Impact of Influencer Attractiveness, Credibility on Parasocial Interaction, Purchase Intentions: Moderating Congruence

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Abstract

The increasingly widespread use of social media has risen up new careers as social media influencers. Interestingly, influencers are now creating their own product lines, branded under their own names or extensions, known as influencer-branded products. This research aims to examine the influence of an influencer's credibility and attractiveness on parasocial interaction, as well as to determine the effect of parasocial interaction on the intention to purchase influencer-branded products. Additionally, this study aims to test the moderating influence of congruence between consumers and influencers, influencers and products, and products and consumers in the relationship between parasocial interaction and purchase intention. This research is conducted using quantitative method through an online survey of 227 respondents, with Mother of Pearl, an influencer-branded product by Tasya Farasya as the object of study. Data is processed using IBM SPSS and SEM AMOS. The results of the study indicate that all variables positively correlate with each other, except for influencer expertise, which negatively affects parasocial interaction, and the moderation effects of consumer-product congruency and influencer-product congruency, which do not significantly impact purchase intention. These findings have implications for influencers as business practitioners, suggesting that they should focus on creating content that highlights their attractiveness and trustworthiness while minimizing content that overly emphasizes their expertise. Furthermore, based on the results of the fit moderation, business practitioners need to enhance the influencer's self-branding, as only the fit between the consumer and the influencer significantly moderates and strengthens the effect on purchase intention.

1. Introduction

Social media has become the definition of a marketing tool that is currently popular in the industrial era 4.0. According to Philip Kotler and Kevin Keller (2009) quoted by Hardianawati (2023), social media is a tool that enables consumers to communicate with each other or with businesses by facilitating it through text, image, video and audio content. In an era when business is growing rapidly, social media is widely used by brand owners as a marketing tool, which is called a marketing tool. Marketing tools have a very important role in facilitating product sales to consumers. In this digital era, the internet plays an important part in providing the public with access to businesses through online relationships. The rise of internet users simplifies the marketing flow by narrowing the gap between promotion and purchase by simply offering a brand with an image or video on social media and turning it into a purchase moment with an advertisement included in the upload caption. This activity is called social media marketing. Social media marketing facilitates interaction and exchange of information and offers purchase recommendations regarding uploaded products (Serrano-Malebran et al., 2023). The widespread use of social media as a marketing tool has given rise to a new job, namely as a social media influencer. Social media influencers are content creators who use social media to persuade and influence audiences (Jacobson et al., 2022). The number of social media influencers continues to increase, and this has had one of the strongest impacts on consumer behavior in recent decades. About 80% of marketers use social media influencers as an effective means of attracting customer attention and promoting their business (Dinh & Lee, 2021). Influencers have penetrated into several fields, one of which is influencers who specifically produce beauty-related content, such as review videos featuring cosmetic products, or video tutorials on how to use certain products, generally known as beauty vloggers or beauty influencers (Garg & Bakshi, 2024). Due to large number of followers, influencers often use their fame on social media to earn their own income. Influencers are paid to upload content in the form of someone else's brand and one post can influence consumers to make purchasing intentions, this is called an endorsement (Ren et al., 2023). However, now influencers are not only receiving endorsement projects but more and more influencers are creating their own product lines, with their own brand names/extensions. Based on the perspective of the consumer advertising process, the main difference lies in the fact that influencers usually endorse a company's products/services. On the other hand, in the context of an influencer-branded product, which is represented by its public persona with a human personality profile, it promotes a product or service that carries its own name. In this context, there is only a dyadic relationship because the celebrity's public persona plays the same role as the brand personality (Santos et al., 2019). One brand that is an influencer-branded product is MOP (Mother of Pearl) owned by influencer Tasya Farasya.

Several previous studies have examined that influencers, driven by the source effect model, have an influence on consumer purchase intentions but through the term "parasocial interaction" (Sokolova and Kefi, 2020; Zhang et al., 2020). Parasocial interaction is a real and intense relationship like face-to-face interpersonal connections between audiences and influencers. Several studies such as (Sokolava & Kevi, 2020; Aw et al., 2021) state that consumers who have strong parasocial interactions are more motivated to buy products

promoted by influencers. A study by Sokolava & Kefi (2020) concluded that parasocial interaction between consumers and influencers on Instagram and YouTube has a positive effect on purchase intentions for promoted products. Additionally, research by Aw et al. (2021) stated that high purchase intentions are caused by parasocial relationships between consumers and social media influencers who promote products on social media. However, there is disagreement on this from other studies such as the Koay et al (2023) study. This study states that there is an insignificant influence between parasocial interaction on purchase intentions. Due to the disagreement on the influence between parasocial interactions and purchase intentions, this area requires further exploration. Therefore, this research raises a moderating variable of suitability to bridge the disagreements from previous studies and explores it further in this research to find out whether there really is a moderating variable that helps strengthen or weaken the relationship between parasocial interaction and purchase intention.

2. Literature Review
2.1 The stimulus-organism-response framework

The stimulus-organism-response framework or the SOR model is a theory proposed by Hovland (1953) consisting three three main concepts that explain consumer behavior (Hovland et al., 1953). This theory suggests three stages in stimulus-organism-response: stimulus (S), elements in the consumer's environment that evoke an emotional response internally, organism (O), a psychological transformation where the organism changes stimulation into information. In other words, organism (O) is also the internal evaluation of stimuli, and response (R) is the behavior of the user towards external stimulus information which is the result of encouragement from the organism (O) (Hovland et al., 1953, Aw, et. al 2023). In this research, the stimulus component refers to the influencer's attributes, namely attractiveness, trustworthiness, and expertise because these things can arouse the consumer's internal state. Organism (O) refers to the parasocial relationship, and response (R) includes the outcome, namely consumer behavior such as purchase intentions resulting from the parasocial relationship. SOR theory has been widely used by researchers to determine the influence of technological attributes such as online shopping (Parboteeah et al., 2009), virtual worlds (Animesh et al., 2011), social worlds (Cao and Sun, 2018), and tourist environments (Hew et al., 2018).

