

THE EFFECT OF SOCIAL MEDIA INFLUENCER TOWARD PURCHASE INTENTION ON THE ORIGINOTE PRODUCT MEDIATED BY PARASOCIAL INTERACTION

Agustina Kusmiyati; Rini Kuswati

**Management Double Degree Program, Faculty of Economic and Business,
Universitas Muhammadiyah Surakarta**

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media influencer Reizuka Ari terhadap minat beli produk The Originote dengan mediasi interaksi para-sosial. Penelitian ini dilakukan pada pengguna media sosial yang menggunakan produk perawatan kulit. Metode penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui survei online dengan menggunakan metode purposive sampling. Analisis data dalam penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3. Penelitian ini menemukan bahwa daya tarik dan kredibilitas berpengaruh signifikan terhadap interaksi para-sosial. Sementara itu, interaksi para-sosial juga memiliki pengaruh positif terhadap niat beli. Selain itu, penelitian ini mengindikasikan bahwa interaksi para-sosial memiliki peran sebagai variabel mediasi pada daya tarik terhadap niat beli dan kredibilitas terhadap niat beli. Hasil ini mengindikasikan bahwa perilaku social media influencer yaitu attractiveness dan credibility memberikan dampak yang signifikan terhadap peningkatan purchase intention. Dengan influencer menjalin hubungan dengan pengikutnya dan memiliki kepribadian yang menarik, maka akan memberikan pengetahuan yang relevan dan kepercayaan sehingga masyarakat ingin mengetahui tentang produk tersebut. Dapat dikatakan bahwa faktor social media influencer memiliki pengaruh yang besar terhadap keputusan konsumen untuk membeli suatu produk.

Kata kunci: Social Media Influencer, Daya Tarik, Kredibilitas, Interaksi Para-sosial, Niat Beli, Perawatan Kulit

Abstract

This study aims to analyze the effect of social media influencer Reizuka Ari on buying interest in The Originote products with the mediation of para-social interaction. This research was conducted on social media users who use skincare products. This research method uses a quantitative approach. Data was collected through an online survey using a purposive sampling method. Data analysis in this study was carried out using the Partial Least Square (PLS) 3 structural equation model. This study found that attractiveness and credibility have a significant effect on para-social interaction. Meanwhile, para-social interaction also has a positive influence on purchase intention. In addition, this study indicates that para-social interaction has a role as a mediating variable on attractiveness to purchase intention and credibility to purchase intention. These results

indicate that social media influencers' behaviors, namely attractiveness and credibility, have a significant impact on increasing purchase intention. With the influencer establishing a relationship with his followers and having an attractive personality, it will provide relevant knowledge and trust so that people want to know about the product. It can be said that the factor of a social media influencer has a major influence on consumer decisions to buy a product.

Keywords: Social Media Influencer, Attractiveness, Credibility, Para-social Interaction, Purchase Intention, Skincare

1. INTRODUCTION

Marketing has grown to be a major factor in the professional development of businesses. A company with a mediocre product can succeed because of its effective and persuasive sales approach. Conversely, a company that produces high-quality goods but employs a shoddy marketing plan will not see its full potential in sales. With advances in technology and information technology, businesses are facing more and more problems. Social media acts as a middleman to help businesses and customers communicate. These days, it's an advertising strategy that addresses downturns in the markets in a variety of businesses. A growing number of business sectors now see social media as an essential marketing tool. Prominent global corporations are progressively generating revenue on social media platforms such as Facebook, Instagram, Twitter, and TikTok as they recognize the growing interest of individuals in these platforms. The use of social media for marketing has grown significantly, leading to the creation of new online careers like Youtubers (creators of material on YouTube) and Selebgrams (celebrities on Instagram). Advances in technology push marketers to adapt, particularly if they wish to stay in business in the digital age. Influencer marketing is one of the many marketing techniques that is currently very popular.

The term "influencer" refers to a strategy used to identify individuals or groups who are seen as influential in the community or in the target market that the business is hoping to reach. Influencer marketing is a hot topic in marketing since it emphasizes influencers to successfully communicate a brand's message to the target audience. Because of the widespread use of the internet in today's world, social media influencers have become important third-party advocates. Thus, this strategy for advertising and promoting goods and services may persuade people to buy them or, at the very least, draw their interest in the marketed product catalog. Influencer marketing has evolved into a crucial tool in marketing

communication, providing the opportunity for engagement with numerous prospective buyers within a short timeframe and at a cost lower than traditional advertising methods (Evans et al., 2017). The phenomenon of influencers has gained significant traction in Indonesia, in tandem with the widespread use of active social media platforms like YouTube, Instagram, and TikTok.

