

THE EFFECT OF PARASOCIAL INTERACTION ON PURCHASE INTENTION WITH CONSUMER ONLINE PURCHASE BEHAVIOR AS INTERVENING VARIABLE IN FASHION PRODUCTS

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Abstract : For producers, the increasing trend of online shopping is quite profitable because they can expand the reach of the intended target market. One of the factors that underlie the success of marketing through social media is the use of influencer marketing. The role of influencers here provides a social presence effect for prospective buyers where they feel a presence and increases a sense of trust for potential consumers towards the targeted online store. This research was conducted with the aim of knowing the relationship between parasocial interaction on purchase intention and consumer online purchase behavior as an intervening variable. This study uses quantitative methods with PLS-SEM tools. Hypothesis testing using the T test. Data collection was carried out using a questionnaire distributed to 211 respondents who were followers of Lekasorai and had never bought Lekasorai products. The research was conducted over a period of approximately 4 (four) months starting from February to May 2022. The results of this study prove that parasocial interaction has an effect of 53.9% on consumer online purchase behavior, parasocial interaction has an effect of 38.9% on purchase intention. , consumer online purchase behavior has an effect of 41.8% on purchase intention, consumer online purchase behavior can be placed as an intervening variable and has an influence of 22.5%.

Keywords: *parasocial interaction, purchase intention, consumer online purchase behavior*

1. Introduction

In recent years, the online shopping trend has increased, consumers prefer to shop from home, so they feel easier because they don't have to visit the store, especially if the store they are going to is far from where they live. For producers, the increasing trend of online shopping is quite profitable because they can expand the reach of the intended target market. One way that can be done is to take advantage of digital technology as a marketing medium or better known as digital marketing (Sumarliah et al., 2021). Shopping online has become one of the lifestyles and habits of modern society. Even based on the data obtained, the projection of global e-commerce retail will continue to increase until 2024.

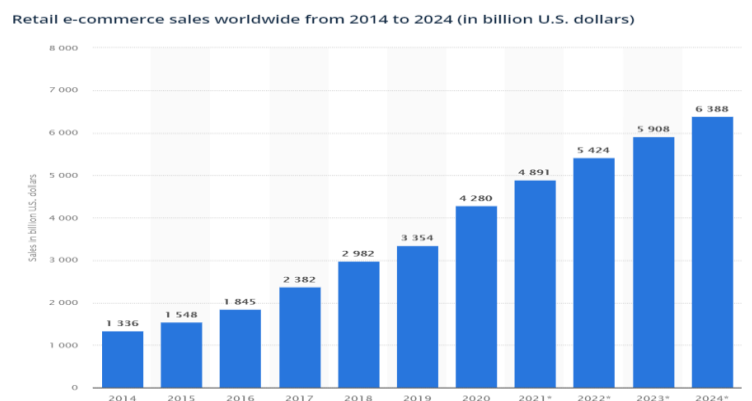


Figure 1 Sales Data and Sales Prediction Data on Global Ecommerce from 2014-2024
Source : Statista.com

From the side of business people today, the role of influencer marketing is very sought after and needed in each of their marketing campaigns. Based on data on Google Trends, the keyword 'influencer marketing' is increasing its searches by 500% every month. Seeing this trend, marketers or brands involve influencers in their marketing strategies, because influencers are also part of the implementation of digital marketing in this digital era. According to research (Chetioui et al., 2020). The role of influencers here provides a social presence effect for prospective buyers where they feel a presence and increases a sense of trust for potential consumers towards the targeted online store. According to (Jin et al., 2021) in doing online fashion marketing there are 2 things that must be considered, namely the presence of influencers is needed to increase trust and the mechanism by which human presence is effective in increasing brand trust.

Interpersonal attractiveness is needed by an influencer to create his own persona so that there is interest from the audience to see or follow the content they create. The existence of both social and physical attraction will lead to communication between influencers and audiences created by this attraction (Wiedmann and von Mettenheim ,2020). Attractiveness also has a role in increasing the intimacy or relationship between the influencer and the audience even though the perceived relationship is a one-way relationship. That interactions are called parasocial interactions or parasocial interactions. Parasocial interaction will create intimacy between the audience and influencers without them meeting face to face. Parasocial interaction is a one-way psychological relationship that is felt when someone sees a public figure, or person they idolize, which does not allow direct communication (Chen, Yeh and Lee , 2021). According to Cohen, E. L. (2014) parasocial interaction is an imaginary interaction between media users and media figures where the audience feels they have a face-to-face relationship with media figures.