2.2 Source Models

Source models are the stimulus component of SOR theory. Source models consist of source credibility and source attractiveness. Source credibility is a term implying the positive characteristics that influence recipients to accept a message (Belch & Belch, 2018). Source credibility is divided into two, namely trustworthiness and expertise. Trustworthiness is the ability of a source to provide information that is trusted by the recipient or in other words, the recipient sees the source as honest and sincere. A trustworthy communicator must have persuasive qualities when expressing a certain level of integrity (Boonchutima & Sankosik, 2022). The second component is expertise, which is experience and qualifications that determine how knowledgeable a source is about an area. Communicators will gain a higher level of credibility based on the greater their knowledge of a specific area. (Boonchutima & Sankosik, 2022). Source attractiveness is a term that states that a person's acceptance of a

message is influenced by a person's liking for a source that they consider as attractive. Attractiveness is a physical characteristic or quality that can attract a desired audience based on personal features and physical appearance. Attractiveness is a characteristic of an influencer that makes the influencer attract the attention of the audience and makes the audience have an admiration and a feeling of connection with the influencer (Boonchutima & Sankosik, 2022).

2.3 Influencers as Human Brands

According to Breves and Liebers (2022), influencers are social media users who rely on the power of self-branding, namely developing a public image for commercial gain. Social media based on Yasa and Cop quoted by Ahmadi and Leamsom (2021) includes online tools and websites that allow users to interact with one another by sharing knowledge, opinions and likes. A human brand is someone whose life and actions, public or private, create a brand identity that, if managed professionally, can create brand equity. Brand equity is the profitable value of a brand in the eyes of consumers which includes elements such as recognition and loyalty which significantly shape consumer choices, lead marketing strategies, and influence collaboration (Piriyakul et al., 2024). Human brands conceptualization has evolved from accounting for their recognition and communication strategies to recognizing their dual nature as persons and as brands. Influencers are often called as human brands to denote brands defined by high-profile, well-known persons who create equity and profit from their name. In search of profit, influencer often use their differentiation potential to stand out and connect with consumers. Influencers enjoy brand reputation based on their strong and positive relationship with consumer (Osorio et al., 2021).

2.4 Influencer's branded product as a brand extension

Brand extension is a new product or service launched by an existing brand in a product category (Falana et al., 2024). Influencer-branded product is product launched under influencer's well-known name and investment. For example, Jennifer Lopez launched JLO Beauty which is launched under Jennifer's well-known image and name, Jessica Simpson launched Jessica Simpson Collection, and Tasya Farasya launced Mother of Pearl Beauty (Osorio et.al, 2021). If influencers are brands, then products launched under the influencer's big name are conceptualized as brand extensions. Brand extensions add variations to an existing product or category to reach more consumers and attract existing consumers with new options. Therefore, Influencer-branded products are a brand extension which refers to the expansion of a brand into a new category. The strategy of brand extension is to use an established brand name to launch new products. The Influencer-branded products business model promises higher potential financial rewards than endorsements. The main difference between influencer-branded product and endorsement is endorsement is only promoting the third-party brand in exchange for payment whereas influencers-branded product is product launched by influencer's own investment and name. For example, Jennifer Lopez has endorsed Tous, Guess, DSW. However she launched an influencer-branded product, JLO Beauty under her own name. Influencer-branded products gain more potential reward because of reducing cost of introducing new brand name since consumer just only need to transfer the perception they had from the influencer to the product. (Osorio et al., 2022).

2.5 Parasocial Interaction

Parasocial interaction theory was first proposed by Horton and Wohl (1956) and is a term used to explain the affective interactions felt between media users and other human representations that appear in the media, namely "media figures". According to Rubin, Perse, and Powell (1985), parasocial interaction is an interpersonal involvement of media users with media figures, such as seeing media figures as friends and seeking opinions from media figures. In line with this definition, Chung & Cho (2017) also state that this relationship is a real and intense relationship like face-to-face interpersonal connections which includes elements such as friendship, namely liking, openness, and understanding, namely the feeling of knowing a famous person. personally. Parasocial interaction is often called asymmetric interpersonal communication interaction, namely all influencer actions can be seen by fans on social media but not vice versa (Rubin, et al., 1985).

2.6 Purchase Intentions in the Hierarchy of Effects Model

According Qin (2024), purchase intention is a consumer's subjective preference for a product which indicates the possibility of making a purchase. It is crucial to understand consumer purchasing intentions because a consumer's actions are often predicted by their intentions. As a result, purchase intention is often a practical indicator of real consumer behavior (Qin et al., 2024; Chakraborty, 2019). Purchase intention is the final stage in consumer behavior theory. Consumer behavior is the study of the process when an individual chooses, buys, uses a product, service, idea, or experience to fulfill needs and desires (Solomon et al., 2006).

2.7 Self-congruency theory

Self-congruency theory explains that consumer decisions are based on a perception of congruency called self-image congruency. Self-image is an individual's thoughts or feelings that refer to themselves as an entity (Chauhan et al., 2021). Self-image congruence is an important psychological process to persuade consumers through external advertising information (Song et al, 2024). According to Belanche (2021), congruence theory consists of congruence between consumers and influencers, congruence between consumers and products, and congruence between influencers and products. Congruence between consumers and influencers is the extent to which consumers see their self-image as reflecting the influencer's self-image. Congruence between consumers and products reflects the extent to which consumers see their self-image as being in line with the image of the product promoted by the influencer. The congruence between influencer and product reflects how well consumers perceive the influencer's image to align with the product they are promoting (Koay et al., 2023). In other words, this congruence is when consumers perceive the brand image as consistent with the influencer's own image (Tseng & Wang, 2023).

