

The Influence of Parasocial Interaction on Purchase Intention Through Value Perception: Study on Local Clothing Brands in Indonesia

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ABSTRACT

The fashion industry in Indonesia is experiencing rapid growth, particularly with the rising popularity of local clothing brands. In the digital era, social media influencers play a pivotal role in marketing through Parasocial Interactions (PSI), which can significantly shape consumers' perceived value and purchase intention. This study examines the influence of influencers' Social Attractiveness and Physical Attractiveness on Parasocial Interactions, and how these interactions affect perceived Social Value, Personal Value, and ultimately, purchase intention for local clothing brands. A quantitative research approach was employed using Structural Equation Modeling (SEM). Data were collected through a survey distributed to social media users who follow influencers and have prior experience purchasing local fashion products. The findings reveal that both Social Attractiveness and Physical Attractiveness of influencers have a positive and significant effect on Parasocial Interactions. Furthermore, parasocial interactions significantly enhance perceived social and personal values, leading to higher purchase intention among consumers.

Keywords: Parasocial Interaction, Social Attractiveness, Physical Attractiveness, Social Value, Personal Value, Purchase Intention, Digital Marketing, Local Clothing Brands.

I. Introduction

The fashion industry in Indonesia has undergone rapid development in recent years. Once dominated by foreign brands, local clothing labels are increasingly favored, driven by the creativity and innovation of young designers. According to Goodstats (2022), 40.2% of young Indonesians prefer local brands in their daily fashion choices, compared to just 3.8% who favor foreign brands. Digital marketing, primarily through social media, has become a key strategy for enhancing the competitiveness of local brands. Social media influencers are crucial in establishing emotional connections with consumers through Parasocial Interaction (PSI) (Giles, 2002). This one-sided relationship allows influencers to shape followers' perceptions and influence their purchasing decisions. Previous research has shown that an influencer's social and physical attractiveness can significantly strengthen parasocial interactions and increase purchase intention by up to 89.7% (Astuti et al., 2023).

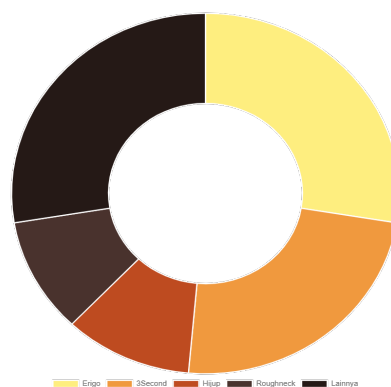


Figure 1. Local Fashion Brands that are Favorites of Indonesian People

This growth is further supported by various events and government campaigns promoting local products (Databoks, 2022).

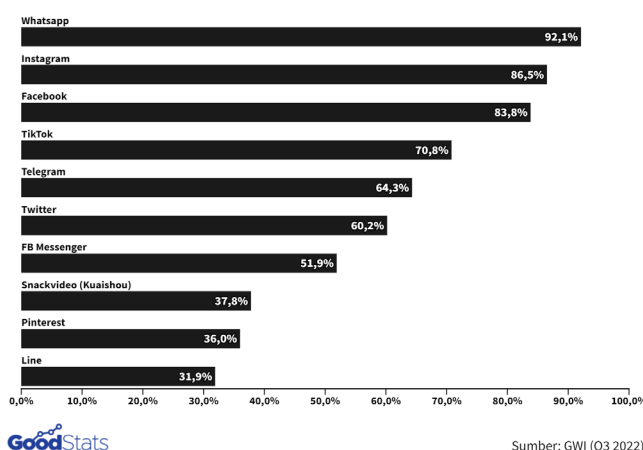


Figure 2. Most Used Social Media by Indonesian Netizens Throughout 2022

Source: (Aristawidia, 2025)

Moreover, perceived value is a critical factor in consumer purchasing decisions. Buyers tend to favor products offering functional benefits and social and personal values, reinforcing their societal self-image and identity (Audie et al., 2023). In the context of local fashion brands, understanding the role of parasocial interaction in shaping perceived value and purchase intention is essential for designing effective marketing strategies. Based on this phenomenon, the present study aims to examine the influence of influencers' social and physical attractiveness on parasocial interaction, and how these interactions affect social value, personal value, and ultimately, purchase intention. The findings are expected to provide valuable insights for local fashion brands in optimizing digital marketing strategies to strengthen competitiveness and foster consumer loyalty.