The occurrence of parasocial interactions that affect consumer buying interest in online purchases can occur because consumer buying behavior changes from conventional consumer behavior to online consumer behavior. In making online purchases, consumers cannot see and hold directly the products they want to buy. Of course there is a risk if the product does not match or the product is not sent because it was cheated by the seller. Thus, consumers' perceptions and experiences about the risks and benefits of online shopping emerge that affect their attitudes and intentions. To minimize the risk before making a purchase, consumers will first find out about the product more fully to create a trust factor. Consumer

confidence in the product or store will increase if it is promoted by people they trust or who have credibility in this case are their favorite influencers (Chen, Yeh, and Lee 2021). This is what makes online consumer behavior an intervening variable in this study, because the relationship between parasocial interaction variables and purchase intention is influenced by changes in consumer buying behavior on online platforms. To make a sustainable business, it must be run leanly using lean operations which will optimize operational costs so that the profit margin will be greater (Harianto, E., 2019). In addition, it must also pay attention to the value proposition of a business model which is an advantage of a business offered to consumers. So that a product and market fit can be created if the value proposition of a business can match the intended target market. The business model of a business is very decisive in the formation of a product's marketing strategy and greatly determines the success of a business. (Harianto, E., & Leoparjo, F., 2022; Harianto, E., & Soenardi, E., 2022). Lekasorai is a modest fashion brand that we produce ourselves, we focus on producing casual women's clothing, both dresses, blouses, and suits. The target market of Lekasorai is women aged 20-30 years who like to look relaxed, simple but still attractive, especially for women with hijab. Lekasorai fully markets its products through social media, namely Instagram and Shopee. So that in the marketing process using digital marketing such as doing advertisements on Instagram, endorse several influencers on several platforms such as Instagram.

From the start, Lekasorai has implemented influencer marketing with the aim of adding followers and increasing brand awareness to potential buyers on Instagram. Every time Lekasorai releases a new product, it usually schedules to advertise through Instagram ads, and actively creates content on Instagram regarding detailed product information. Therefore, based on the explanation of the phenomenon above, the researcher wants to know the relationship between parasocial interaction on purchase intention and consumer online purchase behavior as an intervening variable.

2. Literature Review

2.1. Purchase Intention

Yazgan Pektas & Hassan (2020) Purchase intention can be interpreted as a happy attitude towards an object that makes individuals try to get the object by paying for it with money or sacrifice. According to Ayu and Artanti, 2020, online purchase intention is a situation when a customer is willing and intends to engage in online transactions. An online transaction can be thought of as an activity in which the processes of information retrieval, information transfer, and product purchase take place. According to Saputro (2020); Ayu and Artanti (2020), the dimensions of purchase intention are: (1) Transactional interest, namely consumers intend to make a purchase on a product. (2) Referential interest, namely consumers tend to want to provide references or recommend a product to other consumers. (3) Preferential interest namely preferential interest provides an overview of the behavior of consumers who have a preference or top priority for the product. The main priority or preference choice can be changed if something happens over the previous product preference. (4) Explorative interest, namely Consumers intend to find out more about a product to be purchased.

2.2. Parasocial Interaction

Lou and Kim (2019) explains that parasocial relationships occur when the audience's relationship with the media persona is characterized by a feeling of closeness between the audience and the media persona that looks friendly and like most ordinary people. According to

Steve, there are three main categories of reasons that give rise to parasocial interactions: (1) Task Attraction shows interest based on the talents and abilities of the idol figures. (2) Identification Attraction shows a desire to be a celebrity, can also have thoughts that the celebrity or influencer is similar to them. (3) Romantic Attraction shows attraction based on physical appearance or potential to become a partner.

