

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 one profession of being a social media influencer. An interesting fact is that these influencers have a strong influence on Instagram as famous individuals who receive a lot of public attention. Therefore, now influencers are creating their own product lines, namely influencer-branded products. This research aims to test the influence of influencer credibility and attractiveness on parasocial interactions between influencers and customers and to determine the influence of parasocial interactions on purchase intentions of influencers-branded products. This research also aims to test the influence of congruency between consumers and influencers, influencers and products, and products and consumers as moderating variables. 227 respondents were obtained using an online survey of quantitative methods which was then analyzed using SEM AMOS 26 program. The results of this study is that influencer's attractiveness, trustworthiness, and expertise have a significant influence on parasocial interaction and parasocial interaction has a significant impact on purchase intention. In addition, the moderation variable of consumer and influencer's congruence, consumer and product congruence, and influencer and product congruence also have a significant influence that moderates the effect of parasocial interaction and purchase intention in which the influence is stronger if the moderators are high.

Keyword: influencer attractiveness; influencer credibility; parasocial interaction; purchase intention; congruence

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 typed conversations (text), images, videos and audio content. In an era where 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. This is proven by the development of internet use in Indonesia which is experiencing rapid growth. In 2018, users increased by 54.25% from the previous year, namely to around 132.7 million users. In 2019, internet users increased to exceed 150 million users, then reached 178 million users in 2020 and increased drastically to 205 million users in 2022 (Hardianawati, 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). Consumer interest in authentic content is increasing so that influencer marketing maintains its position as a powerful advertising tool. According to Matter findings cited by Kitti (2022), 69% of consumers trust influencers, friends and family for information that comes directly from a brand. Therefore, Insider Intelligence estimates that advertiser spending on influencers will reach \$6 billion by 2023 (Deyo, 2023). Online influencers are divided into 4 types. First, mega influencers who have more than 1,000,000 followers, macro-influencers with 100,000-1,000,000 followers, micro-influencers with 1,000-100,000 followers, and nano influencers with less than 1,000 followers (Fan et al., 2023).

Now influencers are not only receiving endorsement projects, but the phenomenon that is happening is that more and more celebrities are creating their own product lines, with their own brand names/celebrity brand extensions. Based on the perspective of the consumer advertising process, the main difference lies in the fact that celebrities usually endorse a company's products/services. On the other hand, in the context of celebrity branding or influencer's own brand product, celebrities are represented by their public persona with a human personality profile, promoting products or services that carry their own name. In this context of celebrity branding, 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) from Tasya Farasya.

Several previous studies have examined that influencers, driven by the source effect model, have an influence on consumer purchasing 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 (gap) in the influence between parasocial interaction and purchase intention, this area requires further exploration.

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 of 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 & 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 Ieamsom (2021) includes online tools and websites that allow users to interact with one another by sharing knowledge, opinions and likes. Instagram is a social media that has the fastest growth because it has high engagement. Instagram also provides an opportunity for users to aggregate their followers and likes connected to different brands and entities, and simplifies social communication between consumers. This is the platform most used by opinion leaders. These opinion leaders include influencers and celebrities who have many fans on social media (Ahmadi & Ieamsom, 2021). As an influencer, self-branding is mostly done by uploading content that generates profits, will have its own fans and gain online fame which makes one a social media influencer. According to Balog, quoted by Booncutima & Sankosik (2022), the success of an influencer is based on his dedication to a particular interest and developing expertise in that area. Influencers are developing as a major factor in marketing because influencers are individuals who have high influence and ripple effects on social media because they always communicate with audiences about daily life and emerge as "stars" (Oh et al., 2023).

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). It is commonplace for an influencer to benefit from their fame through several things, such as endorsing other brands or launching products or services under their big name, which are known as influencer-branded products.

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). 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. Influencer-branded products is beneficial because it reduces the costs of introducing a new brand name and holds the benefits of higher success as consumers transfer their perceptions and behavior from the influencer to the brand (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 to 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 attractiveness and credibility and parasocial interaction

The results of research by Yuan and Lou (2020) suggest that influencer credibility, namely expertise and trustworthiness, has no influence on parasocial interaction, while influencer attractiveness, namely attractiveness, influences parasocial interaction positively. However, 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 significant influence on the development of parasocial interaction.

