

Analysis of the Influence of Physical Attractiveness, Attitude Homophily, and Social Unattractiveness on Purchase Intention through Credibility and Parasocial Interaction on Selebgram Monika Chai in Medan



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ABSTRACT: The internet and social media are now very advanced and sophisticated, not only facilitating daily activities but also being able to make money and create several new jobs that are currently in great demand, namely celebrity programs. The object of research in this study is the celebrity Monika Chai. This research was conducted to determine the effect of Physical Attractiveness, Social Unattractiveness and Attitude Homophily on Parasocial Interaction and Credibility and the effect of Parasocial Interaction and Credibility on Purchase Intention on Monika Chai's Instagram followers in Medan, Indonesia. The approach used in this research is a quantitative approach with a causal-comparative research method. The data collection technique used was to distribute questionnaires through the snowball sampling technique (non-probability sampling method) with a Likert scale based on 5 points. This research was conducted on 100 respondents with male and female characteristics, aged 18- 60 years, domiciled in Medan, and have followed Monika Chai's Instagram account for at least the last 3 months. The results of the analysis of the Structural Equation Model (SEM) using AMOS version 22.0 software show that the Credibility variable has no significant effect on the Purchase Intention variable, the Parasocial Interaction variable has a significant effect on the Purchase Intention variable, the Physical Attractiveness variable has no significant effect on the Parasocial Interaction variable, the Social Unattractiveness has no significant effect on the Parasocial Interaction variable, Attitude Homophily variable has no significant effect on the Parasocial Interaction variable, Physical Attractiveness has no significant effect on the Credibility variable, Attitude Homophily has a significant effect on the Credibility variable, and Social Unattractiveness has no significant effect on the Credibility variable.

KEYWORDS: Physical Attractiveness, Social Unattractiveness, Attitude Homophily, Parasocial Interaction, Credibility, Purchase Intention.

I. INTRODUCTION

Internet has changed human life, both personal, social, political, economic and cultural. Likewise, the world of marketing has undergone many changes because of the internet. Internet technology that is developing rapidly has also presented and supported various kinds of social media applications where these social media applications have caused dependency for their users (Kompas, 2021). The internet and social media are now very advanced and sophisticated, not only facilitating daily activities but also being able to make money. Even influencers and celebrities who are very popular can benefit up to tens of millions of rupiah from just one endorsement (Cermati, 2019). One of the social media that is popular and widely used by Indonesians is a photo and video sharing application, namely Instagram application which is known that Instagram users in Indonesia reached 46.4% (idxchannel, 2021). Instagram is in third place as the most used social media platform, after YouTube and WhatsApp (Katadata, 2021). The benefits of endorsements carried out by celebrities are being able to introduce brands, build personal brands and credibility, open new markets and new customers (Katadata, 2022). Purchase Intention is a learning process and thought process that forms a perception (Giantari, 2021). The credibility of a celebrity has a significant effect on Purchase Intention (Anggraeni and Asnawati, 2017). Apart from the Credibility problem, the concept of Parasocial Interaction is something that often occurs in the midst of interactions between celebrities and their followers (Rahayu, 2017). The celebrity's Physical Attractiveness and Social Attractiveness and Attitude Homophily have an indirect relationship to Purchase Intention.

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Physical Attractiveness is able to influence followers to become interested and want to be closer to the celebrity. Likewise, with Social Attractiveness and Attitude Homophily (Sokolova & Hajer, 2019). Current study focuses on Monika Chai as the object of the research because Monika Chai is one of the famous celebgram in Medan city compared to its competitors in Indonesia based on its endorsement and its number of followers. Monika Chai has physical attractiveness, social attractiveness and attitude homophily that expected to influence her followers' purchase intentions mediated by celebgram's credibility and parasocial interaction.

II. LITERATURE REVIEW

Purchase Intention

Purchase Intention according to Ko & Megehee, (2012) is a condition in which the customer intends to buy a particular product. Meanwhile, according to Nagori (2020), Purchase Intention is the totality of cognitive and behavioral changes towards taking or purchasing a product or service. This involves a willingness to adopt, purchase and use a product or service. Dewi et al. (2021), Purchase Intention is an individual's reaction to an object and evaluation results that lead to buying behavior of a product or service. some indicators of purchase intention by Sokolova and Kefi (2019), are I will buy products promoted by the celebrity in the future; I will encourage people close to me to buy the products the celebrity is promoting; and I decided to buy the product after seeing an advertisement on the celebgram's feed.

Credibility

Refers to an overall appraisal of the credibility Hui (2017) and Wathen dan Burkell (2002) explained that states that followers can buy products because of influencers who are considered credible or trusted. Thus, we tested the following hypothesis:

H1: Celebgram credibility has a significant effect on followers' intentions to buy products.

