

THE INFLUENCE OF PARASOCIAL RELATIONSHIP ON PURCHASE INTENTION AND FACTOR ANALYSIS OF PARASOCIAL RELATIONSHIP FORMATION IN THE CONTEXT OF PROBIOTIC SKINCARE MARKETING

Dodi Ria Atmaja^{1,2}Setyo Ferry Wibowo, Suparno³

¹ Doctoral Student, School of Postgraduate Studies, Universitas Negeri Jakarta, Indonesia

²Faculty of Economics and Business, Universitas Esa Unggul, Indonesia

³Faculty of Economics and Business, Universitas Negeri Jakarta, Indonesia

Dodi.riaatmaja@esaunggul.ac.id¹

ABSTRACT

The Indonesian skincare industry has improved substantially, which has encouraged firms to leverage influencers as a critical brand communication tool, particularly to convey probiotic-based products requiring persuasive as well as informative messages. This research analyzes parasocial relationships shaping consumers' purchase intentions with brand trust as a mediator and scrutinizes some influencer content features responsible for such relationships. A quantitative explanatory research approach was adopted, recruiting 403 female social media users of skincare social influencers. Data were tested with covariance-based SEM with AMOS. Results indicate parasocial ties impact purchase intentions indirectly with enhanced brand trust. Additionally, entertainment value and self-disclosure were predictors of parasocial relationship formation, and informative value had a non-significant bearing directly on purchase intention. Theoretically, the paper generalizes parasocial relationship theory in digital marketing more broadly. Managerially, the research highlights the importance of brands creating emotion-rich and authentic contents increasing trust and consumer engagement.

Keywords: parasocial relationship, brand trust, purchase intention, influencer content, probiotic skincare

TABLE OF CONTENTS

ABSTRACT	866
TABLE OF CONTENTS.....	866
INTRODUCTION	867
LITERATURE REVIEW	869
Parasocial Relationship	869
Invormative Value	869
Entertainment value	869
Self-disclosure.....	871
Brand Trust	871
Purchase Intention.....	872
HYPOTHESES DEVELOPMENT	872
The Relationship between Informative Value and Purchase Intention	872
The Relationship between Informative Value and Parasocial Relationship	873
Relationship between Entertainment Value and Parasocial Relationship ..	874
The Relationship between Entertainment Value and Purchase Intention...	875
The Relationship between Self-Disclosure and Parasocial Relationship	876
The Relationship between Self-Disclosure and Purchase Intention.....	876
The Relationship between Parasocial Relationship and Purchase Intention	877
The Relationship between Parasocial Relationship and Brand Trust	878

The Relationship between Brand Trust and Purchase Intention.....	879
METHODOLOGY	880
RESULTS.....	882
Responden Description of respondent characteristics.....	882
1. Respondent characteristics	882
Exploratory Factor Analysis (EFA), AVE, and Construct Reliability	882
Analysis Measurement Model (CFA).....	885
Structural Model Analysis.....	886
Structural Model Analysis Results.....	887
DISCUSSION.....	889
The Effect of Informative Value on Purchase Intention	889
The Effect of Informative Value on Parasocial Relationships	890
The Effect of <i>Entertainment Value</i> on <i>Parasocial Relationships</i>	891
The Effect of Entertainment Value on Purchase Intention.....	892
The Effect of Self-Disclosure on Parasocial Relationships	893
The Effect of Self-Disclosure on Purchase Intention	894
The Effect of Self-Disclosure on Purchase Intention	895
The Effect of Parasocial Relationships on Brand Trust	896
The Effect of Brand Trust on Purchase Intention	896
CONCLUSION	897
Conclusion.....	897
Limitations and Recommendations.....	898
Managerial Implications.....	898
REFERENCES	899

INTRODUCTION

The rapidly increasing growth of digital marketing has revolutionized the way customers interact with brands and make consumption choices. Social networking platforms, particularly Instagram and TikTok, are best arenas of influencer-led marketing promotions across segments, including skincare. In a situation like this, customers suffer from what Schwartz (2004) called the paradox of choice, where an excess of options and bits of information lead to confusion and decision weariness. For probiotic skincare products, the problem is more acute, as the product category comes with technical terminologies and health-related assertions requiring explanation. Influencers then fulfill an intermediate mediator's role through information clarification, provision of context of product benefit, and reassurance during consumer decision-making processes.