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

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

Parasocial Interaction and purchase intentions

There is disagreement 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 significant effect on purchase intentions of influencer's branded products.

The moderating effects of congruency

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 congruencies 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 relationship between parasocial interaction and purchase intention so that this relationship will be 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 relationship between parasocial interaction and purchase intentions so that this relationship will be 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 relationship between parasocial interaction and purchase intention so that this relationship is stronger if congruence between influencer and product is high.

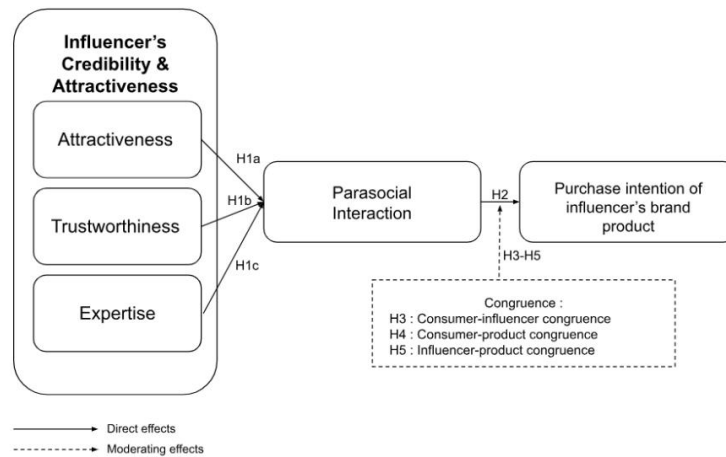


Figure 1 - Research Model

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.

3.3 Sampling technique

In this research, researchers used a probability sampling method. According to Sugiyono (2013), probability sampling is a sampling technique that provides equal opportunity or opportunity for each member of the population to be selected as a sample. The sampling technique is simple random sampling, namely a sample determination technique that is based on random sampling without paying attention to the strata contained in the population (Sugiyono, 2013). 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 1.96, the construct marked *** means it is targeted > 1.96. 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.

Item	Influencer's Attractiveness and Credibility									Congruency									Purchase Intention			Result											
	Attractiveness			Trustworthiness			Expertise			Parasocial Interaction			Consumer and Influencer Congruency			Consumer and Product Congruency			Influencer and Product Congruency														
	C.R.	P.	SLF.	C.R.	P.	SLF.	C.R.	P.	SLF.	C.R.	P.	SLF.	C.R.	P.	SLF.	C.R.	P.	SLF.	C.R.	P.	SLF.		C.R.	P.	SLF.								
AT 1	7.651	***	0.609																							VALID							
AT 2	8.424	***	0.689																								VALID						
AT 3	9.058	***	0.763																								VALID						
AT 4	8.718	***	0.722																								VALID						
AT 5	***	***	0.635																								VALID						
TR 1				12.04	***	0.768																					VALID						
TR 2				13.055	***	0.809																					VALID						
TR 3				12.905	***	0.811																					VALID						
TR 4				13.248	***	0.818																					VALID						
TR 5				***	***	0.780																					VALID						
EX 1							***	***	***																		VALID						
EX 2							9.510	***	0.745																		VALID						
EX 3							8.178	***	0.560																		VALID						
EX 4							10.018	***	0.799																		VALID						
EX 5							***	***	0.672																		VALID						
PI 1										***	***	0.693															VALID						
PI 2										9.931	***	0.724															VALID						
PI 3										10.569	***	0.839															VALID						
PI 4										11.335	***	0.841															VALID						
PI 5										10.135	***	0.740															VALID						
PI 6										9.726	***	0.707															VALID						
PI 7										7.800	***	0.566															VALID						
CCI 1													***	***	0.704												VALID						
CCI 2													12.485	***	0.78												VALID						
CCI 3													12.639	***	0.788												VALID						
CCI 4													12.863	***	0.799												VALID						
CCI 5													9.757	***	0.602												VALID						
CCP 1																14.726	***	0.824									VALID						
CCP 2																14.876	***	0.83									VALID						
CCP 3																14.918	***	0.832									VALID						
CCP 4																13.495	***	0.766									VALID						
CCP 5																	***	***	0.787			***	***	0.68			VALID						
CIP 1																											VALID						
CIP 2																											VALID						
CIP 3																											VALID						
CIP 4																											VALID						
CIP 5																											VALID						
Pur Int 1																									***	***	0.605	VALID					
Pur Int 2																											9.032	***	0.766	VALID			
Pur Int 3																												9.319	***	0.802	VALID		
Pur Int 4																													9.878	***	0.883	VALID	
Pur Int 5																														9.268	***	0.792	VALID

* = greater than 1.96

Table 1 - Validity Analysis

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, considering that the CR conditions are all more than 0.6 (Fornell and David, 1981).