Parasocial Interaction

Hwang and Zhang (2018) state that the concept of parasocial relationships can explain the relationship between digital celebrities and their followers and explain the persuasion power of the former over the latter. Empathy and low self-esteem positively affect parasocial relationships and parasocial relationships positively affect followers' Purchase Intention. Lee and Watkins (2016) stated that followers may also feel close to influencers and will buy products because of this closeness. Thus, we tested the following hypothesis:

H2: Parasocial interaction between celebrities and their followers has a significant effect on followers' intentions to buy products.

Physical Attractiveness, Parasocial Interaction and Credibility

Lee and Watkins, (2016) state that in recent work and in the context of the influence of online relationships, Physical Attractiveness is reported as a predictor of Parasocial Interaction. Giles (2002) states that regarding the determinants of Parasocial Interaction, he cautions that this concept is anchored in an asymmetrical relationship between, what he calls media users (users of social networking sites) and media personalities (such as social media influencers). This relationship is built depending on a number of specific factors including how media users perceive media figures as attractive and similar to them. Attractiveness can be described as Physical Attractiveness or social. Thus, we tested the following hypothesis:

H3: Physical Attractiveness has a significant effect on Parasocial Interaction between celebrities and their followers.

Gass (2015) states that in the literature, Credibility is described as a less subjective or emotionally based determinant of social influence, which includes expertise, reliability, intention, activity and personal attractiveness. Sokolova and Kefi (2019) in their research concluded that there is a positive relationship between Credibility and Physical Attractiveness which can serve as a selling point. For example, influencers can demonstrate, using their own appearance, how the expected results of the product they advocate are confirmed. Thus, the lack of Physical Attractiveness and expertise can reduce influencers' perceptions of Credibility. Thus, we tested the following hypothesis:

H6: Physical Attractiveness has a significant effect on celebgram's credibility.

Social Unattractiveness, Parasocial Interaction and Credibility

Lee and Watkins (2016) state that social attractiveness is defined as the possibility to make friends or choose media figures as social or work partners. Kurtin et al., (2018) argue that along with Physical Attractiveness, Social Attractiveness has also been shown to be a predictor of Parasocial Interaction about traditional media such as television and newspapers or new media such as social media. Thus, we tested the following hypothesis:

H4: Social Unattractiveness has a significant effect on Parasocial Interaction between celebrities and their followers

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Liu, Liu, and Zhang (2019) stated that an endorser who is communicative and responsive on social media creates an illusion to media users that they behave as if they are in their circle of peers so that people are considered socially attractive and trustworthy. Liu et al. (2019) stated that when someone has high Social Attractiveness it will be able to influence other people. Thus, we tested the following hypothesis:

H8: Social Unattractiveness has a significant effect on celebgram's credibility

Attitude Homophily, Parasocial Interaction and Credibility

Aral and Walker, (2012) state that Attitude Homophily, which is defined as the degree to which people tend to bond with others who are similar, is considered a factor explaining interpersonal communication and influence-based relationship patterns, especially in social network studies. Lee and Watkins, (2016) state that Attitude Homophily is also a factor that can play a role as a determinant of Parasocial Interaction on social media. Thus, we tested the following hypothesis:

H5: Attitude Homophily has a significant effect on Parasocial Interaction between celebrities and their followers.

Djafarova and Rushworth (2017) argue that Attitude Homophily will also be positively related to the Credibility of influencers. Sokolova and Kefi (2019) consider Attitude Homophily to be a determining factor for Credibility because it refers to perceptions of similarity between influencers and followers in terms of values. The process of internalization does refer to similar values found in other people. Thus, we tested the following hypothesis:

H7: Attitude Homophily has a significant effect on celebgram's credibility.

III. RESEARCH ISSUE AND METHODOLOGY

This study is using quantitative approach with the population were taken from Monika Chai's followers in Medan, with the age of 18-60 years old that have followed the celebgram's Instagram on his Instagram account for at least the last 3 months. The sampling technique used is non-probability sampling and snowball sampling and to collect data using a questionnaire method. The non-probability sampling method is used because the population that is a follower of Monika Chai's Instagram account is not known for certain because the numbers always change from time to time. While the snowball is used so that the distribution of questionnaires can be done quickly and precisely. The number of respondents collected are 100 Monika Chai's followers in Medan. The research model can be seen below:

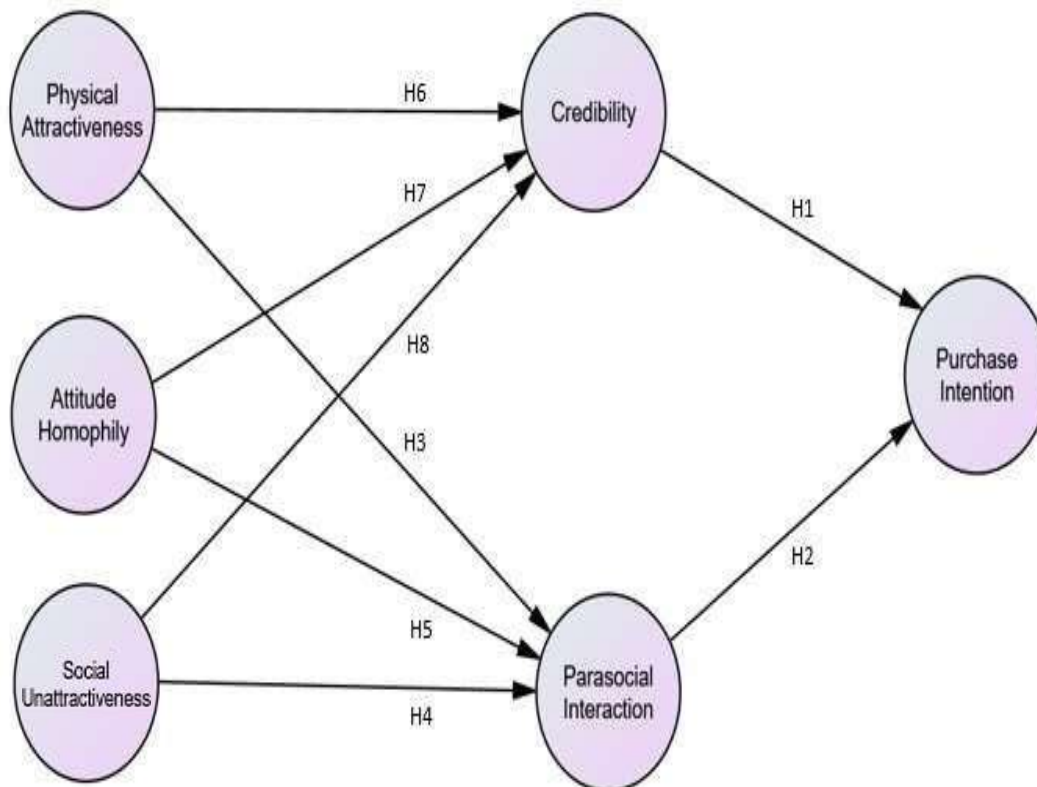


Figure 3.1 Research Model

Source: Author

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IV. FINDINGS AND DISCUSSION

In this study, the relationships between the variables were tested using the Structural Equation Model (SEM). AMOS 22.0 is the statistical analysis tool used in this research to answer the question formulated before. After the questionnaires have been filled out and sent back, descriptive statistics-analysis must be done.

In figure 4-1, it shows the majority of the respondent are Female with 68 Respondent (68%) and male respondent with 32 respondent (32%).

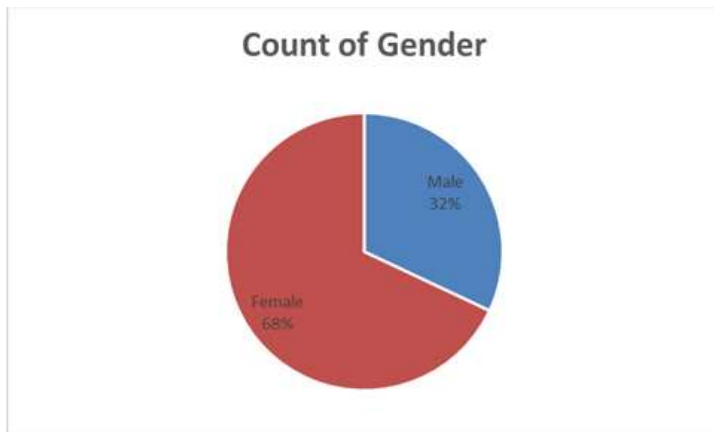


Figure 4.1 Respondent Characteristic by Gender
Source: Author

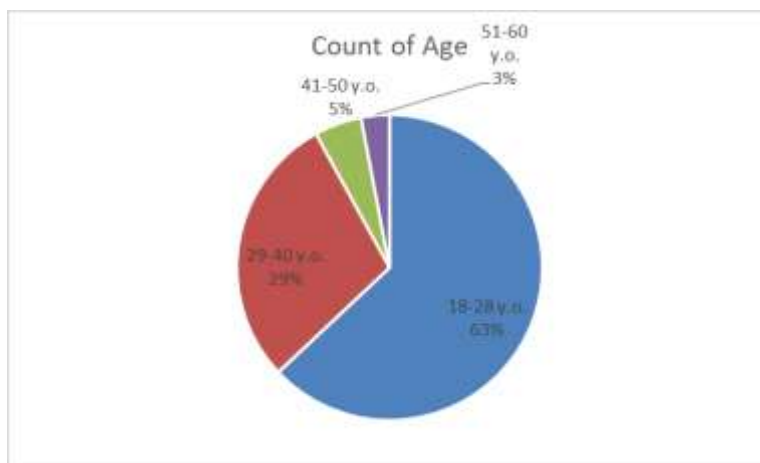


Figure 4.2 Respondent Characteristic by Age
Source: Author

Table 4-1 shows that the majority of respondents (63%) are between the ages of 18 and 28 years old, followed by those between 29 and 40 years old (29%), 41 to 50 years old (5%), and those between 51 and 60 years old (3%).