3. Material and Method
3.1 Design Study
Influencer Attractivenes, Credibility and Parasocial Interaction

The results of research by Yuan and Lou (2020) suggests that influencer credibility, namely expertise and trustworthiness, has no influence on parasocial interaction, while

influencer attractiveness, namely attractiveness, influences parasocial interaction positively. However, in contrast with Yuan and Lou's findings, a previous study by Hui and Hunggang suggested that the attractiveness of a media figure can be a driver of parasocial interaction where celebrity endorsers who are attractive, trustworthy and expert influence tourists' parasocial interactions positively (Hui and Honggang, 2020). In line with this research, research by Zhang (2020) suggests that the attractiveness, trustworthiness and expertise of celebrity endorsers positively influence parasocial interactions for existing and potential tourists. Based on the source attractiveness model, relationships will be easier to form between recipients and givers of information if the informant looks attractive (Ohanian, 1990). Based on the source credibility model, a relationship will be more easily formed between recipients and givers of information when the giver of information appears knowledgeable and trustworthy (Belch & Belch, 2018). From the disagreements of previous studies, a hypothesis was drawn to determine its influence in this research. The hypothesis was drawn following research from Hui and Honggang (2020) and Zhang (2020), namely:

H1a: Influencer's attractiveness has a positive influence on the development of parasocial interaction.

H1b: Influencer's trustworthiness has a positive influence on the development of parasocial interaction.

H1c: Influencer's expertise has a positive influence on the development of parasocial interaction.

Parasocial Interaction and Purchase Intentions

There are disagreements from several studies regarding the influence of parasocial interaction and purchase intention. A study by Koay et al (2023) stated that there was an insignificant influence between parasocial interaction on purchase intentions. This research is also in line with research by Almeida (2021) in the context of influencer's endorsement where parasocial interaction also does not significantly influence purchase intentions (Almeida et al., 2021). However, several other studies actually prove the positive influence of parasocial interactions on purchase intentions. Sokolava & Kefi (2020) in their research concluded that parasocial interaction between consumers and influencers on Instagram and YouTube has a positive effect on purchase intentions for promoted products. Additionally, research by Aw et al. (2021) stated that high purchase intentions are caused by parasocial relationships between consumers and social media influencers who promote products on social media. Plus, there is also research that proves the positive influence of parasocial interactions on brand-related behavior. Rubin, Perse, and Powell (1985) stated that soap opera viewers who form parasocial relationships with their favorite characters have higher satisfaction with soap operas (Rubin et al., 1985). A study also analyzed the significant and positive influence of a media user's parasocial interaction with an influencer who has social attractiveness which ultimately influences purchase intentions (Sokolova & Kefi, 2020). From these arguments, the second hypothesis can be drawn as follows:

H2: Parasocial interaction has a positive effect on purchase intentions of influencers-branded products.

Congruency As Moderating Variable

Disagreements between several previous studies (Sokolava & Kevi, 2020; Aw et al., 2021, Koay et al., 2023) regarding the relationship between parasocial interaction and purchase intentions have led researchers to examine the moderating effect of this level. A study by Koay (2023) examined that purchase intention is not influenced by the strength of parasocial interaction with influencers, but purchase intention can occur if it is strengthened by

congruency as a moderating variable which holds a significant influence on purchase intention. Taking the basis of self-congruity theory, self-congruity is positioned as a moderator between parasocial interaction and purchase intention. The relationship between parasocial interaction and purchase intention is influenced by the triad of congruency, namely congruency between consumers and influencers, congruency between consumers and products, and congruency between influencers and products. These three congruences are vital cogs in moderating the influence of parasocial interaction on purchase intentions. Consumers are not only persuaded to buy products promoted by influencers with whom they have strong parasocial interaction, but this persuasion also arises when there is a high level of congruence between consumers, influencers and products.

Regarding the congruency between consumers and influencers in the context of endorsements, according to Koay (2023), based on previous research, endorsements by influencers are seen as more convincing and effective when consumers see a high degree of similarity between themselves and the influencer. This concept is also supported by research by Aw and Chuah (2021) which examines that consumers will tend to develop parasocial relationships with influencers, driven by the desire to narrow the image distance, in the sense of looking for influencers who have images similar to theirs, thus encouraging purchase intentions. However, even with strong parasocial interaction, if the fit between the consumer and the influencer is insufficient, consumers may reject the purchase intention recommendation due to lack of motivation. Therefore, a hypothesis can be drawn:

H3: Congruence between consumers and influencers moderates the positive relationship between parasocial interaction and purchase intention, such that the positive relationship is stronger when congruence between consumers and influencers is high.

Regarding the congruency between consumers and products, not all products endorsed by social media influencers are attractive to every consumer. Influencers endorse many products, some of which are not in line with consumers' self-image. However, when the product's self-image is in line with the consumer's, it is often evaluated positively by consumers so that consumer and product congruency has a significant influence on purchase intentions (Koay, 2023). Based on previous research, there are several differences in the moderating influence of product and consumer congruency. Arora (2021) through his study stated that the congruency between consumers and products does not have a significant influence on purchase intentions. Supporting Arora's (2021) research, Koay's (2023) research also states that the fit between consumers and products does not have a significant moderating influence between parasocial interaction and purchase intentions. However, in contrast to the two studies above, Belanche (2021) actually found a positive relationship between consumer congruency with products endorsed by influencers and purchase intentions. Therefore, from the disagreement of arguments in previous studies (Koay et al., 2023; Belanche, 2021; Arora et al., 2021), a hypothesis is drawn from Belanche's argument (2021) and it can be predicted that branded product influencers are the same as endorsed products so that the hypothesis is drawn:

H4: Congruence between consumers and products moderates the positive relationship between parasocial interaction and purchase intentions, such that the positive relationship is stronger when congruence between consumers and products is high.