Variable	Indicator	SLF	SLF ²	e	AVE	CR	Result
Influencer's Attractiveness	AT 1	0.531	0.281961	0.718039	0.2679757143	0.6451129084	Reliable
	AT 2	0.683	0.466489	0.533511			
	AT 3	0.642	0.412164	0.587836			
	AT 4	0.596	0.355216	0.644784			
	AT 5	0.6	0.36	0.64			
Influencer's Trustworthiness	TR 1	0.776	0.602176	0.397824	0.6120166	0.8873464173	Reliable
	TR 2	0.813	0.660969	0.339031			
	TR 3	0.78	0.6084	0.3916			
	TR 4	0.807	0.651249	0.348751			
	TR 5	0.733	0.537289	0.462711			
Influencer's Expertise	EX 1	0.558	0.311364	0.688636	2.436284	1.135794779	Reliable
	EX 2	0.66	0.4356	0.5644			
	EX 3	0.72	0.5184	0.4816			
	EX 4	0.806	0.649636	0.350364			
	EX 5	0.722	0.521284	0.478716			
Parasocial Interaction	PI 1	0.737	0.543169	0.456831	0.5179291429	0.8818239443	Reliable
	PI 2	0.655	0.429025	0.570975			
	PI 3	0.736	0.541696	0.458304			
	PI 4	0.832	0.692224	0.307776			
	PI 5	0.726	0.527076	0.472924			
	PI 6	0.717	0.514089	0.485911			
	PI 7	0.615	0.378225	0.621775			
Consumer and Influencer Congruence	CCI 1	0.658	0.432964	0.567036	0.5482373	0.8567813799	Reliable
	CCI 2	0.775	0.600625	0.399375			
	CCI 3	0.824	0.678976	0.321024			
	CCI 4	0.814	0.662596	0.337404			
	CCI 5	0.605	0.366025	0.633975			
Consumer and Product Congruence	CCP 1	0.715	0.511225	0.488775	0.6424928	0.8991437405	Reliable
	CCP 2	0.709	0.502681	0.497319			
	CCP 3	0.871	0.758641	0.241359			
	CCP 4	0.851	0.724201	0.275799			
	CCP 5	0.846	0.715716	0.284284			
Influencer and Product Congruence	CIP 1	0.647	0.418609	0.581391	0.5250036	0.8439568942	Reliable
	CIP 2	0.616	0.379456	0.620544			
	CIP 3	0.63	0.3969	0.6031			
	CIP 4	0.833	0.693889	0.306111			
	CIP 5	0.858	0.736164	0.263836			
Purchase Intention	Pur Int 1	0.681	0.463761	0.536239	3.414903	1.166334856	Reliable
	Pur Int 2	0.857	0.734449	0.265551			
	Pur Int 3	0.879	0.772641	0.227359			
	Pur Int 4	0.884	0.781456	0.218544			
	Pur Int 5	0.814	0.662596	0.337404			

Table 2 - Reliability Analysis

5. Discussion

N	Variabel	Korelasi	β	SE	CR	P	Hasil
01.	Attractiveness towards parasocial interaction	AT → PI	1.229	0.301	4.086	***	SIGNIFICANT
2.	Trustworthiness towards parasocial interaction	TR → PI	0.362	0.14	2.584	0.01	SIGNIFICANT
3.	Expertise towards parasocial interaction	EX → PI	-0.751	0.245	-3.06	0.002	SIGNIFICANT
4.	Parasocial interaction on purchase intentions	PI → Pur Int	0.852	0.102	8.37	***	SIGNIFICANT

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

In the correlation between Influencer's attractiveness and parasocial interaction, the results of hypothesis testing research prove that there is a significant influence of influencer's attractiveness on purchase intention. Therefore, the hypothesis H1a which states "Influencer's attractiveness has a significant effect on the development of parasocial interaction" is accepted. 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).

