

SUMMARY

This study is quantitative research that analyzes the influence of Social Attractiveness, Perceived Similarity, and Trustworthiness on Purchase Intention with Parasocial Interaction as a mediating variable. This study aims to explain the inconsistency of previous research findings regarding the influence characteristics on purchase intention and to provide a deeper understanding of the psychological mechanisms that drive consumer purchase intention in the marketing digital. pecifically, this study exammes how followers' perceptions of reviewer sock tractiveness, similarity, and credibility influence their purchase intention throug the formation of parasocial interaction. The study was conducted using a case study approach on active Instagram followers of a well-known Indonesian reviewer, Fadil Jaidi. Data were collected from 203 respondents using a purposive sampling technique and analyzed using Structural Equation Modeling (SEM) with AMOS. The results show that perceived similarity and trustworthiness have a positive effect on parasocial interaction. Furthermore, parasocial interaction has a positive effect on purchase intention. The findings also indicate that parasocial interaction mediates the relationship between perceived similarity, and trustworthiness on purchase intention, Parasocial Interaction does not mediate the effect of Social Attractiveness on Purchase Intention and Social Attractiveness does not affect on purchase intention. These findings provide important insights into how psychological connections between reviewer and followers play a crucial role in shaping consumer purchase intention on social media platforms.

Keywords: Social Attractiveness, Perceived Similarity, Trustworthiness, Purchase Intention, Parasocial Interaction, Social Influence Theory, Fadil Jaidi

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif yang menganalisis pengaruh Social Attractiveness, Perceived Similarity, dan Trustworthiness terhadap Purchase Intention dengan Parasocial Interaction sebagai variabel mediasi. Penelitian ini bertujuan untuk menjelaskan ketidakkonsistenan temuan penelitian sebelumnya terkait pengaruh karakteristik reviewer terhadap purchase intention, serta memberikan pemahaman yang lebih mendalam mengenai mekanisme psikologis yang mendorong niat beli konsumen dalam konteks pemasaran digital. Secara khusus, penelitian ini mengkaji bagaimana persepsi pengikut terhadap daya tarik sosial, kesamaan persepsi, dan kredibilitas reviewer memengaruhi purchase intention melalui pembentukan parasocial interaction. Penelitian ini dilakukan dengan pendekatan studi kasus pada pengikut aktif Instagram dari reviewer ternama Indonesia, Fadil Jaidi. Pengumpulan data dilakukan terhadap 203 responden dengan menggunakan teknik purposive sampling, dan data dianalisis menggunakan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa perceived similarity dan trustworthiness berpengaruh positif terhadap parasocial interaction. Selanjutnya, parasocial interaction berpengaruh positif terhadap purchase intention. Temuan lainnya menunjukkan bahwa parasocial interaction memediasi pengaruh perceived similarity dan trustworthiness terhadap purchase intention, namun tidak memediasi pengaruh social attractiveness terhadap purchase intention, serta social attractiveness tidak berpengaruh terhadap purchase intention. Temuan ini memberikan wawasan penting mengenai peran hubungan psikologis antara reviewer dan pengikut dalam membentuk niat beli konsumen di platform media sosial.

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