At the same time, the continuous flow of advertising messages through social media induces information overload, increasing the difficulty of evaluating message credibility. This has produced a trust gap, with consumers becoming more distrustful of brand messages. As a substitute for main product attributes, audiences are more trusting of influencers who are considered psychologically proximal to them. This places parasocial relationships in focus, defined as one-sided psychological relationships established through recurring exposure and communication with media personalities. Parasocial relationships reduce uncertainty and fortify consumer trust in information generated by influencers.

Parasocial relationships do not occur organically but are established through some content attributes utilized by influencers in their communication. Earlier research

also identified three major antecedents: informative value, entertainment value, and self-disclosure. Informative value indicates the degree of usefulness and credibility of influencer communication, particularly crucial in the probiotic skincare example wherein audiences seek explanation and guidance (Yuan & Lou, 2020). Excessive description or technical description, however, elicits resistance, according to Lim et al. (2020). Entertainment value, conversely, indicates the ability of communication to entertain and capture emotional feelings from audiences, stimulating interest and attachment (Chen & Lin, 2018). Lastly, self-disclosure assesses the degree to which influencers reveal personal stories or events, garnering authenticity and intimacy (Wulandari et al., 2023; Lu et al., 2023).

Evidence from earlier research highlights the impact of these factors on digital consumption. Yudha (2023) confirmed that parasocial relationships strongly impact purchase intention on digital platforms. Similarly, Surug et al. (2022) demonstrated that parasocial ties are functional mediators of influencer reputation's effect on purchase behavior of beauty products. Aw et al. (2023) also highlighted original and participative content's effect in developing parasocial ties and impacting digital consumer behavior. Bi and Zhang (2023) also determined that proximity and influencer credibility positively impact purchase intentions. Other studies, such as Liu et al. (2019) and Burnasheva and Suh (2022), are illustrative of parasocial interaction's impact in shaping brand judgments and regulating endorser credibility's effect.

For self-disclosure, Chen et al. (2024) established that openness from influencers strengthens emotion-based relationships, directly increasing purchase intent. Wulandari et al. (2023) also stated that self-disclosure has a bearing on purchase decisions indirectly through parasocial proximity and source credibility. Likewise, Lu et al. (2023) stated that intimate disclosures during livestreams raise social presence and tighten parasocial relationships, while Leite & Baptista (2022) related personal openness with increased emotional attachment and engagement.

Informative and entertainment value roles also have been widely substantiated. Ducoffe's (1995) value model of advertising pinpointed them as strong predictors of communication effectiveness. Lou & Yuan (2019) also showed how informativeness and credibility content induces trust in brand communications, while Chen & Lin (2018) confirmed entertainment and interaction as predictors of emotional responsiveness to digital content.

Purchase behavior and brand trust were significant core concepts of marketing studies. Delgado-Ballester and Munuera-Alemán (2001) developed a widely applied scale of brand trust, while Chaudhuri and Holbrook (2001) also focused on the influence on brand loyalty and purchase behavior. In Asian markets, brand trust affected brand preference and purchase behavior through Dam (2020), particularly in uncertain digital contexts.

Despite increasing literature, there is little work exploring informative value, entertainment value, and self-disclosure together as drivers of parasocial relationships. Parasocial relationships tend to be considered a marginal influence rather than the prime focus. There is also little application within probiotic skincare, while in this case, it is necessary to balance education, credibility, and personal attachment. Hence, the study makes an effort to address these gaps with parasocial relationships as the prime focus of the conceptual framework. The study has the following specific objectives:

- (1) measure the effect of informative value, entertainment value, and self-disclosure on parasocial relationships,
- (2) investigate the effect of parasocial relationships on brand trust and purchase intention, and
- (3) validate brand trust's mediator effect on parasocial relationships and purchase intention's relationship.