Regarding the match between the product and the influencer, in a study regarding product endorsements, if the product matches the influencer, this gives the impression that the influencer really likes the product, thereby reducing the perception that the product is just an advertisement. Some influencers compartmentalize their endorsement products, seeking to maintain their self-image and maintain their reputation. For example, beauty influencers only collaborate with beauty brands for the sake of an image of conformity. This image of congruency is crucial for influencing consumer behavior towards the endorsed product (Belanche et al., 2021). There are several differences in the influence of product congruency and influencer variables from previous studies. Based on the results of research by Koay et al (2023), appropriate products and influencers have an insignificant influence in moderating the relationship between parasocial interaction and purchase intention. However, in contrast, Arora's (2021) study states that the match between the influencer and the product has a significant influence on purchase intentions in the end where even with strong parasocial interaction, but there is no match between the influencer and the product, consumers will be less inclined to make a purchase . Arora's (2021) argument can be predicted to be applied to influencer branded products as well, so the hypothesis emerges:

H5: Congruence between influencer and product moderates the positive relationship between parasocial interaction and purchase intention, such that that the relationship is stronger if congruence between influencer and product is high
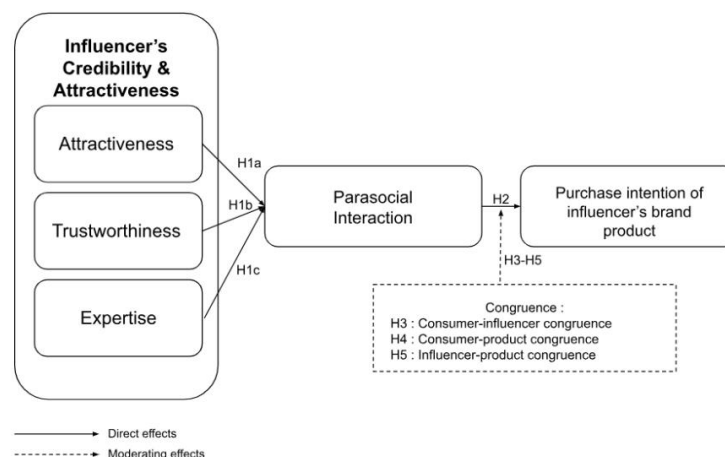
Figure 1 - Research Model

3.2 Method of collecting data

In this research, the type of data collected is quantitative primary data. The questionnaire that researchers used was via an online Google form survey. The questionnaire in the Google Form that was distributed uses a Likert scale. According to Sugiyono, the Likert scale is a scale that measures a person's attitudes, opinions and perceptions about social phenomena (Sugiyono, 2013). The Likert scale used is with numbers 1-5 to measure respondents' responses (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree). Apart from that, researchers set research boundaries where respondents must be female who follow Tasya Farasya on Instagram and know about Mother of Pearl makeup products. Then the respondents live in the provinces of DKI Jakarta, East Java, West Java and Banten. The following table contains explanations of the instruments used. The researcher

explains the variables, indicators refer to their source, the scale used, the operational definition of each variable.

Table 1. indicators of variables

Variables	Indicators
Tasya Farasya's Attractiveness (Zhang et al.,2020; Yuan & Lou, 2020)	1. I think Tasya Farasya has a pleasant personality 2. I think Tasya Farasya is classy 3. I think Tasya Farasya is beautiful (good-looking) 4. I think Tasya Farasya is elegant 5. I think Tasya Farasya is stylish
Tasya Farasya's Trustworthiness (Zhang et al.,2020; Yuan & Lou, 2020))	1. I think Tasya Farasya is reliable when reviewing/promoting products 2. I think Tasya Farasya is sincere when reviewing/promoting products (objective) 3. I think Tasya Farasya is telling the truth when reviewing/promoting products 4. I think Tasya Farasya can be trusted when reviewing/promoting products 5. I think that Tasya Farasya is earnest when reviewing/promoting products
Tasya Farasya's Expertise (Zhang et al.,2020; Yuan & Lou, 2020)	1. I feel Tasya Farasya is an expert in the field of makeup (expert) 2. I feel that Tasya Farasya has a lot of experience in the field of makeup (experienced) 3. I feel that Tasya Farasya has a lot of knowledge about the field of makeup (knowledgeable) 4. I feel Tasya Farasya is competent in creating interesting and informative content regarding the field of makeup (competent) 5. I feel Tasya Farasya has a good public speaking to explain makeup (skilled)

Parasocial Interaction (Zhang et al., 2020 ; Aw & Labrecque, 2020)	1. I enjoy seeing Tasya Farasya's content on Instagram 2. I often leave comments on Tasya Farasya's Instagram as if I were having a friendly chat with a close friend 3. I miss seeing Tasya Farasya when she doesn't upload her content on time (for example, she rarely posts content) 4. If Tasya Farasya creates other social media accounts, I would be interested to see them 5. I want to meet Tasya Farasya in person (for example, if there is a meet and greet event with Tasya Farasya, I want to join) 6. I often look for makeup advice from Tasya Farasya's content as if I were looking for advice from a close friend 7. When Tasya Farasya expressed her opinion about makeup, it opened my insight about makeup
Congruency between consumer and influencer (Koay et al., 2023 dan Belanche et al., 2021)	1. Tasya Farasya's image is by the values that I adhere to (Values) 2. Tasya Farasya's personality matches my personality (Personality) 3. I feel the same frequency as Tasya Farasya (Identified) 4. I feel Tasya Farasya's style suits my style 5. One of the reasons I follow Tasya Farasya is because Tasya Farasya likes makeup and I also like makeup (Identified)
Congruency between consumer and product (Koay et al., 2023 ; Kumar & Kaushik, 2022)	1. Mother of Pearl makeup products suit my style 2. Mother of Pearl makeup products are reflections of my personality 3. Mother of Pearl makeup products meet the criteria for makeup that I like 4. The choice of Mother of Pearl makeup products suits my needs (choice of shade and color variations) 5. The ingredients in Mother of Pearl products are suitable for my skin type

