumers to subscribe. FoMO itself also significantly and positively affects Subscription Decision, indicating that psychological pressure and the desire to stay included encourage consumers to maintain their membership. Furthermore, the indirect effects reveal that FoMO partially mediates the relationships between Discount and Subscription Decision, as well as between Servicescape and Subscription Decision. This partial mediation suggests that while Discount and Servicescape directly influence subscription decisions, they also exert additional effects through the psychological mechanism of FoMO, strengthening the overall behavioral impact.

## CONCLUSION

The research results demonstrate that both Discount and Servicescape consistently exert significant positive effects on FoMO and Subscription Decision within the Yes Fitness Bali membership context. Promotional offers with limited availability effectively intensify consumers' urgency, leading them to respond faster to avoid missing beneficial opportunities. Likewise, a well-designed, comfortable, and visually appealing fitness environment enhances emotional engagement and strengthens consumers' psychological readiness to subscribe. These elements work together to shape a decision-making process in which both rational assessments and emotional triggers play an important role. In addition to their direct influence, the study reveals that Discount and Servicescape also affect Subscription Decision indirectly through FoMO as a partial mediator. This indicates that psychological and social factors such as the fear of being left behind or missing a special offer serve as meaningful drivers that amplify consumer motivation. The presence of partial mediation highlights that both tangible stimuli (like discounts and physical environment) and intangible psychological constructs (such as FoMO) jointly determine how consumers evaluate and decide to commit to a gym membership. Overall, the findings underscore that an effective combination of persuasive promotional strategies, high-quality servicescape design, and psychological triggers significantly shapes consumer behavior in choosing and maintaining their membership in the fitness industry.

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