II. Literature Review and Hypothesis Development

2.1. Social Attractiveness

Humans are inherently social beings who naturally desire to interact with others. Social attractiveness refers to behaviors or traits that make someone appealing in a social context. Influencers who exhibit socially

attractive traits are often more relatable and engaging for consumers. The rise of social media has heightened consumer interest in individuals who possess interpersonal styles and communication skills that align with their preferences (Rahayu et al., 2024; Rahmayanti et al., 2024).

2.2. Physical Attractiveness

Physical attractiveness pertains to an individual's appearance, such as facial features or body aesthetics. Influencers with visually appealing appearances often attract more followers due to the appeal of their content. The presence of attractive visuals in online media can foster a sense of closeness among followers, leading them to perceive influencers as friends or peers (Jansom & Pongsakornrunsilp, 2021; Kharisma & Kurniawati, 2021; Palupi et al., 2024).

2.3. Parasocial Interaction

Parasocial interaction is a one-sided relationship between an audience and a media persona. According to Diah Astarini & Arwini Sumardi (2021), this interaction occurs when individuals feel they know and relate to media figures despite the lack of reciprocal communication. Social media enables users to feel connected to influencers by offering glimpses into their personal lives, fostering the illusion of a real relationship (Kusmardianto & Rahayu, 2023).

2.4. Social Value

Social value refers to the perceived utility of a product or brand in enhancing one's social image. It reflects how much a consumer believes a brand helps improve their status, reputation, or identity within a social group (Kreijns et al., 2022). Jin et al. (2019) define social value as a product's ability to create a favorable social impression.

2.5. Personal Value

Personal value refers to enduring beliefs about the desirability of certain behaviors or outcomes on an individual level. These values are guiding principles in decision-making and behavior (Bogoevska-Gavrilova, 2023; Ertug et al., 2022). Lau-Zhu et al. (2023) suggest that personal values are influenced by several factors: emotional state (positive or negative), character traits (such as helpfulness), and gender, all of which can affect one's perception of value.

2.6. Purchase Intention

Purchase intention reflects the consumer's likelihood or willingness to buy a product. Personal attitudes, evaluations, and external stimuli such as marketing and influence endorsement often shape it. Kojongian & Ariadi (2024) believe purchase intention is crucial in decision-making. Morinez et al. (2007) explain that customers choose products under specific circumstances. The more substantial the purchase intention, the higher the probability that the purchase will occur (Purwianti et al., 2024; Diah Astarini & Arwini Sumardi, 2021).

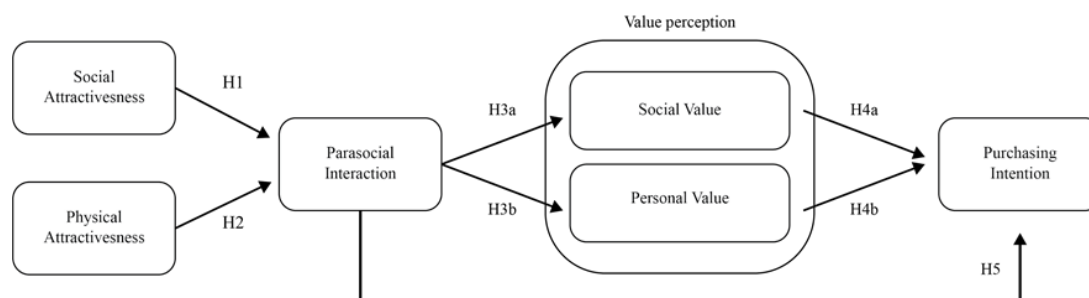


Figure 3. Antecedents and Consequences of Parasocial Interaction
 Framework Source: (Jansom & Pongsakornrungrungsilp, 2021)

