

## ABSTRAK

Penelitian ini bertujuan untuk menguji dampak dari kredibilitas *influencer* dan juga *parasocial interaction* terhadap *purchase intention*, bersama dengan *physical – social attractiveness* dan *attitude homophily*. Penelitian ini menggunakan satu *influencer lifestyle* yang terkenal di Indonesia, terutama di media sosial Instagram. Responden pada penelitian ini terdiri dari *media user* Instagram yang mengenal dan pernah mengunjungi akun Instagram Arief Muhammad. Penelitian ini menggunakan pendekatan kuantitatif yang menguji tujuh hipotesis menggunakan analisis *Partial Least Square – Structural Equation Modelling* (PLS-SEM) menggunakan software *Smart PLS 3.0*. Data penelitian merupakan data primer yang dikumpulkan melalui kuesioner yang disebarakan secara *online* dengan jumlah responden sebanyak 163 orang. Hasil penelitian menunjukkan bahwa *attitude homophily* dan *social attractiveness* berpengaruh positif terkait dengan *parasocial interaction* sedangkan variabel *physical attractiveness* menunjukkan hubungan negatif atau tidak ada hubungannya dengan *parasocial interaction*. Kemudian *physical attractiveness* dan *attitude homophily* berpengaruh positif terhadap kredibilitas *influencer*. Kredibilitas *influencer* dan *parasocial interaction* menunjukkan hubungan yang signifikan dan positif terhadap *purchase intention*.

**Kata kunci:** *credibility, parasocial interaction, social attractiveness, physical attractiveness, attitude homophily, influencer, persuasion, communicator, social networks.*

## ABSTRACT

This study is aimed to investigate the influence of parasocial interactions on purchase intentions, together with physical-social attractiveness and attitude homophily. The subject of this study is a well-known lifestyle influencer in Indonesia, especially on Instagram social media. The respondents of this study consist of Instagram media users who knew and visited Arief Muhammad's Instagram account. This study used quantitative methods and discusses seven hypotheses using Partial Least Square - Structural Equation Modeling (PLS-SEM) analysis using Smart PLS 3.0 software. Research data is primary data collected through questionnaires distributed online with 163 respondents. The results showed that attitude homophily and social attractiveness were positively related to social interactions while physical attractiveness variables showed a negative relationship or no interaction with social interactions. Then physical attractiveness and attitude homophily were positively related with the credibility of the influencer. Credibility of influencers and social interaction showed a significant and positive relationship to purchase intentions.

**Keywords** *credibility, parasocial interaction, social attractiveness, physical attractiveness, attitude homophily, influencer, communicator, social networks.*