Congruency between influencer and product (Koay et al., 2023 dan Belanche et al., 2021)	1. The image that Tasya Farasya builds on her Instagram matches the Mother of Pearl that she launched (high fit) 2. Tasya Farasya's personality values are in line with the Mother of Pearl values, namely #Motherknowsbest (alignment) 3. Tasya Farasya and Mother of Pearl Makeup are in the same category, namely beauty (Tasya Farasya is a beauty influencer and Mother of Pearl is a beauty product) (compatibility) 4. I feel that Mother of Pearl is not suitable to be launched by an influencer other than Tasya Farasya (High fit) 5. The meaning of the names Tasya Farasya and Mother of Pearl is in harmony because the meaning of Tasya Farasya's real name is "Lulu Farassiya" which means pearl and Mother of Pearl also means mother of pearl (alignment)
Purchase Intention (Sokolova & Kefi, 2020)	1. In my opinion, the products launched by Tasya Farasya, such as Mother of Pearl products, are worth buying 2. I want to buy Tasya Farasya's Mother of Pearl makeup products 3. I will buy Tasya Farasya's Mother of Pearl makeup products in the future 4. I will encourage the people closest to me to buy Tasya Farasya's Mother of Pearl makeup products 5. I have included Mother of Pearl makeup products in my shopping basket/wishlist

3.3 Sampling technique

In this study, the researcher used a non-probability sampling method. According to Malhotra (2015), non-probability sampling is a sampling technique that relies on the researcher's judgment rather than the opportunity to select sample elements. The sampling technique is convenience sampling, which is a sampling that attempts to obtain samples that are easy to access, measure, and cooperative (Malhotra, 2015). The number of samples in this research was 200 respondents because based on Malhotra (2015) stated that the minimum sample size for test marketing studies or marketing research was 200 respondents (Malhotra, 2015). Through random sampling, this research succeeded in collecting 297 respondents. Then the researchers eliminated respondents who failed to answer the question in the filter question regarding whether the respondent had followed Tasya Farasya or Mother of Pearl on Instagram. So there are 227 respondents whose data can be processed via SPSS.

4. Result

4.1 Model Measurement Test

The validity test is carried out by analyzing the C.R. value. (Critical Ration), P, and SLF (standardized loading factor). Through validity testing, all constructs have C.R. greater than 1.653, the construct marked *** means it is targeted > 1653. The P value of all constructs is also significant, denoted by ***. Apart from that, almost all SLF values are higher than 0.4 with the lowest value of 0.566 owned by PI7 and the highest value of 0.883 owned by purchase intention 4. Thus, all items in this study are valid.

Table 1 - Validity Analysis

Item	Daya Tarik dan Kredibilitas Influencer — Attractiveness C.R.	P.	SLF.	Trustworthiness C.R.	P.	SLF.	Expertise C.R.	P.	SLF.	Parasocial Interaction C.R.	P.	SLF.	Kesesuaian — Kesesuaian Antara Konsumen Dengan Influencer C.R.	P.	SLF.	Kesesuaian Antara Konsumen Dengan Produk C.R.	P.	SLF.	Kesesuaian Antara Influencer Dengan Produk C.R.	P.	SLF.	Niat Pembelian C.R.	P.	SLF.	Kesimpulan
AT 1	7.766	***	0.609																						VALID
AT 2	8.233	***	0.718																						VALID
AT 3	8.782	***	0.780																						VALID
AT 4	8.497	***	0.687																						VALID
AT 5	***	***	0.661																						VALID
TR 1				12.297	***	0.790																			VALID
TR 2				13.223	***	0.801																			VALID
TR 3				12.212	***	0.784																			VALID
TR 4				12.787	***	0.813																			VALID
TR 5				***	***	0.775																			VALID
EX 1							8.472	***	0.617																VALID
EX 2							9.344	***	0.743																VALID
EX 3							9.136	***	0.797																VALID
EX 4							9.734	***	0.822																VALID
EX 5							***	***	0.775																VALID
PI 1										9.936	***	0.702													VALID
PI 2										13.48	***	0.521													VALID
PI 3										13.337	***	0.778													VALID
PI 4										13.337	***	0.83													VALID
PI 5										***	***	0.837													VALID
PI 6										10.952	***	0.741													VALID
PI 7										7.841	***	0.718													VALID
KKI 1													8.39	***	0.633										VALID
KKI 2													8.822	***	0.801										VALID
KKI 3													9.857	***	0.824										VALID
KKI 4													9.701	***	0.768										VALID
KKI 5													***	***	0.659										VALID
KKP 1																12.446	***	0.722							VALID
KKP 2																12.611	***	0.71							VALID
KKP 3																12.598	***	0.858							VALID
KKP 4																11.634	***	0.859							VALID
KKP 5																***	***	0.847							VALID
KIP 1																			8.529	***	0.659				VALID
KIP 2																			9.004	***	0.526				VALID
KIP 3																			9.681	***	0.675				VALID
KIP 4																			6.697	***	0.830				VALID
KIP 5																			***	***	0.826				VALID
NP 1																						9.532	***	0.803	VALID
NP 2																						11.374	***	0.896	VALID
NP 3																						11.641	***	0.777	VALID
NP 4																						14.857	***	0.817	VALID
NP 5																						***	***	0.727	VALID

After measuring validity, researchers conducted a reliability test. The reliability test is carried out by looking at the CR (Composite Reliability) and AVE (Average Variance Extracted) values. Through the reliability tests carried out, all CRs were at a value of more than 0.6, which according to Fornell & Larcker (1981) and Hair (2019), acceptable composite reliability is above 0.6. Meanwhile, the Average Variance Extracted (AVE) for several constructs is above 0.5. Indeed, there is 1 construct, namely the AT item, which is below 0.5. However, this construct is still acceptable since the value is 0.4807 and is nearly to 0.5 therefore can be rounded up.