III. Research Method

This study employs a hypothesis testing approach, as several hypotheses have been formulated and will be empirically tested. According to Sekaran & Bougie (2016), hypothesis testing is a method used to describe the nature of relationships among variables and enhance understanding to predict outcomes or performance. In this research, hypothesis testing is conducted to determine the influence of Social Attractiveness and Physical Attractiveness on Parasocial Interaction, and their subsequent influence on Social Value, Personal Value, and ultimately, Purchase Intention. The unit of analysis in this study is individual social media users, who serve as the primary data source. These individuals will be selected as respondents through the distribution of questionnaires. The primary data used in this study were obtained directly from the respondents through a structured survey. The time dimension of this study is cross-sectional, where data collection occurs at a single point in time. As stated by Sekaran & Bougie (2016), when data is collected, processed, and analyzed in one period, the method is categorized as cross-sectional. This study utilizes the Structural Equation Modeling (SEM) technique to analyze the data and test the proposed hypotheses. According to Hair et al. (2019), SEM is a multivariate analysis technique that integrates factor analysis and multiple regression, enabling researchers to test complex relationships simultaneously. SEM also allows the inclusion of latent variables, which cannot be measured directly. Data processing in this study will use the Analysis of Moment Structure (AMOS) software, which supports SEM analysis.

3.1. Validity Test

According to Hair et al. (2019), the number of samples studied will affect the factor loading value, limiting decision-making provisions for the validity test. The purpose of the validity test is to determine the accuracy of the indicator in measuring its variables.

Table 1. Loading Factor

Factor Loading	Sample Size
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100
0.60	85
0.65	70
0.70	60
0.75	50

Source: Hair et al. (2019)

In this study, the number of samples used was 164 respondents, so the factor loading value used was 0.45. The basis for making decisions on the validity test is as follows: The statement is valid if Factor Loading \geq 0.45, and the statement is invalid if Factor Loading $<$ 0.45.

3.2. Reliability Test

Sekaran & Bougie (2016). State that if the Cronbach's alpha value of the instrument is greater than 0.6, then the instrument can be said to be reliable. The following is the basis for making decisions regarding the reliability test: The statement item is reliable if Cronbach's alpha \geq 0.60. Alternatively, the statement item is unreliable if Cronbach's alpha $<$ 0.60.

3.3. Descriptive Statistical Test

Descriptive statistics describe and provide an overview of a study's frequency distribution of variables. Through descriptive statistics, the number of research samples (n), average or mean value, standard deviation, lowest (minimum) value, and the highest or maximum value can be determined (Hair et al., 2019).

IV. Results and Discussion

4.1. Statistical Result

4.1.1. Validity Test Results

Table 2. Validity Test Results

Indicator/Question Item	Factor loading	Conclusion
Variable Social Attractive		
SA1	0,876	Valid
SA2	0,923	Valid
SA3	0,921	Valid
SA4	0,918	Valid
Variable Physical Attractive		
PA1	0,917	Valid
PA2	0,942	Valid
PA3	0,915	Valid
PA4	0,938	Valid
Variable Parasocial Interaction		
PS1	0,937	Valid
PSI2	0,877	Valid
PSI3	0,878	Valid
PSI4	0,900	Valid
Variable Social Value		
SV1	0,897	Valid
SV2	0,934	Valid
SV3	0,925	Valid
SV4	0,943	Valid

Variable Personal Value		
PV1	0,864	Valid
PV2	0,924	Valid
PV3	0,888	Valid
PV4	0,902	Valid
Variable Purchasing Intention		
PI1	0,892	Valid
PI2	0,930	Valid
PI3	0,918	Valid
PI4	0,887	Valid