2.3. Consumer Online Purchase Behavior

According to research Indiani and Purnami (2021) suggests that the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). There are several factors that influence shopping through the internet, namely: (Widiyanto, 2015; Islam, 2018; Strang, 2019): (1) Convenience, one of the reasons that make many consumers make online transactions is because of the convenience factor. Especially for consumers with a high level of mobility and busyness, it will be very time consuming if they have to shop at offline stores. In online shopping, consumers can relax without traffic jams, no need to find parking and walk to the store. (2) Complete Information, the ability to interact with sellers in ordering or downloading information anywhere as long as it is connected to the internet. Consumers can find out about the reputation of the store by looking at testimonials and reviews given by previous consumers. In addition, consumers can also easily compare between online stores before deciding to buy. (3) Time, online stores provide services to consumers 24 hours, this way consumers can access the store any time they need, without having to be limited by operating hours. (4) Consumer Trust, when a consumer decides to make an online purchase, it can be said that the consumer trusts the online store. If the service obtained is good and the product is appropriate, it is possible that consumers will recommend to relatives or make repeat purchases. But otherwise, consumers can give bad reviews and affect the reputation of the store

2.4. Hypothesis Development

Based on research conducted by Hadikusuma (2019), it is stated that an audience who has parasocial interaction with an idol figure will feel closeness so that the audience will buy the product because of the closeness felt by the audience. In addition, Jin (2020) said that Instagram posts of a fashion brand promoted by fashion influencers will have a PSI (Parasocial Interaction) effect which has a sense of trust in the brand, and the parasocial interaction felt by followers with influencers is positively related to their materialistic views, which, in turn, correlate with their purchase intentions towards products promoted by influencers. Based on the literature review above, the hypothesis proposed in this study is:

H1 = parasocial interaction (X1) has a positive effect on purchase intention (X2)

In online purchases, of course, consumer behavior when making online purchases will be different from offline purchases. There will be many aspects that previously did not exist in offline purchases, appear when consumers make online purchases. Several studies say that online consumer behavior has a positive effect on consumer purchase intentions. Research conducted by Chen, T.Y in 2021 shows that influencers influence followers in making purchases of the products they use or promote. Based on the literature review above, the hypotheses proposed in this study are:

H2 = parasocial interaction(X1) has a positive effect on consumer online purchase behavior (Y)

Consumer behavior is one of the important variables to determine consumer buying interest, where the company always expects good consumer behavior to increase consumer buying interest. In the digital era, consumers feel more satisfied if they can find out more and compare prices and product quality with other online stores. Research conducted by Shim, et al (Islam, 2018; Strang, 2019) shows that consumer attitudes towards online shopping are a factor that significantly affects consumers' intention to use the internet for information search and therefore their intention to use the internet to buy. This shows that Customer Online Purchase Behavior with Purchase Intention. Based on the literature review above, the hypotheses proposed in this study are:

H3 = consumer online purchase behavior (Y) has a positive effect on purchase intention(Z)

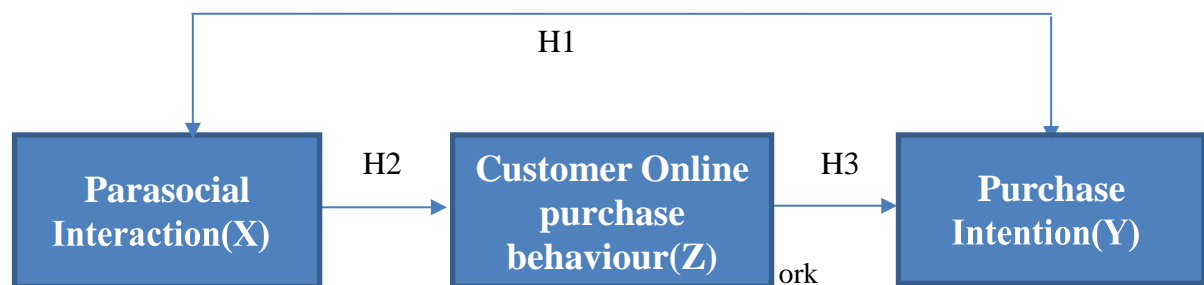


Figure 2 Research Framew

3. Research Method

This research is a type of quantitative research using the SEM-PLS analysis tool as an analytical tool (Apuke et al. 2017 ;Joseph F.Hair et al., 2021). The total population in this study was 450 people with a sample of 211, who were followers of Instagram Lekasorai. Sampling using a non-probability sampling technique, namely purposive sampling who has a requirement of being more than 17 years old and is also a Lekasorai follower on Instagram. In this study, two types and sources of data were used, namely primary and secondary data sources. Primary data is a type of data whose data sources are obtained directly by researchers (Djaali , 2021). The primary data in this study was obtained through the distribution of E-questionnaires through a google form containing questions from the Parasocial Interaction, Purchase Intention, and Customer Online Purchase Behavior variables.