Table 4.1: Respondent by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	63	63	63	63
	29-40	29	29	29	92
	41-50	5	5	5	97
	51-60	3	3	3	100
	Total	100	100	100	

Source: Author

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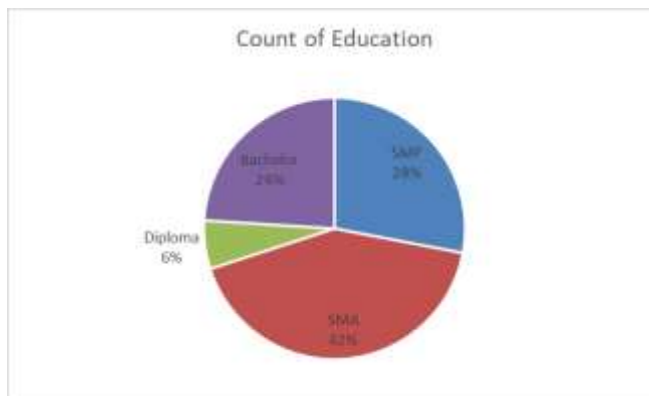


Figure 4.3 Respondent Characteristic by Education
Source: Author

Table 4-2 shows that the majority of respondents (42%) are Senior High school, followed by those Junior high School (28%), Bachelor (24%), and those Diploma (6%).

Table 4.2: Respondent by Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	28	28	28	28
	SMA	42	42	42	70
	Diploma	6	6	6	76
	Bachelor	24	24	24	100
	Total	100	100	100	

Source: Author

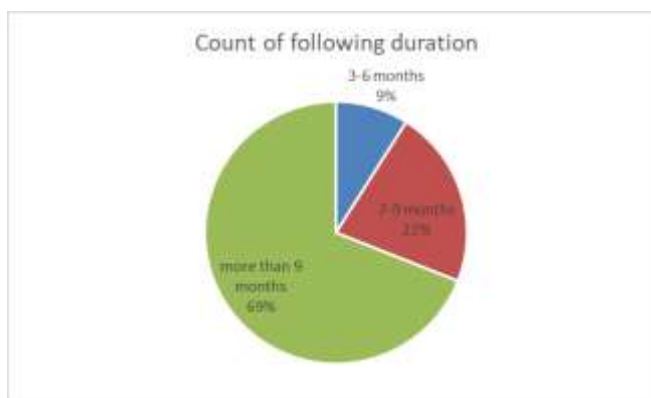


Figure 4.4 Respondent Characteristic by Following Duration
Source: Author

Table 4-3 shows that the majority of respondents (69%) are more than 9 month, followed by 7-9 months (22%), 3-6 months (9%), and less than 3 months (0%).

Table 4.3: Respondent by Following Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 months	0	0	0	0
	3-6 months	9	9	9	9
	7-9 months	22	22	22	31
	More than 9 months	69	69	69	100
	Total	100	100	100	

Source: Author

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Table 4.4 Descriptive Statistic

Variable	Indicator	Description	Descriptive Statistic	
			Mean	SD
<i>Physical Attractiveness (X1)</i>	DTF.1	I think the celebgram Monika Chai is quite beautiful.	3,89	0,65
	DTF.2	I think celebrity Monika Chai is very attractive physically.	3,82	0,64
	DTF.3	I feel that the celebgram Monika Chai has a very stunning appearance.	3,64	0,59
<i>Social Unattractiveness (X2)</i>	DTS.1	I feel that celebrity Monika Chai is not well known many People.	3,89	0,65
	DTS.2	I feel that the celebgram Monika Chai is not very friendly.	3,78	0,64
	DTS.3	I feel that celebrity Monika Chai is rarely seen in community activities.	4,32	0,58
<i>Attitude Homophily (X3)</i>	SH.1	The celebgram Monika Chai have a more social mindset like I have.	3,74	0,73
	SH.2	The celebgram Monika Chai have more social values like I have.	4,19	0,63
	SH.3	The celebgram Monika Chai has confidence that is it's good to be more social like I have	3,67	0,70
<i>Credibility (Y1)</i>	KR.1	I found this celebgram is a very expert in his domain.	3,69	0,75
	KR.2	I found that This celebgram is efficient in its work.	3,68	0,63
	KR.3	I find that this program can be trusted.	3,50	0,58
	KR.4	I think that this celebrity cares about their followers.	3,53	0,58
	KR.5	This celebgram updates its content regularly.	3,70	0,63
<i>Parasocial Interaction (Y2)</i>	IP.1	I always look forward to watching live videos, stories and reels and reading celebgram Monika's posts and comments Chai.	3,74	0,65
	IP.2	I followed the celebgram Monika Chai and then interacted with her on Instagram.	3,77	0,65
	IP.3	I always leave comments and likes on posts the celebgram Monika Chai.	3,88	0,70
<i>Purchase Intention (Y3)</i>	NB.1	I will buy products promoted by celebrity Monika Chai in the future.	3,82	0,66
	NB.2	I will encourage people close to me to buy the products promoted by the celebrity Monika Chai.	3,86	0,67
	NB.3	I decided to buy the product after seeing an ad on celebrity Monika Chai's feed.	3,87	0,65