Based on the validity test results presented in Table 5.1, all indicators of each variable have a factor loading value exceeding 0.70, indicating that they meet the requirements for convergent validity. This implies that each question item used in the study can accurately measure the intended construct. For the Social Attractiveness (SA) variable, the factor loading values range from 0.876 to 0.923, confirming that all indicators are valid in representing social attractiveness. Similarly, the Physical Attractiveness (PA) variable shows factor loadings between 0.915 and 0.942, further supporting the validity of all items under this construct. The Parasocial Interaction (PSI) variable demonstrates strong convergent validity, with factor loading values between 0.877 and 0.937. The Social Value (SV) variable also meets the validity criteria, with loadings ranging from 0.897 to 0.943. Furthermore, the Personal Value (PV) variable shows factor loading values between 0.864 and 0.924, and the Purchasing Intention (PI) variable ranges from 0.887 to 0.930, confirming all respective indicators' validity. In conclusion, all measurement items used in this study are considered valid and reliable for assessing the defined constructs, supporting the overall measurement model's robustness.

4.1.2. Reliability Test Results

Table 3. Reliability Results

Variable	Number of Items	Cronbach's Alpha	Decision
Social Attractive	4	0,910	Reliable
Physical Attractive	4	0,924	Reliable
Parasocial Interaction	4	0,909	Reliable
Social Value	4	0,917	Reliable
Personal Value	4	0,908	Reliable
Purchasing Intention	4	0,910	Reliable

Source: Processed data, SPSS 30

The reliability test results in Table 3 show that the instrument used to measure six variables: Social Attractiveness, Physical Attractiveness, Parasocial Interaction, Social Value, Personal Value, and Purchasing Intention, has a Cronbach Alpha value greater than 0.60. So, it can be concluded that the instrument in this study can be stated as reliable, or there is internal consistency between the indicators in measuring these variables.

4.1.3. Descriptive Statistical Test Results

Table 4. Descriptive Statistical Test Results

Indicator	MIN	MAX	MEAN	Std. Deviation
Social Attractive				
SA1	2,00	5,00	3,94	0,84
SA2	1,00	5,00	3,93	1,01
SA3	1,00	5,00	3,94	1,05
SA4	1,00	5,00	3,94	1,00
AVERAGE_SA	1,50	5,00	3,94	0,87
Physical Attractive				
PA1	1,00	5,00	3,9695	0,95560
PA2	1,00	5,00	3,9512	0,95805
PA3	1,00	5,00	4,0427	0,96789
PA4	1,00	5,00	4,0915	0,95810
AVERAGE_PA	1,00	5,00	4,0137	0,86614
Parasocial Interaction				
PS1	1,00	5,00	3,9756	1,02095
PSI2	1,00	5,00	3,9695	0,95560
PSI3	1,00	5,00	3,9512	1,020027
PSI4	1,00	5,00	4,0000	0,99075
AVERAGE_PSI	1,50	5,00	3,9741	0,88426
Social Value				
SV1	1,00	5,00	3,9634	0,97131
SV2	1,00	5,00	3,8963	0,94394
SV3	1,00	5,00	3,9878	1,00909
SV4	1,00	5,00	4,0305	0,98095
AVERAGE_SV	1,25	5,00	3,9695	0,87430
Personal Value				
PV1	1,00	5,00	3,9878	0,95922
PV2	1,00	5,00	3,9390	1,03138
PV3	1,00	5,00	3,9329	1,00996
PV4	1,00	5,00	3,9756	1,00276
AVERAGE_PV	1,25	5,00	3,9588	0,88628
Purchasing Intention				
PI1	1,00	5,00	3,9146	0,99940
PI2	1,00	5,00	3,9512	0,99573
PI3	1,00	5,00	3,9695	0,92294
PI4	1,00	5,00	4,0061	0,97513
AVERAGE_PI	1,50	5,00	3,9604	0,86423

Source: Processed data, SPSS 30

Based on the descriptive statistical analysis results, all indicators in each variable have a minimum value of 1.00 and a maximum of 5.00, indicating that respondents used the full range of the Likert scale in providing answers. In the Social Attractive (SA) variable, the average score ranged from 3.93 to 3.94, with a

standard deviation of 0.84 to 1.05. This indicates that respondents' perceptions of social attractiveness tend to be high with relatively moderate variations in answers.