Then for the correlation between Influencer's trustworthiness and parasocial interaction, the results of hypothesis testing research prove that there is a significant influence of influencer's trustworthiness on purchase intention. Therefore, hypothesis H1b which states "Influencer's trustworthiness has a significant effect on the development of parasocial interaction" is accepted. The results of this research are in line with previous research which states that endorser credibility (Trustworthiness) can positively influence the parasocial relationship between the audience and the endorser. Audiences who perceive endorsers as having high Trustworthiness are more likely to develop intimate relationships with them (Zheng et al., 2022).

In the correlation between Influencer's expertise and parasocial interaction, the results of hypothesis testing research prove that there is a significant influence of influencer's expertise on purchase intention. Therefore, the H1c hypothesis which states "Influencer's expertise has a significant influence on the development of parasocial interaction" is accepted. The results of this research are in line with previous research which states that the influence of source credibility, as reviewed, provides a logical prediction that influencer expertise is an important factor that determines the strength of the parasocial relationship between influencers and followers based on bon research cited by Yuan & Lou (2020).

Finally, regarding parasocial interaction and purchase intentions, the results of hypothesis testing research prove that there is a significant influence of parasocial interaction on purchase intentions. Therefore, hypothesis H2 states "Parasocial interaction has a significant effect on purchase intention of influencer-branded products" is acceptable. The results of this research are in line with previous research which states that parasocial interaction between influencers and their followers has a significant and positive impact on followers' electronic word of mouth (eWOM) promotional intentions so that parasocial relationships can have a strong positive influence on purchase intentions based on Manchanda's research. quoted by Kian Yeik Koay et al., (2023)

N	Variable	Correlati	β	SE	CR	P	Resul
1.	Congruence between consumer and influencer	PI → Pur Int CCI → Pur Int InterPlxCCI → Pur Int	0.049 0.217 -0.105	0.061 0.069 0.051	8.058 3.155 -2.051	*** 0.002 0.040	SIGNIFICANT
2.	Congruence between consumer and product	PI → Pur Int CCP → Pur Int InterPlxCCP → Pur Int	0.356 0.446 -0.192	0.051 0.056 0.041	7.008 7.949 -4.725	*** *** ***	SIGNIFICANT
3.	Congruence between influencer and product	PI → Pur Int CIP → Pur Int InterPlxKCIP → Pur Int	0.502 0.412 -0.161	0.049 0.072 0.074	10.309 5.723 -2.169	*** *** 0.030	SIGNIFICANT

Table 4 - Moderating Variable Result

Based on table 4, the moderating variable influences the relationship between parasocial interaction and purchase intention. Looking at the consumer and influencer congruency variables, consumer and product congruency, and influencer and product congruency, all correlations have a beta coefficient value of less than 1, which means that there is a strong influence of these moderating variables on purchase intentions. Apart from that, the standard error (SE) value of these three correlations is relatively small, which means that the beta coefficient estimate is quite precise. All CR values are above 1.96 or below -1.96 so they are in the accepted hypothesis area. Finally, all P values are significant as they are below 0.05. In the next section, the researcher will present a more in-depth discussion regarding the moderating variables and the high and low significance of each variable. The next discussion discusses the high and low influences of these moderating variables in more depth.

Variable	Correlation	β	SE	CR	P	Resul
Mean centered level	PI → Pur Int CCI → Pur Int InterPlxCCI → Pur Int	0.495 0.217 -0.105	0.061 0.069 0.051	8.058 3.155 -2.051	*** 0.002 0.040	Relationship is stronger when the moderation between consumer and influencer is high
Low moderator level	PI → Pur Int LowCCI → Pur Int CenterPlxLowCCI → Pur Int	0.413 0.217 -0.105	0.076 0.069 0.051	5.406 3.155 -2.051	*** 0.002 0.040	
High moderator level	PI → Pur Int HighCCI → Pur Int CenterPlxHighCCI → Pur Int	0.577 0.217 -0.105	0.070 0.069 0.051	8.257 3.155 -2.051	*** 0.002 0.040	