Source: Author

Based on the results on the table 4-4 above, all of the indicators standard deviation is below 2.0 which shows that the responses given by the respondent are homogeneous. The indicator KR.1 or I found this celebgram is a very expert in his domain has the highest standard deviation value with 0.75, this indicates that the respondent gives answer to Credibility least homogeneous compared with other variables. The indicator with the highest mean is DTS.3 or I feel that celebrity Monika Chai is rarely seen in community activities with 4.32. This indicates that the respondents agree with the indicators Of Social Unattractiveness that Monika Chai performs.

Confirmatory Factor Analysis Exogeneous Construct

Factor loading of CFA Exogeneous Construct must greater than 0.50 to be perceived as valid in forming constructs and can be used to build models.

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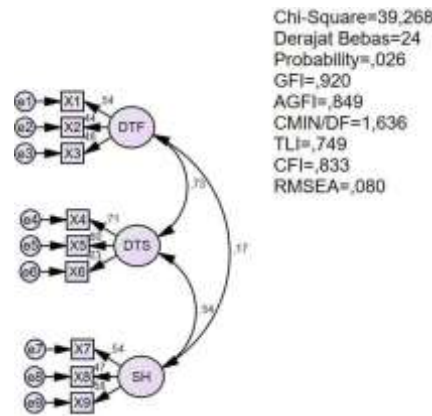


Figure 4.5 CFA Exogeneous Construct
Source: Author

Table 4-5 Confirmatory Factor Analysis (CFA) Exogeneous Construct

Construct	Indicator	Factor Loadings	Critical Value	Result
DTF.1	1,248	≥ 0,50	Valid	
Physical Attractiveness (X1)	DTF.2	1,002	≥ 0,50	Valid
DTF.3	1,000	≥ 0,50	Valid	
DTS.1	3,441	≥ 0,50	Valid	
Social Unattractiveness (X2)	DTS.2	2,888	≥ 0,50	Valid
DTS.3	1,000	≥ 0,50	Valid	
SH.1	0,979	≥ 0,50	Valid	
Attitude Homophily (X3)	SH.2	0,743	≥ 0,50	Valid
SH.3	1,000	≥ 0,50	Valid	

Source: Author

According to Table 4-5, each indicator in each exogenous construct (I think the celebgram Monika Chai is quite beautiful, I think celebrity Monika Chai is very attractive physically, I feel that the celebgram Monika Chai has a very stunning appearance, I feel that celebrity Monika Chai is not well known many people, I feel that the celebgram Monika Chai is not very friendly, I feel that celebrity Monika Chai is rarely seen in community activities, The celebgram Monika Chai have a more social mindset like I have, The celebgram Monika Chai have more social values like I have, The celebgram Monika Chai has confidence that is it's good to be more social like I have) has a factor loading value greater than 0.50, indicating that these indicators can be used to build models.

Confirmatory Factor Analysis Endogenous Construct

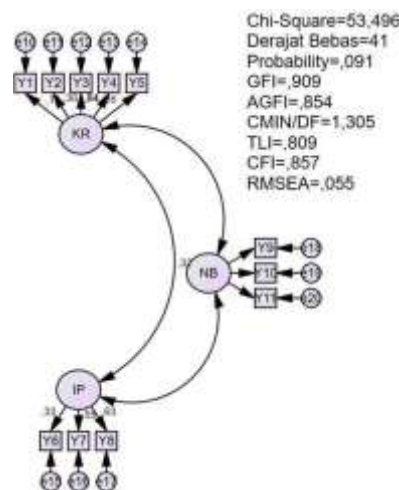


Figure 4-6 CFA Endogenous Construct
Source: Author

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Table 4-6 Confirmatory Factor Analysis Endogenous Construct