The average indicator score for the Physical Attractive (PA) variable was 3.95 to 4.09, with a standard deviation of 0.86 to 0.96. This value indicates that respondents also highly value physical attractiveness, with a relatively even level of data distribution. The Parasocial Interaction (PSI) variable has an average indicator score between 3.95 and 4.00, with a standard deviation ranging from 0.88 to 1.02. This shows that respondents feel the level of parasocial interaction is relatively high, with a level of variation in answers within reasonable limits. Furthermore, the Social Value (SV) variable has an average score between 3.89 and 4.03, with a standard deviation ranging from 0.87 to 1.00. This value shows that respondents assess social values positively, with a variation in answers that is not too large. In the Personal Value (PV) variable, the average indicator scores range from 3.93 to 3.98, with a standard deviation between 0.88 and 1.03. This shows that respondents immensely appreciate personal values, although there is a slight variation in the answers given.

Finally, the Purchasing Intention (PI) variable has an average indicator score between 3.91 and 4.00, with a standard deviation ranging from 0.86 to 0.99. This shows that the respondents' purchasing intentions tend to be high, with data distribution that is not too large.

4.1.4. Hypothesis Testing

Hypothesis testing whether X Interaction positively affects Y with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows: Ho: X has no positive effect on Y, or Ha: X has a positive effect on Y.

Table 5. Hypothesis Test Results 1

Hypothesis	Estimate	P-Value	Decision
Social Attractiveness has a positive effect on Parasocial Interaction	0,684	0,000	H1 supported

Source: Processed Data, SPSS

Based on the results of hypothesis testing 1, it is known that the p-value is $0.000 < 0.05$ with a positive estimate value of 0.684, so it can be said that hypothesis 1 is supported. Thus, it can be concluded that Social Attraction positively influences Parasocial Interaction.

Table 6. Hypothesis Test Results 2

Hypothesis	Estimate	P-Value	Decision
Physical attractiveness has a positive effect on Parasocial Interaction	0,559	0,000	H2 supported

Source: Processed Data, SPSS

Based on the results of hypothesis testing 2, it is known that the p-value is $0.000 < 0.05$ with a positive estimate value of 0.559, so it can be said that hypothesis 1 is supported. Thus, it can be concluded that Physical attractiveness positively influences Parasocial Interaction.

Table 7. Hypothesis Test Results 3a

Hypothesis	Estimate	P-Value	Decision
Parasocial Interaction has a positive effect on Social Value	0,932	0,000	H3a supported

Based on the results of hypothesis testing 3a, it is known that the p-value is $0.000 < 0.05$ with a positive estimate value of 0.932, so it can be said that hypothesis 1 is supported. Thus, it can be concluded that Parasocial Interaction positively influences Social Value.

Table 8. Hypothesis Test Result 3b

Hypothesis	Estimate	P-Value	Decision
Parasocial Interaction has a positive effect on Personal Value	0,900	0,000	H3b supported

Source: Processed data, SPSS 30

Based on the results of hypothesis testing 3b, it is known that the p-value is $0.000 < 0.05$ with a positive estimate value of 0.900, so it can be said that hypothesis 1 is supported. Thus, it can be concluded that Parasocial Interaction positively influences Personal Value.

Table 9. Hypothesis Test Result 4a

Hypothesis	Estimate	P-Value	Decision
Social Value has a positive effect on Purchasing Intention	-0,627	0,365	H4a not supported

Source: Processed Data, SPSS

Based on the results of testing hypothesis 5, it is known that the p-value is $0.365 > 0.05$, so it can be said that hypothesis 5 is not supported. Based on the test results, it can be concluded that Social Value does not affect Purchasing Intention.

Table 10. Hypothesis Test Result 4b

Hypothesis	Estimate	P-Value	Decision
Personal Value has a positive effect on Purchasing Intention	0,411	0,079	H4 b is not supported

Source: Processed Data, SPSS

Based on the results of hypothesis 4b testing, it is known that the p-value is $0.079 > 0.05$, so it can be said that hypothesis 4b is not supported. Based on the test results, it can be concluded that Personal Value does not affect Purchasing Intention.