LITERATURE REVIEW

Parasocial Relationship

Parasocial relationship (PSR) is a unilateral association formed between media personalities and viewers, with an illusion of emotional involvement and intimacy without reciprocal interaction. Aw and Labrecque (2020) introduce PSR as a one-sided relationship that emerges from repeated exposure to media figures. Breves et al. (2021) emphasize the lasting emotional bond embedded in PSR, while Sokolova & Perez (2021) describe it as a perceived mutual interaction that is, in reality, illusory. Hwang and Zhang (2018) highlight the role of digital celebrities in generating a sense of closeness, even without direct communication. Garcia et al. (2022) and Leite & Baptista (2022) characterize PSR as emotionally intense yet ultimately imagined. Rungruangjit (2022) and Bérail & Bungener (2022) stress its asymmetrical nature, wherein the audience cannot genuinely access or interact with the admired figures.

PSR also functions as an emotional mechanism that shapes media preferences, engagement levels, and consumer decision-making (Liu & Zheng, 2024; Li et al., 2023). Flecha-Ortiz et al. (2023) underline the importance of consistent content delivery in strengthening PSR. Originally introduced by Horton and Wohl (1956) as a simulated social connection, the concept was further developed by Perse and Rubin (1989) into a one-sided relationship that evolves over time. PSR fosters a powerful sense of emotional ownership and closeness, even without real interpersonal contact (Labrecque, 2014; Brinson et al., 2023). In the era of social media, these relationships have become increasingly relevant, as frequent digital interactions give rise to perceived personal bonds. As such, PSR plays a crucial role in understanding audience behavior and crafting effective communication strategies in today's digital media ecosystem.

Informative Value

Informative value is considered a critical aspect of advertising and internet content efficacy, particularly in the case of influencer marketing. Following Ducoffe (1996), informativeness value represents the level to which advertising provides relevant information helpful to consumers making decisions concerning purchases. For influencer-generated content, Sokolova and Kefi (2020) support the view that informative messages help audiences make sound decisions and improve their satisfaction with purchasing outcomes. Reinikainen et al. (2020) also describe informative value as the perception that content is useful, practical, functional, and necessary from the audience's perspective. Similarly, Lou and Yuan (2019) recognize informativeness, alongside entertainment, as a positive attribute of advertising that enhances perceived content value. Hwang (2015) and Ki and Kim (2019) further emphasize the effectiveness of informative content in capturing audience attention on social media, where influencers are often viewed as more

credible sources of information than the brands themselves (Schivinski & Dabrowski, 2016).

Building on these definitions, earlier research suggests that informative value contributes not only to guiding consumer decisions but also to shaping relational outcomes and brand perceptions. More than just delivering information, influencer content plays a vital role in building parasocial relationships (PSR) with followers, which in turn influences brand trust and purchase intention (Lou & Yuan, 2019). Consistent with prior studies, informative messages have been shown to strengthen the influencer–follower bond and elicit positive audience responses (Ballantine & Martin, 2005). In Ducoffe’s (1995) early framework, advertising value was defined by three key dimensions: informativeness, entertainment, and irritation—where the first two enhance value perception and the latter diminishes it. To assess informativeness in influencer content, Lou & Kim (2019) used a semantic differential scale measuring usefulness, practicality, relevance, and functionality. Taken together, informative value reflects the degree to which social media influencer content is perceived as helpful in supporting consumer decision-making, underlining its central role in generating value for both audiences and brands.

Entertainment value

Entertainment value has been generally agreed upon as a significant standard in evaluating the success of digital marketing, especially in the realm of social media influencer campaigns. According to Lou and Yuan (2019), entertainment refers to how much influencer content can entertain and amuse audiences. Shareef et al. (2019) further note that fun and excitement are essential components that help capture user attention. In Ducoffe’s (1995) model, entertainment is identified as one of the core positive drivers of advertising value, alongside informativeness—both of which influence consumer attitudes toward marketing messages. Empirical research shows that entertaining content not only increases audience engagement but also fosters trust and strengthens purchase intentions for products endorsed by influencers (Lou & Yuan, 2019). In operational terms, Lou & Kim (2019) measured entertainment value based on how audiences rated influencer content as exciting, enjoyable, and delightful. Overall, when influencer content is seen as entertaining, audiences are more likely to engage with it and view influencers as credible sources of information.