Meanwhile, the secondary data used in this study were obtained from literature studies by reading and taking references from books, journals, and others related to research variables. The E-questionnaire was made in the form of Gform and sent via direct message on Instagram. Respondents answered the questionnaire using a Likert scale. That is, 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. Explanation of variables and indicators can be seen in Table 1.

4. Results and Discussion

4.1. Results

The results of this study indicate that the respondents in the overall study were women, data on the frequency of respondents' characteristics can be seen in table 2.

Table 1 Variabel dan Indikator

Variable	Indicators	Sources	Factor loading
<i>Parasocial Interaction</i>	1. <i>Trustworthiness</i>	Lou dan Kim (2019),	0.813
	2. <i>Expertise</i> (Keahlian)	Kim, et al. (2018),	0.742
	3. <i>Attractiveness</i>	Sokolova dan Kefi	0.800
	4. <i>Similarity</i>	(2019), Indahwati (2015)	0.777
<i>Purchase Intention</i>	1. Transactional Interest	Schiffman & Kanuk (2008), Ferdinand	0.773
	2. Referensial Interest	(2014), Hwang dan	0.710
	3. Preferensial Interest	Zhang (2018)	0.727
	4. Eksploratif Interest		0.786
<i>Customer Online Purchase Behaviour</i>	1. <i>Attitude towards online shopping</i>	Vazquez and Xu (2006) dan Widiyanto and	0.833
	2. <i>Motivation</i>	Prasilowati (2015)	0.840
	3. <i>Online information search</i>		0.861

Table 2 Responden Characteristic

Measurement	Items	Frequency	percentage (%)
Gender	Women	211	100.0
Jobs	Doctor	3	1.4
	Entrepreneur	12	5.7
	Freelancer	29	13.7
	Housewife	23	10.9
	Employee	74	35.1
	Student	55	26.1
	PNS	1	.5
	Not Yet Working	14	6.6
Age	>35 year	7	3.3
	18-24 year	74	35.1
	25-34 year	130	61.6
Budget toPurchase	>Rp.700.000	6	2.8
	Rp. 175.000-200.000	77	36.5
	Rp. 201.000-350.000	93	44.1
	Rp. 351.000-500.000	35	16.6

Table 2 above shows that the total 211 respondents are women, with the most work as employees as many as 74 people with a percentage value of 35.1%, the second most are students as many as 55 people with a percentage value of 26.1%, and the third most are freelancers as many as 29 people with a percentage value of 13.7%. In measuring the age of respondents, the age range of 25-34 years is the largest number, namely 130 people with a percentage value of 61.6%, then followed by respondents in the 18-24 year age range as many as 74 people with a percentage value of 35.1%. Expenditures or budgets for shopping for fashion items according to the most respondents are in the price range of Rp. 201,000-350,000 as many as 93 people with a percentagevalue of 44.1%.

Tabel 3 Model Validity dan Reliability

Variabel	Cronbach Alpha's	Composite Reliability	AVE	R square
<i>Parasocial Interaction</i>	0.799	0.882	0.613	
<i>Customer Online Purchase Behavior</i>	0.792	0.864	0.714	0,290
<i>Purchase Intention</i>	0.739	0.837	0.562	0,502