Construct	Indicator	Factor Loadings	Critical Value	Result
Credibility (Y1)	KR.1	1,000	≥ 0,50	Valid
	KR.2	1,809	≥ 0,50	Valid
	KR.3	4,021	≥ 0,50	Valid
	KR.4	3,470	≥ 0,50	Valid
	KR.5	2,092	≥ 0,50	Valid
Parasocial Interaction (Y2)	IP.1	0,500	≥ 0,50	Valid
	IP.2	0,810	≥ 0,50	Valid
	IP.3	1,000	≥ 0,50	Valid
Purchase Intention (Y3)	NB.1	1,000	≥ 0,50	Valid
	NB.2	1,655	≥ 0,50	Valid
	NB.3	0,551	≥ 0,50	Valid

Source: Author

In the measurement model, each indicator in each endogenous construct (Credibility, Parasocial Interaction, and Purchase Intention) has a factor loading value greater than 0.50, as shown in Table 4-6. This means that these indicators are applicable to building structures and can be used to create models.

Reliability Test

Each construct has a construct reliability value of more than 0.70 and an AVE value of more than 0.50. This means that these indicators are reliable in expressing the constructs of Physical Attractiveness, Social Unattractiveness dan Attitude Homophily Credibility, Parasocial Interaction, and Purchase Intention.

Table 4-7 Construct Reliability

Variable	Construct Reliability	Result
Physical Attractiveness (X1)	0,710	Reliable
Social Unattractiveness (X2)	0,786	Reliable
Attitude Homophily (X3)	0,713	Reliable
Credibility (Y1)	0,707	Reliable
Parasocial Interaction (Y2)	0,732	Reliable
Purchase Intention (Y3)	0,708	Reliable
Requirement	≥ 0,70	

Source: Author

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Full Structural Equation Modeling

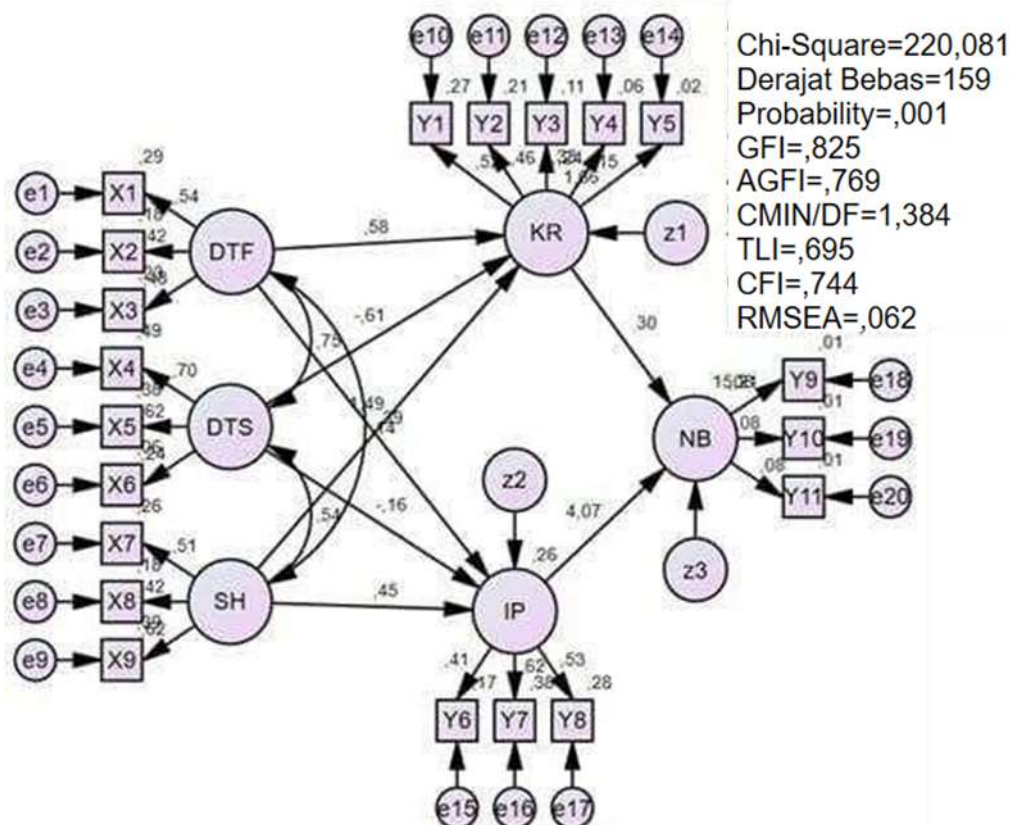


Figure 4.7 SEM Model Estimation Result
 Source: Author

The findings in table 4-8 show that all of the model suitability criteria (good fit or marginal fit) were met, allowing the structural model to be accepted. A good fit indicates that the model already has a good model fit, whereas a marginal fit indicates that the model conformance is within acceptable parameters.