Influencer endorsements have long been a tool used by marketers to raise awareness and enhance consumer perception of a business. Because individuals often trust the superstars they look up to and occasionally wish they could be just like them. Although the principle is identical, influencer marketing has brought forth a different perspective on how celebrities are portrayed. Influencers on social media have increased quickly, encompassing not only artists and actors but also TV and movie stars and professional athletes. An influencer on social media, such as blogs or Instagram, might amass a sizable, active following. Given that more and more individuals are turning to social media for informational purposes, the usage of influencers as a new social media marketing technique appears to be more successful. To enhance the brand's perception among consumers, the influencers themselves must be chosen with their image in mind. Influencers themselves utilize TikTok, a social media platform, to sell companies. The goal of this creative promotion is to generate interest in the product among the general audience. Consumers in Indonesia exhibit a heightened interest in shopping through these platforms, especially if the delivery and reception of information or messages are easily comprehensible (Chen, 2014). TikTok is one of the social media platforms that influencer marketers frequently use to promote products because a lot of online retailers post their products there and because it allows for direct interactions between consumers and influencers or advertising models through uploaded content and live broadcasts (live).

Skincare items are presently regarded as a fundamental necessity, addressing not only the desire for an appealing appearance but, more importantly, the aspiration for healthy skin (Mardiana, 2020). The Originote stands out as a local beauty brand in Indonesia, having been manufactured and introduced to the market since 2018. However, its prominence surged recently following the viral spread of a product review video. All products under The Originote brand are halal and certified by BPOM, reflecting their commitment to quality and progress. The pricing of The Originote products is highly reasonable, catering to individuals of all ages, including both teenagers and adults. The

extensive range of skincare items from The Originote, categorized based on various uses and functions, might be overwhelming for some consumers. Consequently, it becomes essential for individuals to engage in product reviews as a valuable consideration before making a purchase decision.

Reizuka Ari (@dictionarei), a TikTok skincare influencer, employs a distinctive storytelling technique that sets her apart. Each of her videos features unique audio and visual elements, distinguishing her from other influencers. With this individuality, Reizuka Ari has garnered over 3 million followers on TikTok. Another notable aspect of her approach is the soft-selling technique used in videos resembling "A Day With Reizuka Ari," where promotions are subtly integrated with educational content about the skincare products he uses. Given this context, the researcher aims to investigate whether Reizuka Ari's brand association on TikTok influences the purchasing interest in The Originote products.

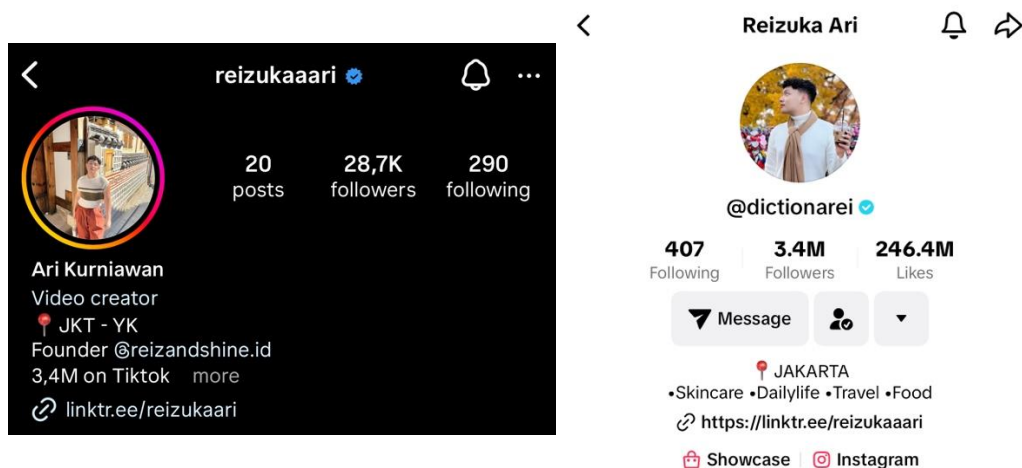


Figure 1. Reizuka Ari Social Media Accounts

2. METHOD

In this research, quantitative data collection was employed using a descriptive method through the distribution of questionnaires. The data for this research were obtained using questionnaires distributed through an online survey on Google Forms. The types of questions used in this research are closed-ended, with predetermined answers, allowing respondents to choose one answer that corresponds to their preference. In this research, data collection was conducted using the Likert scale. In this research, researchers have