Table 2 - Reliability Analysis

Variabel	Indikator	SLF	SLF^2	e	AVE	CR	KESIMPULAN
Influencer's Attractiveness	AT 1	0.6090	0.3709	0.6291			
	AT 2	0.7180	0.5155	0.4845			
	AT 3	0.7800	0.6084	0.3916			
	AT 4	0.6870	0.4720	0.5280			
	AT 5	0.6610	0.4369	0.5631	0.4807	0.8214	Reliabel
Influencer's Trustworthiness	TR 1	0.7900	0.6241	0.3759			
	TR 2	0.8010	0.6416	0.3584			
	TR 3	0.7840	0.6147	0.3853			
	TR 4	0.8130	0.6610	0.3390			
	TR 5	0.7750	0.6006	0.3994	0.6284	0.8942	Reliabel
Influencer's Expertise	EX 1	0.6170	0.3807	0.6193			
	EX 2	0.7430	0.5520	0.4480			
	EX 3	0.7970	0.6352	0.3648			
	EX 4	0.8220	0.6757	0.3243			
	EX 5	0.7750	0.6006	0.3994	2.8443	1.1506	Reliabel
Parasocial Interaction	PI 1	0.7020	0.4928	0.5072			
	PI 2	0.5210	0.2714	0.7286			
	PI 3	0.7780	0.6053	0.3947			
	PI 4	0.8300	0.6889	0.3111			
	PI 5	0.8370	0.7006	0.2994			
	PI 6	0.7410	0.5491	0.4509			
	PI 7	0.7180	0.5155	0.4845	0.5179	0.8818	Reliabel
Kesesuaian Konsumen dengan Influencer	KKI 1	0.6330	0.4007	0.5993			
	KKI 2	0.8010	0.6416	0.3584			
	KKI 3	0.8240	0.6790	0.3210			
	KKI 4	0.7680	0.5898	0.4102			
	KKI 5	0.6590	0.4343	0.5657	2.7454	1.1475	Reliabel
Kesesuaian Konsumen dengan Produk	KKP 1	0.7220	0.5213	0.4787			
	KKP 2	0.7100	0.5041	0.4959			
	KKP 3	0.8580	0.7362	0.2638			
	KKP 4	0.8590	0.7379	0.2621			
	KKP 5	0.8470	0.7174	0.2826	3.2168	1.1612	Reliabel
Kesesuaian Influencer dengan Produk	KIP 1	0.6590	0.4343	0.5657			
	KIP 2	0.5260	0.2767	0.7233			
	KIP 3	0.6750	0.4556	0.5444			
	KIP 4	0.8300	0.6889	0.3111			
	KIP 5	0.8260	0.6823	0.3177	2.5378	1.1421	Reliabel
Niat Pembelian	NP 1	0.8030	0.6448	0.3552			
	NP 2	0.8960	0.8028	0.1972			
	NP 3	0.7770	0.6037	0.3963			
	NP 4	0.8170	0.6675	0.3325			
	NP 5	0.7270	0.5285	0.4715	3.2474	1.1615	Reliabel

Table 3 - Hypothesis Test Results for Variables Attractiveness, Trustworthiness, Parasocial Interaction, and Purchase Intention

| Correlation	β	SE	CR	P	Result
H1a: Attractiveness → Parasocial Interaction	4.191	1.040	4.028	***	Supported
H1b: Trustworthiness → Parasocial Interaction	1.807	0.504	3.584	***	Supported
H1c: Expertise → Parasocial Interaction	-5.279	1.355	-3.895	***	Not Supported
H2: Parasocial Interaction → Purchase Intention	0.668	0.092	7.274	***	Supported

Note. (***) significant at *p*<0.05

Table 3 depicts the correlation between variables. The beta coefficient of attractiveness on parasocial interaction is 4.191, indicating a very strong positive influence of the attractiveness variable on parasocial interaction with significant P-value, supporting the statement of hypothesis 1a. The beta coefficient of trustworthiness on parasocial interaction is 1.807, indicating a strong positive influence of the trustworthiness variable on parasocial interaction, with significant P-value that supports hypothesis 1b. In contrast to H1a and H1b, the beta coefficient of expertise on parasocial interaction is negative, at -5.279, indicating a negative influence of the expertise variable on parasocial interaction, even though the P-value is significant, being below 0.05. Therefore, this result does not support the statement of hypothesis 1c. Regarding H2, the beta coefficient of parasocial interaction on purchase intention is positive, at 0.668, indicating a fairly strong positive influence of the parasocial interaction variable on purchase intention with a significant P-value, further supporting the statement of hypothesis 2.

Table 4 - Moderating Variable Result

Correlation	β	SE	CR	P	Result
H3 : CCI x Parasocial Interaction → Purchase Intention	0.000	0.000	2.072	0.038	Supported
H4 : CCP x Parasocial Interaction → Purchase Intention	0.003	0.000	-0.979	0.328	Not Supported
H5 : CIP x Parasocial Interaction → Purchase Intention	0.004	0.000	1.499	0.134	Not Supported

Based on Table 4, the beta coefficient for the congruency between consumer and influencer on purchase intention is 0.000, indicating a positive influence of consumer-influencer congruency on purchase intention. The P-value is also significant as it is below 0.05, supporting the statement of hypothesis 3. In contrast, both consumer-product fit and influencer-product fit have non-significant P-values, as both variables have P-values greater than 0.05, specifically 0.328 and 0.134, respectively. Therefore, it can be concluded that consumer-product congruency and influencer-product congruency do not have an effect in moderating the relationship between parasocial interaction and purchase intention, leading to the rejection of hypotheses 4 and 5.
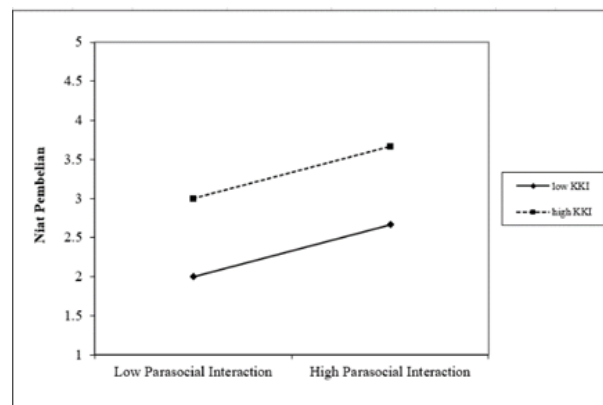
Figure 2 - Moderating Effect of Consumer-Influencer Congruency Diagram