Entertainment value also acts as a motivational force behind digital media consumption, cultivating a sense of connection and belonging. Liu and Zheng (2024) highlight that entertaining content can create a sense of perceived friendship between influencers and their followers. Similarly, Chen and Lin (2018), along with Haridakis and Hanson (2009), emphasize entertainment as a primary attraction for audiences using platforms like YouTube and Twitch. In such environments, entertainment not only grabs attention but also builds lasting emotional bonds. Synthesizing these insights, entertainment value reflects the degree to which influencer content is enjoyable, fun, and attention-grabbing, with the power to shape audience attitudes and behavior. It is commonly measured through indicators such as enjoyment, excitement, appeal, and emotional resonance. As such, entertainment value plays a vital role in how digital content delivers value to consumers and deepens the influencer–follower relationship.

Self-disclosure

Self-disclosure has been regarded as an essential construct of interpersonal communication and has been systematically explored in the realms of social media and influencer marketing. Berger and Calabrese (1975), in their work on uncertainty reduction, define self-disclosure as the intentional sharing of personal details—such as emotions, values, and beliefs—which is further elaborated in Altman's (1973) Social Penetration Theory. Earlier work by Jourard and Lasakow (1958), as well as more recent research by Masur (2018), conceptualize it as revealing personal information to establish and maintain meaningful relationships. In digital spaces, public figures and influencers engage in self-disclosure by sharing personal and distinctive elements of their lives through platforms like Instagram or YouTube (Chung & Cho, 2017; Kim & Song, 2016). These may include life stories, emotional reflections, or personal opinions often interpreted by audiences as sincere and authentic communication. Such acts have been shown to strengthen trust, intimacy, and attachment between influencers and their followers (Leite & Baptista, 2022; Sun & Wu, 2012).

Kou et al. (2016) and Liu & Zheng (2024) also argue that voluntarily sharing personal experiences plays a vital role in building emotionally rich and meaningful relationships. On social networking platforms, this behavior facilitates the development of parasocial relationships, as followers who perceive content to be genuine and personal are more likely to form strong emotional bonds with the influencer. In this sense, self-disclosure serves as a powerful strategic tool for shaping perceptions of influencer authenticity and trustworthiness. Within influencer marketing literature, self-disclosure is often measured by assessing the scope, frequency, and depth of personal content shared. Common indicators include expressions of personal values, emotional openness, references to everyday life, and distinctive storytelling each reflecting how much an influencer reveals themselves to their audience.

Brand Trust

Brand trust has been widely referred to as a cornerstone of the consumer–brand relationship and has been a benchmark of marketing research over the past few decades. Chaudhuri and Holbrook (2001) define it as the consumer's willingness to rely on a brand's ability to consistently deliver on its promises. Delgado-Ballester and Munuera-Alemán (2001) describe trust as a sense of security rooted in the expectation that a brand will perform reliably, even in uncertain or risky situations—highlighting two key dimensions: reliability and intention. Similarly, Lau and Lee (1999) emphasize that trust reflects a consumer's readiness to embrace vulnerability by depending on a brand, with the hope of a positive outcome. Extending this view, Ha (2004) frames trust as confidence in a brand's honesty, dependability, and responsiveness to customer needs, positioning it as a strong predictor of brand loyalty and repeat purchase. Becerra and Korgaonkar (2011) offer further nuance by identifying three core dimensions of brand trust: reliability, honesty, and altruism. Veloutsou (2015) adds that consumers expect brands to act in their best interests—especially during uncertain or challenging circumstances. Bringing these perspectives together, brand trust can be defined as a consumer's positive belief in a brand's ability, consistency, and goodwill to keep its promises and meet expectations. It reflects a willingness to take risks by relying on the brand, based on trust in its honesty, reliability, and benevolence. Key dimensions such as

reliability, intention, honesty, and altruism play a critical role in shaping how consumers perceive the integrity and trustworthiness of a brand. In today's marketing landscape, brand trust not only influences purchasing decisions but also deepens emotional bonds over time, making it a vital factor in sustaining brand loyalty.

Purchase Intention

Purchase intention has long been considered a critical construct in consumer behavior and marketing, generally defined as the tendency or psychological commitment of consumers to buy a product or service in the future. Kim and Song (2016) describe it as the likelihood that consumers will make a purchase, a concept consistently linked to actual buying behavior (Dodds et al., 1991; Brown et al., 2003). Trivedi and Sama (2020) identify purchase intention as a key indicator of advertising's persuasive impact, shaped by consumer attitudes toward promotional content and directly influencing purchase outcomes (Goldsmith et al., 2000). Atulkar (2020) sees it as an essential stage prior to an actual purchase, serving as a transitional phase between favorable evaluations and purchasing behavior (Lin and Chen, 2006; Cobb-Walgren et al., 1995). Earlier frameworks, such as those by Howard and Sheth (1969), describe purchase intention as a mental state that signifies a decision to buy, which aligns with Spears and Singh's (2004) view of consumer readiness and commitment. Fishbein and Ajzen (1975) conceptualize it as a behavioral inclination driven by evaluations of product attributes.