Table 5 - Result of Moderating Variable Congruency Between Consumer and Influencer

Analyzing deeper regarding the moderating variables, for consumer and influencer congruency, the beta value of the coefficient of parasocial interaction influence on purchase intentions when the CCI moderator is low is 0.413 and is smaller than the average beta (0.495),

and when the level is high the beta is 0.577 which is greater than the current average beta (0.495), then this proves that the moderating relationship between consumer and influencer congruency strengthens purchase intentions when the moderation value is high. When the consumer feels that the consumer's values and the influencer's image have a high similarity, the personality of the consumer and the influencer has a high match, the consumer's identification with the influencer has a high similarity in frequency, the consumer's style and the influencer's style have a high match, and the likes of the consumer and the influencer have a high similarity. high congruency, then this strengthens purchase intentions. Conversely, when the fit on these items is low, moderation remains significant but will be weaker. These things prove the significant moderating influence of consumer and influencer congruency on purchase intentions. Therefore, hypothesis H3 which states "Congruence between consumers and influencers moderates the relationship between parasocial interaction and purchase intention so that this relationship will be stronger when the congruence between consumers and influencers is high," is accepted. This research can bridge the gap regarding the influence of parasocial interaction on purchase intentions. It was found that the values that consumers adhere to and the image of the influencer that matches, the personalities of consumers and influencers that match, the identification of consumers who feel the same frequency as the influencer, the consumer's style and the influencer's style that match, and the likes of consumers and influencers that are in line are proven to be able to strengthen the relationship between parasocial interaction and purchase intention when this conformity figure is high. This finding is in line with previous research by Xiao (2021) which stated that consumers tend to accept product recommendations from influencers who they see as similar to themselves (Xiao et al., 2021). Supporting this statement, Koay (2023) also states that followers of influencers on social media will be more interested in the products recommended by the influencer if there is a high level of congruence between the followers and the influencer they follow (Koay, 2023). Parallel to this statement, it turns out that the research results in the context of influencer's branded products are the same as in the context of celebrity endorsers. The match between a consumer's ideal self-image and the image of a celebrity endorser can increase purchase intentions (Choi and Rifon, 2012; Shan et al., 2020).

Variable	Correlation	β	SE	CR	P	Result
<i>Mean centered level</i>	PI → Pur Int	0.356	0.051	7.008	***	Relationship is stronger when the moderation of consumer and product is high
	CCP → Pur Int	0.446	0.056	7.949	***	
	InterPlxCCP → Pur Int	-0.192	0.041	-4.725	***	
<i>Low moderator level</i>	PI → Pur Int	0.206	0.063	3.241	0.001	
	LowCCP → Pur Int	0.446	0.056	7.949	***	
	CenterPlxLowCCP → Pur Int	-0.192	0.041	-4.725	***	
<i>High moderator level</i>	PI → Pur Int	0.505	0.056	9.032	***	
	HighCCP → Pur Int	0.446	0.056	7.949	***	
	CenterPlxHighCCP → Pur Int	-0.192	0.041	-4.725	***	

Table 6 - Result of Moderating Variable Congruency Between Consumer and Product

In addition, consumer and product congruency also exerts a similar influence. The beta value of the CCP moderator coefficient at the low level is 0.206 and is smaller than the beta at the average (0.356), and at the high level the beta is 0.505 which is greater than the beta at the