Table 4-8 SEM Conformity Index

Fit Measure	Index Value	Critical Value	Result
Probability	Chi-square (a) 0,001	> 0,05	Even good fit
Absolute Fit Indices	Cmin/DF 1,384	≥ 2,00	Good fit
GFI	0,825	≥ 0,90	Marginal fit
RMSEA	0,062	≥ 0,08	Good fit
Incremental Fit Indices	TLI 0,695	≥ 0,95	Marginal fit
CFI	0,744	≥ 0,95	Marginal fit
Parsimony Fit Indices	AGFI (b) 0,769	≥ 0,90	-

(a) Even if the probability value is less than 0.05, a model with a sample size of $n > 250$ or more than 30 indications ($m > 30$) is declared to be fit. Hair et al. (2014):584

(b) In examining the adequacy of a single model, parsimony fit indices are not used (Hair et al., 2014:581).

Source: Author

Testing Structural Relationship

Table 4.9 Hypothesis Testing

Hip	Influence Between Variables	Std Estimate	C.R.	P-value
H1	Credibility (Y1) → Purchase Intention (Y3)	0,305	0,923	0,356 n.s

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H2	Parasocial Interaction (Y2) \square	Purchase Intention (Y3)	4,072	2,105	0,035*
H3	Physical Attractiveness (X1)	\square Parasocial Interaction (Y2)	0,280	0,672	0,502 n.s
H4	Social Unattractiveness (X2)	\square Parasocial Interaction (Y2)	-0,040	-0,088	0,930 n.s
H5	Attitude Homophily (X3) \square	Parasocial Interaction (Y2)	0,468	1,947	0,052 n.s
H6	Physical Attractiveness (X1)	\square Credibility (Y1)	0,681	0,792	0,429 n.s
H7	Attitude Homophily (X3) \square	Credibility (Y1)	1,517	2,356	0,018 *
H8	Social Unattractiveness (X2)	\square Credibility (Y1)	-0,697	-0,650	0,516 n.s

* : Significant at the 0.05 level

n.s. : Not significant

Source: Author

Table 4-9 shows that the C.R. value for Parasocial Interaction on Purchase Intention (H2) and Attitude Homophily on Credibility (H7) is greater than 1.96. This means that the relationships between the studied variables are significant. Credibility on Purchase Intention (H1), Physical Attractiveness on Parasocial Interaction (H3), Social Unattractiveness on Parasocial Interaction (H4), Attitude Homophily on Parasocial Interaction (H5), Physical Attractiveness on Credibility (H6) and Social Unattractiveness on Credibility (H8) have C.R. Values that are less than 1.96. This means that H1, H3, H4, H5, H6 and H8 did not show a significant effect between the variables.

DISCUSSION

According to the findings of this study, Attitude Homophily has a positive and significant influence on Credibility and Purchase Intention is also positively influenced by Parasocial Interaction. Credibility has no significant influence on Purchase Intention, Physical Attractiveness, Social Unattractiveness and Attitude Homophily have no significant influence on Parasocial Interaction, Physical Attractiveness and Social Unattractiveness also have no significant influence on Credibility. The most influential variable on Purchase Intention is Parasocial Interaction with regression coefficient of 4.072 and p-value of 0.035. Which means the better interaction Monika Chai creates, the better the customer purchase intention happens. The result of this study aligns with Sokolova dan Kefi (2019) study that Purchase Intention is positively influenced by Parasocial Interaction. Table 4-10 shows that IP-2 is the most accurate predictors in Parasocial Interaction variable with lambda loading of 0.628.

Table 4-10 Parasocial Interaction (IP) indicators

Variable Indicator	Lambda Loading	Mean
IP.1	0,570	3,74
Parasocial Interaction (Y2) IP.2	0,628	3,77
IP.3	0,357	3,88

Source: Author

The most influential variable on Credibility is Attitude Homophily with regression coefficient of 1.517 and p-value of 0.018. Which means the better attitude homophily Monika Chai has, the better credibility she gets from the followers. The result of this study aligns with Sokolova dan Kefi (2019) study that Credibility is positively influenced by Attitude Homophily. Table 4-11 shows that SH-3 is the most accurate predictors in Attitude Homophily variable with lambda loading of 0.573

Table 4.11 Ease of Payment (EOP) indicators

Variable Indicator	Lambda Loading	Mean
SH.1	0,542	3,74
Attitude Homophily (X3) SH.2	0,511	4,19
SH.3	0,573	3,67

Source: Author

Credibility (regression coefficient of 0.305 and p-value 0.356) shows a positive and not significant influence on Purchase Intention which does not show similar result with Sokolova dan Kefi (2019) studies. This means that the credibility possessed by the Monika Chai is just almost as same as other celebgram, so that in this case it does not affect the purchase Intention from Monika Chai's followers. Physical Attractiveness (regression coefficient of 0.280 and p-value 0.502) shows a positive and not