Based on these views, Hwang and Zhang (2018) define purchase intention as a subjective estimate of the likelihood of making a purchase and consider it one of the most reliable predictors of consumer behavior (Dodds et al., 1991; Shin, 2017). Hazée et al. (2017) describe it as a consumer's willingness and preparedness to complete a transaction, which becomes particularly significant in digital environments where trust, perceived risk, and product features strongly influence decision-making (Lu et al., 2016). In online contexts, fostering brand trust is especially important because higher levels of uncertainty can hinder purchase decisions. Combining these perspectives, purchase intention can be understood as a behavioral tendency influenced by internal motivation, personal evaluation, and external factors such as advertising and promotional efforts. It remains a strategic indicator of consumer decision-making and an essential metric for evaluating marketing effectiveness.

HYPOTHESES DEVELOPMENT

The Relationship between Informative Value and Purchase Intention

Informative value reflects consumers' perception of the usefulness, relevance, and clarity of information conveyed through influencer-generated content (Lou & Yuan, 2019). Within the domain of influencer marketing, this factor is regarded as a critical determinant of purchase intention, since audiences tend to respond more favorably to messages that provide accurate, credible, and personally relevant insights (Lou & Yuan, 2019). High-quality and relevant information is also associated with greater credibility and trust in the communicator (Petty & Cacioppo, 1986). The *Elaboration Likelihood Model* (ELM) suggests that when audiences process such information through the central route, it produces stronger and more persistent attitudinal changes (Petty & Cacioppo, 1986). Similarly, the *Theory of Reasoned Action* (TRA) emphasizes that positive attitudes developed from relevant information enhance behavioral intentions, including purchase

intention (Fishbein & Ajzen, 1977). From a theoretical perspective, informative value is therefore expected to influence purchase intention by strengthening message credibility, reducing uncertainty, and shaping favorable consumer evaluations.

Empirical findings further reinforce this conceptual reasoning. Lou and Yuan (2019) demonstrated that higher levels of perceived informative value in influencer content were associated with stronger purchase intentions. Dam (2020) reported that consumers' perception of the usefulness of information significantly increases their purchase intention in digital markets. Reinikainen et al. (2020) highlighted that audience comments acknowledging the informativeness of influencer content amplified its impact on purchase intention. Trivedi and Sama (2020) also confirmed that high-quality and credible information provided by influencers has a positive association with consumers' purchase intention. Likewise, Kim and Kim (2021) emphasized that useful and trustworthy information not only stimulates purchase intention but also builds stronger brand trust. Collectively, these findings suggest that informative value plays a central role in driving purchase intention, particularly in product categories requiring consumer education such as probiotic skincare.

Hypothesis

H1: Informative value has a positive effect on purchase intention.

The Relationship between Informative Value and Parasocial Relationship

Informative value is conceptualized as the extent to which audiences perceive influencer-generated content as useful, relevant, and meaningful for their decision-making (Lou & Yuan, 2019). When influencers consistently provide accurate, detailed, and credible information, followers are more likely to view them as trustworthy communicators, which facilitates the development of one-sided psychological bonds known as parasocial relationships. This linkage can be explained through the Uses and Gratifications Theory (Katz et al., 1973), which suggests that individuals consume media to satisfy needs such as information seeking. Followers whose informational needs are fulfilled by influencer content may develop stronger affective ties with the communicator. In addition, the Social Exchange Theory (Homans, 1958) posits that individuals maintain relationships when perceived benefits outweigh costs. In the influencer-follower context, receiving valuable information is seen as a benefit, which motivates followers to sustain and strengthen parasocial bonds with the influencer.