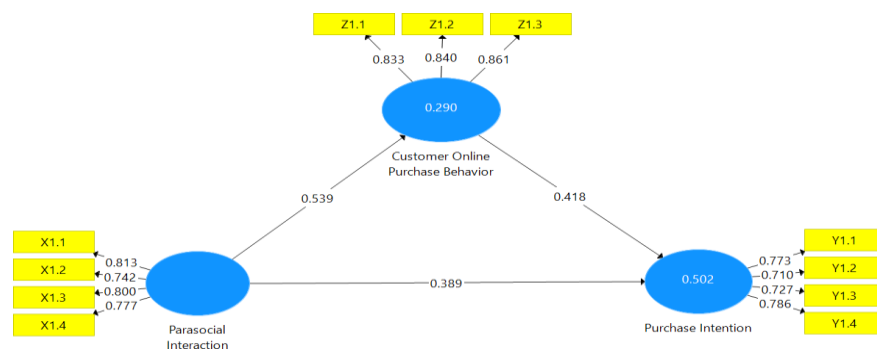


Figure 3 Model PLS

Table 3 explains that the reliability and validity of this research model passed the test. Based on the AVE value, Composite Reliability & Cronbach Alpha, all values for each AVE item are > 0.50 , Composite > 0.70 and Cronbach Alpha > 0.60 . Based on the table above, the R-Square value of Customer Online Purchase Behavior is 0.29 which indicates that parasocial interaction has an influence of 29% on consumer purchasing behavior of Lekasorai, while the remaining 71% is influenced by other variables not included in this study. Likewise with the results of the R- Square value on purchase intention of 0.502 which indicates that parasocial interaction and online customer purchase behavior have an influence of 50.2% on the purchase intention of Lekasorai consumers. While the other 49.8% is influenced by other variables that are not included in this study.

Tabel 4 Hypothesis Testing

Direct			
	Original Sample (O)	T Statistics	Description
<i>Customer Online Purchase Behavior (Y1) -> Purchase Intention(Z1)</i>	0,418	5,775	Signifikan
<i>Parasocial Interaction(X1) -> Customer Online Purchase Behavior (Y1)</i>	0,539	6,974	Signifikan
<i>Parasocial Interaction (X1) -> Purchase Intention(Z1)</i>	0,389	5,472	Signifikan
Indirect			

4.2. Discussion

The results of hypothesis 1 explain that there is an effect of Parasocial Interaction on purchase intention, this is supported by the T table value of the hypothesis, which is 5.472, which means that any increase in parasocial interaction from influencers in the Lekasorai Instagram account will also increase purchase intention. This relationship confirms the research conducted by (Hadikusuma, 2019) and (Chetoui et al., 2020) which also showed similar results. From the results of the highest mean on the parasocial interaction variable is the Attractiveness indicator, it shows that respondents or consumers agree that fashion influencers on Instagram have an attractive appearance. Attractiveness itself can attract the attention of the audience right away, and this is what makes attractiveness superior compared to other factors that require repeated exposure first (Lou et al. , 2019).

In addition to the attractive appearance factor, the indicator with the second highest mean is honesty where respondents or consumers feel that fashion influencers are honest in providing reviews so that consumer buying interest arises on the recommendation of the influencer. The effect if there is one new consumer who asks about the product from Lekasorai used by his favorite influencer will rise buying interest from consumers

The test results of hypothesis 2 explain that there is an influence of Parasocial Interaction on consumer online purchase behavior, this is supported by the T table value of the hypothesis which is 6.974. This relationship confirms the research conducted by Chen, T.Y (2021) which also showed similar results. One of the factors that can influence consumer online purchase behavior is psychological factors. These factors include motivation, perception, and attitudes and beliefs. If Lekasorai as a brand can increase parasocial interaction with consumers through influencers in promoting their products, it will also increase the possibility that consumers can be influenced to find out, choose, and buy products. Reviews given from influencers can motivate consumers psychologically to find out about Lekasorai products so that the desire to make a purchase has a greater chance. In addition, positive reviews from influencers on Instagram regarding Lekasorai products will also build perceptions for consumers about Lekasorai products and brands.

Positive reviews given by consumers will possibly increase consumer confidence in Lekasorai, and as a Lekasorai brand, it must also provide other supporting factors, namely services that make it easier for consumers to buy products online until the transaction is complete. In addition, it also provides attractive price discounts or special promos such as promos on twin dates or for the first purchase, because based on research results, promos or affordable prices can influence consumer behavior in making purchases via the internet.

The results of hypothesis 3 explain that there is an effect of consumer online purchase behavior on purchase intention, this is supported by the T table value of the hypothesis, which is 5.775. This relationship confirms the research conducted by Islam (2018) which also showed similar results. The results of this hypothesis can be interpreted that every time there is an increase in consumer online purchase behavior, such as consumers feel it is easier to make purchases, consumers get discount promos, and it is easier to search for products, the purchase intention of consumers will increase and it is even possible to repurchase.