average (0.356), then this proves that the moderation relationship consumer and product congruence strengthens purchase intentions when the moderation value is high. When consumers feel that Mother of Pearl make up products and the consumer's style have a high match, Mother of Pearl make up products and the consumer's personality have a high reflection, Mother of Pearl make up products match the make up criteria that consumers like has a high congruency, the choice of Mother of Pearl make up products has a high congruency for consumer needs, and the ingredients in Mother of Pearl make up have a high congruency for the consumer's skin type, so this strengthens purchase intentions. Conversely, when the fit on the items is low, moderation is significant but weaker. Therefore, hypothesis H4 states "Congruence between consumers and products moderates the relationship between parasocial interaction and purchase intentions so that this relationship will be stronger when the congruence between consumers and products is high" is acceptable. Just like CCI, the congruency between consumers and products bridges the gap between previous researchers' disagreements regarding the relationship of parasocial interaction to purchase intentions. This research proves that the congruency of the influencer's branded product with the consumer's style, the congruency of the influencer's branded product with a reflection of the consumer's personality, the congruency of the influencer's branded product criteria with consumer preferences, the congruency of the influencer's branded product with consumer needs and the congruency of the content of the influencer's branded product with consumers are able to strengthen the relationship between parasocial interaction and purchase intention when this conformity figure is high. The results of this research are in line with the results of previous research by Sirgy (1982; 1985). Sirgy (1982; 1985) stated that on the basis of self-congruency theory, consumers will be more inclined to buy a product that is in line with their real or ideal concept. Sirgy (1982; 1985) also added that strong parasocial interaction alone cannot effectively persuade consumers to buy products recommended by influencers. However, the high congruence between consumer and product helps strengthen the effect. Supporting the results of this research, Escalas and Bettman (2003) also stated the same thing where consumers naturally choose products that they perceive as a reflection of their identity. Empirical evidence from other research supports this statement, indicating that consumers tend to express their enjoyment of brands that are seen as resonating with their self-image, whereas consumers tend to be less enthusiastic about brands that are not in line with consumers' self-perceptions (Graeff, 1996).

Variable	Correlation	β	SE	CR	P	Result
Mean centered level	PI → Pur Int	0.502	0.049	10.309	***	Relationship is stronger when moderation between influencer and product is high
	CIP → Pur Int	0.412	0.072	5.723	***	
	InterPlxCIP → Pur Int	-0.161	0.074	-2.169	0.030	
Low moderator level	PI → Pur Int	0.406	0.060	6.751	***	
	LowCIP → Pur Int	0.412	0.072	5.723	***	
	CenterPlxLowCIP → Pur Int	-0.161	0.074	-2.169	0.030	
High moderator level	PI → Pur Int	0.598	0.071	8.397	***	
	HighCIP → Pur Int	0.412	0.072	5.723	***	
	CenterPlxHighCIP → Pur Int	-0.161	0.074	-2.169	0.030	

Table 7 - Result of Moderating Variable Congruency Between Influencer and Product

The third moderating variable, namely the congruency of influencer and product, also shows a similar influence. The beta value of the CIP moderator coefficient at the low level is 0.406 and is smaller than the beta at the average (0.502), and at the high level the beta is 0.598 which is greater than the beta at the average (0.502), then this proves that the moderation relationship Influencer and product congruence strengthens purchase intention when moderation value is high. When the influencer's image and the influencer's branded product have high congruence, the influencer's personality value with the influencer's branded product value has high congruence, the influencer and the influencer's branded product are in the same category, the influencer's branded product Mother of Pearl is not suitable to be launched by an influencer other than Tasya Farasya, and the meaning of naming influencers and influencer's branded products has high congruency, so this strengthens purchase intentions. Conversely, when the fit on the items is low, moderation is significant but weaker. Therefore, hypothesis H5 states "Congruence between influencer and product moderates the relationship between parasocial interaction and purchase intention so that this relationship is stronger if the congruence between influencer and product is high." acceptable. The results of this research are in line with the results of research by Santos (2019) which examined the intention to purchase watches launched by celebrities. Research by Santos (2019) concluded that the match between celebrity and product influences consumers' willingness to pay for a celebrity's watch and even further than that it can influence purchase frequency. Santos' research (2019) also suggests that Kim Kardashian is the most suitable celebrity to launch a vodka brand because of the match between the vodka product and the image that Kim Kardashian has built among the general public. On the other hand, celebrities like Kim Kardashian are not recommended to promote luxury brands such as watches because they do not match their image (Santos et al., 2019). The research results of Meksi Gaied and Saied Ben Rached (2017) quoted by Caroline Lawrence and Bryna Meivitanli (2023) also concluded the same thing, namely that the congruency between celebrity and product influences how trustworthy an endorser is, which ultimately influences purchase intentions. Apart from that, Poyry (2019) also concluded the same thing in his research, namely that when there is a match between the celebrity's style and the consumer, the celebrity's style can increase the consumer's purchase intention dramatically (Poyry et al., 2019).