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significant influence on Parasocial Interaction which does not show similar result with Sokolova dan Kefi (2019) studies. This means that the physical appearance and physical attractiveness of the Monika Chai is almost as same as other celebgram, so that in this case it does not affect the Parasocial Interaction of Monika Chai's Instagram followers. Attitude Homophily (regression coefficient of 0.468 and p-value 0.052) shows a positive and not significant influence on Parasocial Interaction which does not show similar result with Sokolova dan Kefi (2019) studies. This means that the attitude homophily shown by Monika Chai is almost as same as other celebgram, so in this case, it does not affect the Parasocial Interaction of Monika Chai's Instagram followers. Physical Attractiveness (regression coefficient of 0.681 and p-value 0.429) shows a positive and not significant influence on Credibility which does not show similar result with Sokolova dan Kefi (2019) studies. This means that the physical appearance and physical attractiveness of the Monika Chai is almost as same as other celebgram, so that in this case it does not affect Monika Chai's credibility towards her followers. Social Unattractiveness (regression coefficient of -0.040 and p-value 0.930) shows a negative and not significant influence on Parasocial Interaction which does not show similar result with Sokolova dan Kefi (2019) studies. This indicates that Social unattractiveness variable becomes an unimportant variable in this study. This happens because Monika Chai's Social Unattractiveness is still in the mediocre category, no better than other celebgrams, so this Social Unattractiveness becomes an unimportant variable. Social Unattractiveness (regression coefficient of -0.697 and p-value 0.516) shows a negative and not significant influence on credibility which does not show similar result with Sokolova dan Kefi (2019) studies. This indicates that Social unattractiveness variable becomes an unimportant variable in this study. This happens because Monika Chai's Social Unattractiveness is still in the mediocre category, no better than other celebgrams, so this Social Unattractiveness becomes an unimportant variable.

CONCLUSION

This research model was formed from the influence relationship between Physical Attractiveness (DTF), Social Unattractiveness (DTS) and Attitude Homophily (SH) on Parasocial Interaction (IP) and Credibility (KR) and the influence of Parasocial Interaction (IP) and Credibility (KR) on Purchase Intentions (NB). Based on the data processing carried out, the final results were obtained from the 8 hypotheses proposed, 2 hypotheses were accepted and 6 hypotheses were rejected.

This research paper is structured as an attempt to examine the effect of Physical Attractiveness (DTF), Social Unattractiveness (DTS) and Attitude Homophily (SH) on Parasocial Interaction (IP), the effect of Physical Attractiveness (DTF), Social Unattractiveness (DTS) and Attitude Homophily (SH) on Credibility (KR) and then the effect of Parasocial Interaction (IP) and Credibility on Purchase Intention (NB). This study involved 68 female and 32 male respondents ranging in age from 18 to 60 years, and included 8 hypotheses. Credibility on Purchase Intention (C.R. value of 0.923 and regression coefficient of 0.305), Physical Attractiveness on Parasocial Interaction (CR value of 0.672 and regression coefficient of 0.280), Social Unattractiveness on Parasocial Interaction (CR value of 0.088 and regression coefficient of 0.040), Attitude Homophily on Parasocial Interaction (CR value of 1.947 and regression coefficient of 0.468), Physical Attractiveness on Credibility (CR value of 0.792 and regression coefficient of 0.681) and Social Unattractiveness on Credibility (CR value of 0.650 and regression coefficient of 0.697) were determined to be rejected. Then Parasocial Interaction on Purchase Intention (C.R. value of 2.105 and regression coefficient of 4.072) and Attitude Homophily on Credibility (CR value of 2.356 and regression coefficient of 1.517) were declared accepted.

This study provides evidence that based on the research model, there is a significant influence of the Parasocial Interaction (IP) variable on the Purchase Intention (NB) variable and there is a significant effect of the Attitude Homophily (SH) variable on the Credibility (KR) variable. While the Credibility (KR) variable has no significant effect on the Purchase Intention (NB) variable, the Physical Attractiveness (DTF) variable has no significant effect on the Parasocial Interaction (IP) variable, the Social Unattractiveness (DTS) variable has no significant effect on the Parasocial Interaction (IP) variable, the Attitude Homophily (SH) variable has no significant effect on the Parasocial Interaction (IP) variable, the Physical Attractiveness (DTF) variable has no significant effect on the Credibility (KR) variable and the Social Unattractiveness (DTS) variable has no significant effect on the Credibility (KR) variable.

SUGGESTIONS FOR FURTHER STUDY

Parasocial Interaction, Credibility, and Purchase Intention are all influenced by various factors, and future research is expected to complement the variables in this study to increase understanding of these factors. Digital marketing including displayed content, physical evidence, processes, people, etc., are all possible new areas for investigation in the future. In the future, researchers may look at the correlation between socioeconomic factors (such as income, marital status, and level of education) and trust, and loyalty. It is hoped that further research will elucidate and clarify the factors at play in this investigation.

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