Table 11. Hypothesis Test Result

Hypothesis	Estimate	P-Value	Decision
Parasocial Interaction has a positive effect on Purchasing Intention	1,137	0,261	H5 not supported

Source: Processed Data, SPSS

Based on the results of testing hypothesis 5, it is known that the p-value is $0.261 > 0.05$, so it can be said that hypothesis 5 is not supported. Based on the test results, it can be concluded that Parasocial Interaction does not affect Purchasing Intention.

4.2. Discussion

4.2.1. Social Attractiveness and Parasocial Interaction

The results indicate that Social Attractiveness has a positive influence on Parasocial Interaction. This suggests that the more socially attractive an influencer appears, the stronger the parasocial relationship established with their followers. Respondents generally agreed that influencers with pleasant personalities are well-liked and capable of building strong audience connections. This finding is consistent with prior studies by Jansom & Pongsakornrungsilp (2021), Diah Astarini & Arwini Sumardi (2021), and Kusmardianto & Rahayu (2023), which affirm the positive effect of Social Attractiveness on Parasocial Interaction.

4.2.2. Physical Attractiveness and Parasocial Interaction

Physical Attractiveness is also found to influence Parasocial Interaction positively. Influencers with appealing appearances are more likely to be admired by their followers, which enhances feelings of closeness and perceived connection. This result is supported by findings from Jansom & Pongsakornrungsilp (2021), Diah Astarini & Arwini Sumardi (2021), and Kusmardianto & Rahayu (2023), all of whom reported similar effects.

4.2.3. Parasocial Interaction and Social Value

The data shows that Parasocial Interaction has a positive impact on Social Value. Followers perceive influencers as socially credible figures whose recommendations can enhance their social self-image. These results align with studies conducted by Jansom & Pongsakornrungsilp (2021) and Diah Astarini & Arwini Sumardi (2021), both confirming the significant influence of Parasocial Interaction on Social Value.

4.2.4. Parasocial Interaction and Personal Value

Parasocial Interaction also positively influences Personal Value. Respondents acknowledged that influencers could contribute to increasing individual self-confidence. These findings support the work of Jansom & Pongsakornrungsilp (2021) and Diah Astarini & Arwini Sumardi (2021), who found a significant relationship between parasocial interactions and personal value.

4.2.5. Social Value and Purchase Intention

Social Value was found to have no significant effect on Purchase Intention. This contradicts previous findings, such as those by Sugiarto Maulana et al. (2021) and Jin et al. (2019), where social value significantly affected purchase intention when mediated by customer trust. Joshi et al. (2023) also emphasized that social value could shape perceptions, but its direct effect may be insufficient without mediating variables like trust.

4.2.6. Personal Value and Purchase Intention

Personal Value does not significantly influence Purchase Intention in this study. This differs from prior research, possibly due to the product's lack of awareness or relevance to consumers. Even with strong personal values, purchase intention may remain low if the product is not perceived as beneficial or well-known.

4.2.7. Parasocial Interaction and Purchase Intention

Parasocial Interaction was found to have no direct effect on Purchase Intention. However, previous studies suggest that the relationship could become significant when mediated by variables such as Customer Equity (Diah Astarini & Arwini Sumardi, 2021; Rahayu et al., 2024). These findings suggest that while parasocial relationships contribute to shaping perception, their influence on actual purchase intention may depend on additional factors such as perceived value, trust, or customer satisfaction.

V. Conclusion

Based on the results of data analysis and discussion of research results, it can be concluded that:

1. Hypothesis one (H1) is accepted: Social Attractiveness positively affects Parasocial Interaction.
2. Hypothesis two (H2) is accepted: Physical Attractiveness positively affects Parasocial Interaction.
3. Hypothesis three (H3) is accepted, Parasocial Interaction positively affects Social Value.
4. Hypothesis four (H4) is accepted, and parasocial interaction positively affects personal value.
5. Hypothesis five (H5) is rejected, Social Value does not have a positive effect on Purchasing Intention
6. Hypothesis six (H6) is rejected: Personal Value does not positively affect Purchasing Intention.
7. Hypothesis seven (H7) is rejected. Parasocial Interaction does not have a positive effect on Purchasing Intention

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