determined the respondent criteria. The respondent criteria in this research are respondents who must be under 17 and over 45 years old; respondents who are active on social media; respondents who know about skincare X products; and respondents who use skincare products. In this research, the sampling approach employs non-probability sampling, specifically utilizing the purposive sampling technique. This study's data analysis method makes use of SMARTPLS software and partial least squares (PLS). This study's data collection technique uses a questionnaire to provide many well-written responses to respondents, which are then reviewed. According to Sofyan (2017), Partial Squares-Structural Equation Modelling (PLS-SEM) is a structural equation modeling technique that uses SmartPLS version 3.0 to analyze data and draw conclusions from models with latent variables. This study's data analysis method makes use of SMARTPLS software and partial least squares (PLS). This study's data collection technique uses a questionnaire to provide many well-written responses to respondents, which are then reviewed. In validity test, there are two: First, Convergent Validity. The indicator is considered valid for measuring the generated construct when the loading factor value is > 0.70 . A loading factor value greater than $0.50 - 0.60$ is considered sufficient. According to Haryono (2017), this figure represents the proportion of structures that can account for variations in the indicator. Second, Discriminant Validity. The concept of discriminant validity suggests that measurements of several constructs shouldn't have a strong correlation with one another. The cross-loading for every variable, which needs to be > 0.70 , demonstrates discriminant validity with reflexive indications.

3. RESULT AND DISCUSSION

3.1. Respondent Profile

Respondents who have not purchased The Originote products are the criterion used in the study. A total of 206 respondents to a survey that was issued via Google Form to individuals who had not purchased The Originote product were included in this study. The data from the respondents is as follows.

Table 1. Characteristics of Respondents Based On

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	64	31.1%
Female	142	68.9%

Age		
17-25	132	64,6%
26-35	54	26,2%
36-45	14	6,8
>46	5	2,4%
Domicile		
		0
Sragen	42	20.4%
Surakarta	37	18%
Sukoharjo	31	15%
Purwodadi	26	12.6%
Karanganyar	20	9.7%
Boyolali	19	9.2%
Klaten	12	5.8%
Wonogiri	2	1%
Others	15	7,28%
Occupation		
Student	110	53.4%
Teacher	10	4.9%
Self-employeed	24	11.7%
Private employeed	35	17%
Public employeed	13	6.3%
Housewife	8	3.9%
Others	6	2.8%
Education		
Junior High School	1	0.5%
Senior High School	110	53.4%
Diploma	26	12.6%
S1	62	30.1%
S2	7	3.4%
Income		
<500.000	28	13.6%
500.000-1.500.000	63	30.6%