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Through this research, researchers have learned a lot about influencers' credibility and attractiveness which influence parasocial interactions, parasocial interactions moderated by congruence influence purchase intentions, especially for influencer-branded products. The results of this research study show a significant relationship between influencer's credibility and attractiveness, parasocial interaction, congruence moderation, and purchase intention, especially for influencer-branded products. So that all hypotheses in this research can be accepted.

In the context contained in this research, an influencer's credibility and attractiveness have 3 dimensions, namely attractiveness, trustworthiness, and expertise. In this research, the three dimensions significantly influence parasocial interaction. Meanwhile, parasocial interaction and purchase intention also have a significant relationship. Then, the three points of congruence in moderation are shown. The moderating effect of congruence is divided into three, namely, the moderating effect of consumer and influencer congruence, the moderating effect of consumer and product congruence, and the moderating effect of product and influencer congruence which has a significant influence on purchase intentions. Therefore, if business people want to create influencer-branded products, they need to pay attention to

parasocial interactions which are influenced by the influencer's credibility and attractiveness and moderated by congruence.

6.2 Implication

First, if business practitioners want to build consumer purchasing intentions through parasocial interaction, they need to pay attention to the Influencer's credibility and attractiveness. Based on research results which show that Influencer's credibility and attractiveness (attractiveness, trustworthiness, and expertise) significantly influence parasocial interactions. Therefore, marketers need to pay attention to influencer attractiveness, especially good looking appearance or style. Then influencer's trustworthiness by paying more attention to consumer trust through the delivery of content and influencers' expertise which emphasizes the influencer's competence in delivering interesting and informative content.

Second, considering that this research also proves that parasocial interaction influences purchase intentions, marketers are expected to pay attention to parasocial interaction instruments that are considered important by consumers. The research shows that the highest loading value is PI 4 with the statement that consumers are interested in seeing new social media accounts from influencers. Therefore, marketers must pay attention to the relationship between consumers and influencers so that consumers' perceived purchase intentions can increase.

Third, looking at this research it is also found that in the parasocial interaction process influencing purchase intentions there is moderation in the form of congruence, so it is necessary to pay attention to the three points of congruence in the moderation shown. The moderating effect of congruence is divided into three, namely, the moderating effect of consumer and influencer congruence, the moderating effect of consumer and product congruence, and the moderating effect of product and influencer congruence. In the moderating effect of consumer and influencer congruency, there is CCI 4 with the highest loading value, namely 0.799 with the explanation that Tasya Farasya's style matches the respondent's style. Therefore, marketers need to pay attention to the influencer's style according to the target audience (consumers). Then, regarding the moderating effect of consumer and product congruency, the highest loading factor value is CCP 3 with a value of 0.832. CCP instrument 3 is "Mother of Pearl make up products match the make up criteria that I like." Therefore, marketers need to pay attention to the criteria for products being launched that are in accordance with the criteria that consumers want. Finally, the moderating effect of product and influencer congruency which has the highest loading factor value is CIP 3 with a value of 0.699. CIP 3 instrument, namely "Tasya Farasya and Mother of Pearl make up are in the same category, namely beauty." Therefore, the products released by influencers must be in accordance with the category they are involved in or be the main content of the influencer.

6.3 Recommendation

The hypothesized results in this study may be influenced by several research limitations. First, the research sample is still relatively small compared to the total number of Tasya Farasya followers. Second, this research only focuses on the provinces of West Java, East Java, Banten and DKI Jakarta. Even though according to research, these provinces are the most aware of Tasya Farasya's influencers, Tasya Farasya's followers are also found in other provinces in Indonesia. Third, this research is in the context of the influence of influencers on influencer's branded products, but the research instrument only refers to one influencer and the influencer's branded product, namely Tasya Farasya and MOP. Therefore, this research cannot be generalized to all influencers and influencer's branded products. In future research,

researchers should create an instrument that contains comprehensive statements and not just appoint one specific influencer with more respondents and a more comprehensive area.

Finally, in relation to the research model, this research only focuses on purchase intentions. In fact, according to the buying funnel stage theory, after the purchase intention there are still 2 subsequent stages, namely evaluation and purchase decision. Apart from that, there are also other variables after purchase intention that can be researched, such as brand loyalty in Aaker's (1991) theory. Therefore, further research can analyze the influence of influencers on purchasing decisions of influencer's branded products and brand loyalty.

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