BAB V

CONCLUSION AND IMPLICATIONS

A. **Conclusion**

Based on the results of the research conducted on The Influence of Social Attractiveness, Trustworthiness, And Perceived Similarity on Purchase Intention with The Mediating Variable of Parasocial Interaction in the Study of Fadil Jaidi's Followers, it can be concluded that:

1. Social attractiveness has no effect on parasocial interaction.

2. Perceived similarity affects parasocial interaction.

3. Trustworthiness affects parasocial interaction.

4. Parasocial interaction affects purchase intention.

5. Social attractiveness does not affect purchase intention.

6. Perceived similarity affects purchase intention.

7. Trustworthiness affects purchase intention.

8. Parasocial interaction does not mediates the influence of social attractiveness on purchase intention.

9. Parasocial interaction mediates in the relationship between perceived similarity and purchase intention.

10. Parasocial interaction mediates the influence of trustworthiness on purchase intention.

B. Implications

1. **Managerial Implications**

   Based on the results and conclusions above, the author provides several suggestions that could be considered for future decision-making as follows:

   a. The study results indicate that perceived similarity and trustworthiness play an important role in building parasocial interaction, which in turn encourages purchase intention. Therefore, reviewers are advised to emphasize authenticity, honesty, and consistency in delivering product reviews. Reviewers also need to share personal experiences, perspectives, and values that are relevant to the audience to create a sense of similarity. The finding that social attractiveness does not have a significant effect indicates that reviewers do not need to focus solely on social image, but rather on efforts to build authentic, trust-based emotional connections with the audience.

   b. The results of this study imply that influencer-based marketing strategies should focus on building parasocial interaction through enhancing perceived similarity and trustworthiness, marketing content should be designed narratively and authentically to strengthen the audience's emotional engagement, so that promotional messages can be received more effectively and encourage an increase in purchase intention.

   c. The results of this study imply that Fadil Jaidi's success in influencing audiences' purchase intentions is not solely determined by social

attractiveness, such as a friendly personality, humor, or a pleasant communication style. Although these traits serve as a hallmark and initial appeal, this study shows that they are not strong enough to directly form purchase intention or through parasocial interaction. On the contrary, Fadil Jaidi's main strength lies in his ability to build perceived similarity and trustworthiness with the audience. Similarities in lifestyle, daily experiences, and the delivery of reviews that are considered honest and authentic foster strong parasocial interactions, making product recommendations more easily accepted and internalized by the audience. Therefore, Fadil Jaidi is advised to maintain a communication approach that is natural, transparent, and relevant to the audience's life, and to avoid content that is purely focused on social image, so that the influence on purchase intention remains optimal.

2. **Implication Theory**

   a. This research contributes to the development of Social Influence Theory (SIT) as the overarching theoretical framework to explain the relationships among the variables examined, providing a structured explanation of how influencer attributes, parasocial interaction, and purchase intention are interconnected within the digital marketing context.

   b. This research also offers empirical contributions by identifying non-significant relationships among certain variables, thereby enriching

existing references in digital marketing literature and offering a more balanced understanding of influencer effectiveness.

C. Research Limitations

This study has several limitations that need to be considered and can serve as opportunities for further development in future research. One of the main limitations is that some of the Goodness of Fit indices are still in the marginal category, indicating that the structural model developed has not yet fully achieved an optimal level of fit. This condition suggests that although the model has met most of the feasibility criteria, there is still room for refinement to better represent the relationships between variables comprehensively. The results of the study showed a less than optimal effect in explaining the formation of parasocial interaction. Therefore, in future research, it is recommended to replace or develop this variable with another variable that has a stronger credibility dimension. For example, Pinda's (2021) study used the interactivity variable, while Tandayong's (2022) study added the expertise variable to explain the relationship between parasocial interaction and purchase intention. These variables are considered capable of providing a more comprehensive explanation of the psychological mechanisms underlying the interaction between influencers and their followers. In addition, further research is also recommended to use other theoretical approaches, such as the Stimulus–Organism–Response (SOR) Theory or Interaction Theory, in order to enrich the theoretical perspective and deepen the understanding of the process of parasocial interaction formation and its impact on purchase intention.