1.500.000-3.500.000	54	26.2%
3.500.000-5.000.000	31	15%
>5.000.000	30	14.6%

Table shows that there are 64 male respondents with a percentage of 31.1%. Meanwhile, there were 142 female respondents with a percentage of 68.9%. So, it can be concluded that the respondents with female gender are dominant. respondents with an age range of 17-25 years have a dominant number, namely 132 people or around 64.6% followed by an age range of 26-35 years, namely 54 people or around 26.2%, and the age range 36-45 years, namely 14 or around 6.8%, then the last is the age range >46 years, namely 5 people or 2.4%. According to the previous data, 42 individuals, or 20.4% of the total, reside in Sragen, which dominates the respondents' domiciles. Then, domicile from Surakarta namely 37 people with the percentage 18%. Followed by Sukoharjo, namely 31 people with a percentage of 15%. Then, Purwodadi namely 26 people with the percentage of each of the 12.6%. Next is Karanganyar with 20 people with a percentage of 9.7%. Then, Boyolali namely 19 people with the percentage 9.2%. Next, Klaten namely 12 people with a percentage of 5.8%. Then Cilegon and Wonogiri namely 2 people from each domicile with the percentage of each of them at 1%. The last is Ponorogo, Pati, Jakarta, Busan, Bekasi, Temanggung, Semarang, Salatiga, Madiun, Lampung, Salatiga, Purbalingga, Surabaya, Ngawi, and Mataram namely 1 person from each of domicile with the percentage 0.5% each of domicile. , most people who are familiar with social media influencers, the originate product, and Reizuka Ari are Students, with a total of 53.4% or about 110 individuals. Then there are Teachers namely 10 people with a percentage of 4.9%. Followed by Self-employees namely 24 people with a percentage of 11.7%. Next is Private employee namely 35 people with a percentage of 17%. Then Public employee namely 13 people with the percentage 6.3%. Next is Housewife namely 8 people with a percentage of 3.9%. The last is from various kinds of occupations such as freelance and labor with 2 people, then unemployment and civil service pension namely 1 person each of the occupation with the total percentage 2.8% of the occupation. And, illustrates that 110 respondents, or 53.4% of the total, said that their most recent higher education was a senior high school. Next, S1, or 62 individuals, with a 30.1% proportion. Diploma followed, with 26 individuals and a 12.6% rate. Then, S2, or 7 individuals, represented 3.4% of the total number of respondents. The final group is Junior High School, with 1

student and a 0.5% proportion. About respondents' income is shown in Table 4.6. According to the data above, respondents with incomes between 500.000-1.500.000 are strongly represented, with 63 persons representing 30.6% of the total. Next, there were 54 respondents with incomes between 1.500.000-3.500.000, or 26.2% of the total. Next is the respondent with 3.500.000-5.000.000 income, which is 31 people with a 15% percentage. The respondent with >5,000.00 in income was followed by 30 persons with a frequency of 14.6%. The final group consists of 28 respondents with a monthly income of <500.000, representing 13.6% of the total.

3.2. Measurement of Validity and Reliability

3.2.1 Measurement of Validity

Tabel 2. Convergent Validity of Variabel Attractiveness

Indicator	Attractiveness (X1)	Description
I feel that Reizuka Ari's appearance can attract attention	0.888	Valid
I was intrigued when Reizuka Ari made a video about The Originote products	0.796	Valid
I feel that Reizuka Ari's lifestyle in relevant social media content influences my intention to buy The Originote products	0.791	Valid
AVE	0,683	

Tabel 3. Convergent Validity of Variabel Credibility

Indicator	Credibility (X2)	Description
I feel that the information conveyed by Reizuka Ari on social media convinces me to The Originote product	0.874	Valid
I find Reizuka Ari's reviews and recommendations on The Originote products trustworthy	0.838	Valid

Indicator	Credibility (X2)	Description
I feel that Reizuka Ari has accurate product knowledge of The Originote	0.810	Valid
I feel that Reizuka Ari cares about her followers on social media	0.775	Valid
AVE	0,681	

Tabel 4 Convergent Validity of Variabel Purchase Intention

Indicator	Purchase Intention (Y)	Description
I want to find out more about The Originote products after seeing Reizuka Ari's content on social media	0.901	Valid
I am interested in buying The Originote products promoted by Reizuka Ari in the future	0.898	Valid
I plan to buy The Originote products	0.846	Valid
AVE	0,778	

Tabel 5. Meassurement of Variabel Parasocial Interaction

Indicator	Parasocial Interaction (Z)	Description
I feel that Reizuka Ari is able to influence my opinion of The Originote products	0.866	Valid
I feel that I get positive benefits from Reizuka Ari through interactions on social media	0.835	Valid

Indicator	Parasocial Interaction (Z)	Description
I always look forward to Reizuka Ari's content on social media about The Originote products	0.819	Valid
I often interact with the content posted by Reizuka Ari	0.818	Valid
AVE	0,697	

Table shows that there are numerous study variable indicators, each with an outer loading value of >0.7 . According to Chin (1998), the loading scale measurement of 0.5 to 0.6 is sufficient to meet the convergent validity standards. All the variable indicators have been determined to be appropriate or legitimate for research purposes and can be used for additional study, as seen by the data above, which also reveals that none of the indicators have an outer loading value of less than 0.5. Base on table above have a each variable shows an Average Variance Extracted (AVE) value of > 0.5 with an Attractiveness (X1) of 0.683, a Credibility (X2) of 0.681, a Purchase Intention (Y) is 0.778, and the Parasocial Interaction variable (Z) is 0.697. So, it can be concluded that the AVE value of all indicators can be said to be valid because >0.5 .