Figure 2 shows parasocial interaction as independent variable and purchase intention as dependent variable. There are two linear lines connecting the dependent and independent variables, representing the fit between the consumer and the influencer. The dashed line represents consumer-influencer fit at +1 standard deviation, referred to as high CCI (Congruency between consumer and influencer), while the solid line represents consumer-influencer fit at -1 standard deviation, referred to as low CCI. The higher the parasocial interaction, the high CCI line indicates a higher purchase intention than the low CCI line. Therefore, this figure demonstrates that the fit between the consumer and the influencer moderates the positive relationship between parasocial interaction and purchase intention, making the positive relationship stronger when the fit is high, thus supporting the statement of hypothesis 3.

5. Discussion
The Effect of Influencer's Attractiveness on Parasocial Interaction

The results of this research prove that consumers are inclined more to attractive influencers than those who are considered less attractive. From this research, consumers think that attractive influencers are those who have certain characteristics that differentiate them from other beauty influencers. Characteristics can be physical beauty which can be enhanced with makeup style or also having stylish fashion. On social media, consumers can only see influencers through photo or video posts, therefore, the influencer's appearance packaged on social media becomes consumers' first impression. Based on this research result, Tasya Farasya's appearance is considered attractive, making followers want to build further relationships with Tasya through social media. For Tasya Farasya herself, Tasya's appearance is considered attractive because she has her characteristics in the form of a bold Latina makeup style compared to current influencers who mostly use Korean style makeup. This proves that influencers who have certain characteristics attract the attention of consumers to become their fans on social media. The results of this research are in line with previous research which states that the relationship between perceived attractiveness and purchase intention is mediated by parasocial interaction. In other words, followers are more likely to form stronger parasocial relationships with influencers they find attractive and similar to themselves, and parasocial relationships in turn lead to greater interest in the products promoted by the influencer (Yuan & Lou, 2020). Therefore, it can be concluded that the higher the influencer's attractiveness, the positive influence it will have on parasocial interaction.

The Effect of Influencer's Trustworthiness on Parasocial Interaction

The hypothesis results indicate that an influencer's trustworthiness has a significant positive effect on the development of parasocial interaction. According to this study, Tasya Farasya's followers are interested in engaging more intensely with her because she is perceived as a trustworthy individual. This trust is built from the content that Tasya Farasya presents. Followers view her content as objective, for example, when reviewing products, Tasya Farasya is known for her willingness to criticize or praise openly. Additionally, Tasya has never accepted endorsements from products that are proven to be substandard, such as those lacking BPOM certification, as she does not want to create false positives about a product just for the sake of endorsement. This demonstrates that Tasya Farasya is an honest person who always

aims to provide the truth to her followers. Her clear articulation and competent video production also help in presenting content that allows her honesty to be perceived by her followers. The findings of this study align with previous research indicating that influencer credibility (trustworthiness) can positively influence the parasocial relationship between the audience and the influencer. Belch (2018) states that when a source of information is perceived as trustworthy, the relationship between the receiver and the sender is more easily formed. Therefore, it can be concluded that a higher level of influencer trustworthiness positively impacts parasocial interaction.

The Effect of Influencer's Expertise on Parasocial Interaction

A unique phenomenon is discovered from this study, unlike attractiveness and trustworthiness, which enhance parasocial interaction when an influencer is more appealing and trustworthy, this study demonstrates that an influencer's expertise does not contribute to increasing the emotional connection between followers and the influencer. This can be explained by self-congruency theory, particularly the congruency between the consumer and the influencer. According to this theory, self-congruency refers to the extent to which consumers perceive their self-image as reflecting the influencer's image (Shan et al., 2020). In relation to the study's findings, an expert influencer possesses knowledge significantly beyond that of their followers, leading to a disparity between the influencer's expertise and the followers' understanding, or in other words, followers perceive themselves as not aligning with the expert influencer. This mismatch results in a reduced engagement with the influencer's content that emphasizes expertise, thus impacting the creation of an emotional bond or parasocial interaction. The study also indicates that Instagram users now prioritize attractiveness and trustworthiness of influencers over their expertise. Users prefer content that features the influencer's unique characteristics and a trustworthy presentation rather than expertise showcased. This result is noteworthy because few prior studies align with this finding. Previous research suggested that social media influencer content needed to be designed to reflect both prestige and expertise (Boon, 2001). However, this research was conducted in 2001. This suggests that as times have changed and social media has evolved, previous statements may no longer be relevant, or new phenomena have emerged where consumer preferences have shifted away from valuing expertise. Thus, marketers and influencers need to adapt their strategies accordingly. Additionally, a study by Yuan and Lou (2020) also found that expertise does not affect parasocial interaction, unlike attractiveness which has a positive effect. This finding from 2020 suggests that consumer preferences have evolved over time.

The Effect of Parasocial Interaction on Purchase Intention

The result of this study indicates that parasocial interaction has a significant positive effect on the intention to buy influencer-branded products. Followers feel a connection with Tasya Farasya due to the frequent opportunities she provides for interaction, such as consistently creating content and using the Instagram "ask question" feature. This feature allows followers to ask Tasya personal questions, including preferences on makeup or family-related topics. Additionally, Tasya often shares her daily life with her family, which further helps followers feel familiar and connected with her. This virtual closeness between fans and

Tasya Farasya can influence their decision to purchase Mother of Pearl, driven by impulsive buying behavior. Impulsive buying is characterized by unplanned purchases driven by emotional triggers and minimal cognitive control over the desired product (Sharma, Sivakumaran, and Marshall, 2010). The emotional trigger in this case is parasocial interaction, which leads followers to intend to buy influencer-branded products simply by viewing the content of an influencer they like. These findings align with previous research indicating that parasocial interaction between influencers and their followers has a significant and positive impact on followers' electronic word-of-mouth (eWOM) promotion intentions. This suggests that parasocial relationships can strongly influence purchase intentions, as noted in Manchanda's research cited by Kian Yeik Koay et al. (2023). Therefore, it can be concluded that higher levels of parasocial interaction positively affect purchase intention.