In recent years online purchases have increased, this has also led to changes in consumer behavior. Consumers' reasons for making online purchases are influenced by several indicators, namely online buying attitudes, motivation to buy, and information searches carried out, it can be concluded that respondents agree that the reason they intend to buy something online is because of the convenience without having to go to the sales location.

Some time when Lekasorai's Instagram account was promoting a new product, the

question that often appeared in direct messages was 'is the product available at shopee?'. The study found that there was a partial mediation of the relationship. This test was carried out in two stages, namely: (1) testing the effect of parasocial interaction on consumer online purchase behavior, and (2) testing consumer online purchase behavior on purchase intention. The results of these two tests are significant. The results of this test can be explained that when Lekasorai increases the one-way interaction of influencers with followers to promote or review Lekasorai products, it will increase the possibility of consumers to find out or compare products from Lekasorai, the impact of which will also increase buying interest from these consumers.

The magnitude of the influence of parasocial interaction with purchase intention through consumer online purchase behavior is 22.5%, where the indirect effect is smaller than the direct effect of parasocial interaction on purchase intention, which is 38.9%. If the indirect effect is smaller than the direct effect, it can be concluded that the actual effect is the direct effect.

5. Conclusion and Practical Implication

5.1. Conclusion

Based on the data analysis and discussion that has been done, Parasocial interaction has an effect on purchase intention on Lekasorai products. That is because consumers will find out more about product and brand information and will arise buying interest from consumers when they see Lekasorai products used by these influencers. Parasocial interaction has an effect on Consumer Online Purchase Behavior on Lekasorai products. That is because one of the factors that can influence consumer online purchase behavior is psychological factors. These factors include motivation, perception, and attitudes and beliefs. Consumer Online Purchase Behavior has an effect on Purchase Intention on Lekasorai products. That is because every time there is an increase in consumer online purchase behavior, such as consumers feel it is easier to make purchases, consumers get discount promos, and it is easier to search for products, the purchase intention of consumers will increase and it is even possible to repurchase. The Consumer Online Purchase Behavior variable is suitable to be placed as an intervening variable for the influence of Parasocial interaction on purchase intention, because there is a significant indirect effect.

5.2. Implication

Parasocial interaction has a direct effect on purchase intention of only 41.8%, so it can be said that there are other, larger factors that can influence product purchase intention. So that it can be said that parasocial interaction can indeed affect buying interest, but the next step must be to maintain it so that this parasocial interaction can have a sustainable effect on buying interest or even online purchase interest for Lekasorai followers. It is necessary to check the background of the influencer that will be used in the endorsement.

In creating parasocial interaction relationships to increase consumer buying interest, one of them is by making endorsements to fashion influencers on the Instagram platform. However, Lekasorai must be careful in choosing the right influencers so that the audience or potential consumers believe and are influenced by the reviews given. There are several things that must be considered based on the mean indicator of the parasocial interaction variable. Pay attention to the appearance or attractiveness of the influencer. An influencer is considered attractive not only from his physical appearance, such as beauty, height, proportional body, and style, but the influencer is attractive because it has built a popular image for the audience.

Its appeal increases the persuasiveness of customers because they want to be like the influencers they like or follow. So in addition to physical appearance, attractiveness also includes lifestyle, personality and convincing speaking skills as in research (Lim et al., 2016) In this case the brand must pay attention to the content shared by influencers which must be adapted to Lekasorai's brand image, whether the interaction with followers has been done or not, quite active which can be seen through the engagement rate of the influencer.

Lekasorai customer service has an important role in maintaining good relations with consumers. Customer service from Lekasorai needs to have the ability to use positive language in convincing consumers. In addition to the clear virtual communication capabilities of influencers Lekasorai as a brand must also have this ability in order to create a relationship between followers and brands. In the purchase intention indicator, there is an indicator that explains that respondents or prospective consumers are happy to do online shopping because of attractive promos and free shipping. This may be applied by the company by providing promos at certain moments, especially during holidays, or providing discount vouchers on the first purchase to be used for subsequent purchases so that repurchase intention occurs, the free postage program can also be applied by the company by applying a minimum purchase.

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