3.2.2 Measurement of Reliability

Tabel 6. Composite Reliability

Composite Reliability		Description
Attractiveness	0.865	Reliable
Credibility	0.895	Reliable
Purchase Intention	0.902	Reliable
Parasocial Interaction	0.863	Reliable

Source: Primary Data, 2024

Based on the table above, it can be concluded that Attractiveness is 0.865, Credibility 0.895, Purchase Intention 0.902, and Parasocial Interaction 0.863. The data shows that the Composite Reliability value of each variable is > 0.70 , so it can be concluded that the variables above are reliable.

Tabel 7. Cronbach's Alpha

Composite Reliability		Description
Attractiveness	0.766	Reliable
Credibility	0.843	Reliable
Purchase Intention	0.855	Reliable
Parasocial Interaction	0.857	Reliable

Source: Primary Data, 2024

Based on the table, it can be concluded that Attractiveness is 0.766, Credibility 0.843, Purchase Intention 0.855, and Parasocial Interaction 0.857. So, the data above show that Cronbach's Alpha for each variable is more than 0.70, so the data are reliable.

3.2.3 Multicollinearity Test

The purpose of the multicollinearity test was to determine whether the independent variables in the regression model correlated. According to Ajija (2011), multicollinearity is an indication of a perfect linear relationship between some or all the variables that explain the regression model.

Tabel 8. Multicollinearity

	VIF
Attractiveness -> Purchase Intention	3.530
Attractiveness -> Parasocial Interaction	3.112
Credibility -> Purchase Intention	3.891
Credibility -> Parasocial Interaction	3.112
Parasocial Interaction -> Purchase Intention	3.139

Source: Primary Data, 2024

The values of the collinearity statistics value (VIF) are displayed in Table 4.14 above, along with the results of the multicollinearity test between the variables. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5 , so it does not violate the multicollinearity test.

3.2.4 Coefficient Determination

Tabel 9. Coefficient Determination

	R square	Adjust R square
Parasocial Interaction	0.681	0.678
Purchase Intention	0.691	0.687

Source: Primary Data, 2024

Based on the data above, the value of R² on Purchase Intention is 0.618 or 61.8%. The R-value of Parasocial interaction is 0.691 or 69.1%.

3.2.5 Predictive Relevant

Tabel 10. Predictive Relevance (Q²)

	SSO	SSE	Q² (=1- SSE/SSO)
Parasocial Interaction	824.000	441.027	0.465
Purchase Intention	618.000	294.450	0.524

Source: Primary Data, 2024

The Q value² for Parasocial Interaction is 0.465, indicating predictive relevance for this model because the Q² value > 0. Similarly, the Q² for Purchase Intention is 0.524, indicating predictive relevance for this model, based on the data above.

3.2.6 Model Fit

Tabel 11. Model Fit

	Saturated Model	Estimated Model
SRMR	0.062	0.062
NFI	0.845	0.845
Chi-Square	304.591	304.591

Source: Primary Data, 2024

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit because it is <0.10, which is 0.062. Furthermore, the NFI value is also identified as fit because the NFI value is > 0.1, which is 0.845. Chi-Square has a value of 304.591, this value is said to be fit and feasible because it has a range value > 0.05.

3.2.7 Hypothesis Test

The study's hypothesis can be answered by examining the T statistic and P values based on the data processing outcomes. The hypothesis will be accepted if the P values are <0.05 . Because there are independent, intervening, and dependent factors in this study, there are both direct and indirect effects. The study's hypothesis outcomes are as follows:

Tabel 12. Direct Effect						
	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	
A -> PI	0.250	0.249	0.081	3.097	0.002	Significant
A -> PSI	0.365	0.369	0.083	4.393	0.000	Significant
C -> PI	0.312	0.319	0.089	3.495	0.001	Significant
C -> PSI	0.498	0.499	0.076	6.558	0.000	Significant
PSI -> PI	0.331	0.326	0.104	3.191	0.002	Significant

Source: Primary Data, 2024

Whenever the P value for each variable is <0.05 , hypothesis H_0 is rejected. The Original Sample shows beneficial effects. In the above table, we can see that all the variables A -> PI, A -> PSI, C -> PI, C -> PSI, and PSI -> PI have positive and significant effects because the original sample is positive and P values < 0.05 .