Moderating Effect of Congruency

The findings of this demonstrate that the positive relationship between parasocial interaction and purchase intention is moderated only by consumer-influencer congruence, and not by consumer-product congruence, or influencer-product congruence. Even though consumers are well-suited to Tasya Farasya's Mother of Pearl product, which is indeed of good quality, this does not strengthen their purchase intention. Similarly, even though Tasya Farasya, as a beauty influencer, has launched an influencer-branded product in the same field that aligns well with her, namely makeup products closely related to the beauty sector, this does not strengthen purchase intention. The only congruence that strengthens purchase intention is between the consumer and influencer. This may seem illogical, as one would expect congruence between the consumer and the influencer to strengthen purchase intention for influencer-branded products that are not even considered to be a good match for either the influencer or the consumer. However, the explanation lies in the theory of parasocial interaction within the affective interaction dimension. According to parasocial interaction within the affective interaction dimension, audiences react interpersonally with media characters as if they are close friends, sharing in their joys and supporting whatever they do. In this context, the character is the influencer who launches a business, and due to an emotional connection with the influencer, consumers are happy about the business launched by the influencer, which leads to a purchase decision. In another study, this relationship is referred to as the celebrity worship theory at the personal level, researched by Yeap (2022) in his study. Yeap (2022) states that since the rise of social media influencers on Instagram, a term known as "celebrity worship at the personal level" has emerged. Celebrity worship at the personal level is a phenomenon where consumers see themselves as the biggest supporters of an influencer. Once consumers reach the stage of celebrity worship at the personal level, they become excited about anything that happens to the influencer. For example, fans will be happy about an influencer's achievements and will eagerly support and become loyal customers of the business launched by the influencer. In the context of Tasya Farasya, her fans enthusiastically purchase Mother of Pearl even though the basis of their purchase is their affinity with Tasya Farasya, not necessarily the product itself. However, due to celebrity worship, fans spontaneously become excited about the product launched by the influencer because they are very fond of the influencer. Furthermore, this phenomenon also occurs due to the affect transfer theory within the balance model by Liu (2020), where when consumers

like an influencer, and the influencer is inherently attached to their branded product because it is a product they have launched themselves, the positive perception of the influencer is automatically transferred by the consumer to a positive perception of the influencer-branded product, leading to purchase intention (Liu, 2020). This finding aligns with a previous study by Xiao (2021), which states that consumers tend to accept product recommendations from influencers they perceive as similar to themselves (Xiao et al., 2021). Additionally, Koay (2023) states that followers of social media influencers will purchase products recommended by the influencer if there is a high level of congruence between the follower and the influencer they follow (Koay, 2023). Parallel to this statement, the research findings in the context of influencer-branded products are the same as in the context of celebrity endorsers. The congruence between a consumer's ideal self-image and the image of a celebrity endorser can increase purchase intention (Choi and Rifon, 2012; Shan et al., 2020).

6. Conclusion, Implication, and Recommendation
6.1 Conclusion
The widespread use of the internet has streamlined marketing processes by narrowing the gap between promotion and purchase. This is achieved by simply offering brands with images or videos on social media and turning them into purchasing moments with ads included in the post descriptions (Serrano-Malebran et al., 2023). This approach is often employed by social media influencers when accepting endorsement projects and creating their own product lines under their own brand names or extensions. High purchase intentions for influencer-branded products are influenced by strong parasocial interactions between influencers and their followers. Good parasocial interactions are driven by the influencer's attractiveness, trustworthiness, and expertise. Therefore, this study aims to determine the influence of an influencer's attractiveness, trustworthiness, and expertise on the development of parasocial interactions. Additionally, it seeks to understand the impact of parasocial interactions on purchase intentions for influencer-branded products. Finally, it examines the moderating effects of the alignment between consumers and influencers, consumers and products, and influencers and products on the relationship between parasocial interaction and purchase intention.

6.2 Implication
Firstly, based on research showing that an influencer's attractiveness and trustworthiness positively affect parasocial interaction, and parasocial interaction positively affect the intention to purchase influencer-branded products, influencers as business practitioners who want to create influencer-branded products should focus on highlighting their own attractiveness and trustworthiness in their social media content since this approach fosters a close one-on-one relationship with consumers. Attractiveness can be achieved by having unique characteristics that distinguish the influencer from others, while trustworthiness involves creating content that is credible to the public. Moreover, due to the unique finding in this study that an influencer's expertise negatively affects parasocial interaction, influencers are advised not to overly emphasize their expertise. According to the research, excessive focus on expertise reduces the parasocial interaction between the influencer and their followers. Finally, since only consumer-influencer congruency that affects purchase intentions, thus, when creating influencer-branded products, it is important not only to enhance the influencer's

self-branding as a business practitioner and marketer to strengthen the positive influence between parasocial interaction and purchase intentions for the influencer-branded product.

6.3 Recommendation

This study has limitations and shortcomings that need to be noted by researchers. First, this study only focuses on one research subject, namely Tasya Farasya and her product, Mother of Pearl. Therefore, it is suggested for future research to investigate other influencer-branded products. Second, the researcher only focuses on one outcome, namely purchase intention, even though there are other variables that can be studied, such as loyalty. Future research is advised to expand the current research model with additional outcomes.

7. Acknowledge

8. References

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