Tabel 13. Indirect Effect						
	Origin al Sample (O)	Sampl e Mean	Standard Deviation (STDEV)	T Statistic (O/STDE V)	P Values	
A -> PSI-> PI	0.121	0.122	0.051	2.361	0.019	Significant

	Origin al Sample (O)	Sampl e Mean	Standard Deviation (STDEV)	T Statistic (O/STDE V)	P Values	
C -> PSI-> PI	0.165	0.161	0.054	3.039	0.001	Significant

Source: Primary Data, 2024

From the table above, we can conclude that Attractiveness -> Purchase and Credibility -> Purchase Intention have positive and significant effects because the P-value <0.05.

4. CLOSING

The most recent study indicates how social media influencers, through parasocial interaction mediation, affect consumers' intentions to buy skincare X products. The findings indicated that a person's purchase intention refers to their propensity to transact goods and services both online and offline. Consequently, companies need to concentrate on methods that would raise customer interest in making a purchase. This result shows that credibility and attractiveness can influence consumers. Starting with product information, benefits and drawbacks, and user reviews, these factors can influence consumers' intent to purchase a product. If a product's expertise is appealing and the information provided is reliable, consumers are more likely to learn about skincare X product and make a purchase decision.

According to the study's findings, using parasocial contact to draw customers is another strategy. This can be very beneficial because the most important thing about an influencer is their relationship with their social media followers, who are people with the ability to influence other people. Establishing a company's brand image is one of the tasks that influencers perform. They make natural and persuasive product or service promotions. Furthermore, they aid in the product or service's larger reach. Increasing follower engagement is crucial since it allows influencers to engage with their followers in conversation in addition to promoting items. They raise issues, reply to remarks, and foster lively discussion. The study found that parasocial interaction mediates the relationship between purchase intention, attractiveness, and credibility, it can be seen when a social media user sees an influencer's post on social media that is eye-catching,

and elegant, and the manner it is transmitted is nice, as well as the information provided is trustworthy, the media user begins to feel closer. With a stronger connection, it will be able to persuade the media user to purchase the product advocated by an influencer.

BIBLIOGRAPHY

- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54–65. <https://doi.org/10.5430/ijfr.v10n5p54>
- Chandra, Z. A. P., & Indrawati. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Dona Fitriani, Ida Bagus Nyoman Udayana, & Lusita Tria Hatmanti Hutami. (2023). Effect of Influencer Attractiveness and Expertise on Increasing Purchase Intention With Brand Image As an Intervening Variable. *Journal of Management and Islamic Finance*, 3(1), 62–76. <https://doi.org/10.22515/jmif.v3i1.6441>
- Duwi, S., & Nugroho, P. (2022). Research in Business & Social Science The impacts of social media influencer 's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product. 11(5), 18–32.
- Dwidienawati, D., Tjahjana, D., Abidinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Ertugan, A., & Mupindu, P. (2019). Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *International Journal of Advanced and Applied Sciences*, 6(5), 59–66. <https://doi.org/10.21833/ijaas.2019.05.010>
- Fitriana, D., & Yulianti, I. (2013). PENGARUH BRAND IMAGE TERHADAP PURCHASE INTENTION PADA PRODUK OTOMOTIF (Studi Kasus Pada Calon Pembeli Toyota Avanza Di Auto 2000 Sutoyo-Malang). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 2(2), 1–9.
- Gordon, B. S., James, J. D., & Yoshida, M. (2016). The Development of Brand Association Measures in Multiple Product Categories: New Findings and Implications for Goods and Service Brands. *International Journal of Business Administration*, 7(3), 140–152. <https://doi.org/10.5430/ijba.v7n3p140>
- Guarango, P. M. (2022). No Titleהכרטיס הקניין. הארץ, 8.5.2017, 2003–2005.
- Hanief, S., Handayani, P. W., Azzahro, F., & Pinem, A. A. (2019). Parasocial Relationship Analysis on Digital Celebrities Follower's Purchase Intention. *Proceedings - 2019 2nd International Conference of Computer and Informatics Engineering: Artificial Intelligence Roles in Industrial*

- Revolution 4.0, IC2IE 2019, 12–17.
<https://doi.org/10.1109/IC2IE47452.2019.8940853>
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Immanue, D. M., & S., A. B. H. (2021). the Impact of Using Influencer on Consumer Purchase Intention With Attitude Towards Influencer and Brand Attitude As Mediator. *Jurnal Aplikasi Manajemen*, 19(4), 766–781. <https://doi.org/10.21776/ub.jam.2021.019.04.06>
- Juhlin, L., Soini, M., Christian Koch Examiner Timurs Umans, S., & Hultman, J. (2018). How do influencer marketers affect brand associations? A semiotic Instagram study in the sports fashion industry Title How do influencer marketers affect brand associations?
- Khan, M. M., Memon, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions : The Role of Perceived Quality and Brand Loyalty. *Market Forces College of Management Sciences Volume*, 14(2), 99–120.
- Kim, J., & Kim, M. (2022). Rise of Social Media Influencers as a New Marketing Channel: Focusing on the Roles of Psychological Well-Being and Perceived Social Responsibility among Consumers. *International Journal of Environmental Research and Public Health*, 19(4). <https://doi.org/10.3390/ijerph19042362>
- Kuswati, R., Soepatini, S., Kussudyarsana, K., & Zakiyah, S. (2024). Parasocial Interactions of Indonesian Beauty Vloggers in the Digital Age: Do they Impact Purchases by Millennial Netizens? *WSEAS Transactions on Information Science and Applications*, 21, 196–207. <https://doi.org/10.37394/23209.2024.21.19>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 18–36. <https://doi.org/10.14707/ajbr.170035>
- Mammadli, G. (2021). The Role Of Brand Trust in The Impact Of Social Media Influencers On Purchase Intention. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3834011>
- NGUYEN, N. T. (2021). The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention*. *Journal of Asian Finance, Economics and Business*, 8(1), 951–960. <https://doi.org/10.13106/jafeb.2021.vol8.no1.951>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Journal of Applied Management (JAM)*, 17(4), 650–661.
- Purba, T. (2021). Faktor Faktor Yang Mempengaruhi Purchase Intention Pada Brand Man Man Tang Di Batam. *SCIENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*.
- Purnama, kendy maharijaya, & Samuel, H. (2018). Pengaruh Celebrity Endorsement Credibility Terhadap Consumer Based Brand Equity Dan Brand Credibility Sebagai Variabel Intervening Pada Perusahaan Pengiriman Logistic J&T Express. *Jurnal Strategi Pemasaran*, 5(2), 1–8.

- Rifiani, P., Yuni Dharta, F., & Oxcygentri, O. (2022). Pengaruh Endorse Influencer Fadil Jaidi Terhadap Minat Beli Konsumen (Survei Eksplanatori pada Pengikut Media Sosial Instagram @fadiljaidi). *Jurnal Ilmiah Wahana Pendidikan*, 2022(12), 289–301.
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management*, 15(7). <https://doi.org/10.3390/jrfm15070276>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(September 2018), 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Tandayong, F. A., & Palumian, Y. (2022). Peranan Influencer Dalam Meningkatkan Parasocial Interaction Dan Purchase Intention Produk Kostemik Lokal Scarlett. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*, 1(2), 171–191. <https://doi.org/10.24034/jimbis.v1i2.5375>
- Um, N. (2022). Impact of Parasocial Interaction , Perceived Ad Message Authenticity , and Match-Up between Brand and Celebrity in Evaluation of Instagram Celebrity-Based Brand Endorsement.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Yulia, E., Estella, I., Istijanto, I., & Yudianto, B. R. (2019). Pengaruh Celebrity Endorsement terhadap Sikap Pelanggan Akan Merek dan Intensi Pembelian Pada Suatu Produk Kosmetik Rintisan. *Kajian Branding Indonesia*, 1(1), 103–139. <https://doi.org/10.21632/kbi.1.1.103-139>
- Zhang, K., & Hung, K. (2020). sustainability The Effect of Natural Celebrity – Brand Association and Para-Social Interaction in Advertising Endorsement for Sustainable Marketing. 1–20