Empirical findings reinforce this theoretical reasoning. Lou and Kim (2019) observed that informative content significantly enhanced parasocial ties between influencers and their audiences. Ki and Kim (2019) also highlighted that influencers who provide credible and relevant knowledge are perceived as trusted sources, thereby fostering closer psychological connections. Lou and Yuan (2019) further argued that high informative value builds trust in influencers, which in turn promotes the formation of parasocial relationships. Reinikainen et al. (2020) demonstrated that parasocial bonds mediated by information-rich content increase trust in endorsed brands. Similarly, Sokolova and Kefi (2020) showed that followers perceive influencers who deliver beneficial and accurate content as more credible, leading to stronger parasocial closeness. Collectively, these studies confirm that informative value is a critical antecedent of parasocial relationship

formation, particularly in product categories such as probiotic skincare where consumers require educational content to understand product benefits.

Hypothesis

H2: Informative value has a positive effect on parasocial relationship.

Relationship between Entertainment Value and Parasocial Relationship

Several empirical studies support the positive relationship between entertainment value and parasocial relationships in the influencer marketing context. Lee dan Watkins (2016) found that YouTube vloggers perceived as more entertaining tended to have stronger parasocial relationships with their viewers, indicating that entertaining content is an important factor in building audience closeness. Kurtin *et al.* (2018) also highlighted the role of entertainment value in shaping parasocial relationships, finding that viewers who considered YouTube content entertaining and aligned with their intentions were more likely to form stronger bonds with influencers. Sokolova & Kefi (2020) provided additional evidence by showing that perceptions of credibility and parasocial interaction with Instagram and YouTube influencers were positively influenced by how entertaining their content was perceived to be. Similarly, Liu *et al.* (2019) found that the entertainment value of vlogs had a positive effect on parasocial interaction between vloggers and viewers, concluding that vloggers who produce entertaining content are more likely to develop strong parasocial relationships. Collectively, these findings emphasize that entertaining content, aligned with audience preferences, can foster stronger emotional bonds and **enhance the effectiveness of influencers in building lasting relationships with their followers.**

Entertainment value refers to the degree to which audiences perceive influencer-created content as enjoyable, fun, and emotionally engaging (Lou & Yuan, 2019). Content that incorporates humor, appealing visuals, interactive storytelling, or relatable narratives captures attention and sustains interest, which facilitates stronger emotional connections with the influencer. The Uses and Gratifications Theory (Katz *et al.*, 1973) explains this link by suggesting that individuals turn to media not only for information but also to satisfy entertainment needs. When these needs are met, followers experience greater satisfaction and are more likely to perceive a sense of closeness to the content creator. From the perspective of the Attraction-Selection-Attrition Framework (Schneider, 1987), audiences are inclined to remain attached to influencers whose content matches their preferences and delivers pleasurable experiences. In this way, entertaining content strengthens the perception of familiarity and nurtures parasocial relationships.

Evidence from previous studies supports this theoretical reasoning. Lee dan Watkins (2016) found that entertaining YouTube content increased the strength of parasocial bonds between vloggers and their viewers. Kurtin *et al.* (2018) also reported that audiences who considered influencer videos entertaining developed stronger perceptions of social closeness. Sokolova and Kefi (2020) provided additional evidence, showing that the credibility and parasocial interaction with Instagram and YouTube influencers improved when the content was perceived as enjoyable. Similarly, Liu *et al.* (2019) demonstrated that entertaining vlogs positively influenced parasocial interaction, concluding that enjoyable content fosters stronger attachment between audiences and creators. Collectively, these findings confirm that entertainment value plays a vital role in reinforcing parasocial

relationships, as it creates positive emotional experiences that lead to long-term audience engagement.

Hypothesis

H3: Entertainment value has a positive effect on parasocial relationship.

The Relationship between Entertainment Value and Purchase Intention

Entertainment value refers to consumers' perception of the extent to which content provides enjoyment, pleasure, and entertainment (Lou & Yuan, 2019). In the context of influencer marketing, the entertainment value of influencer-created content can play a crucial role in influencing purchase intention. Lou dan Kim (2019) argue that entertaining influencer content can increase consumers' purchase intention. When consumers perceive influencer content as highly entertaining, they tend to be more engaged with it and develop a positive attitude toward both the influencer and the promoted brand. Entertaining content creates enjoyable experiences for consumers, thereby increasing their willingness to purchase recommended products. The *Uses and Gratifications Theory* (Katz et al., 1973) explains this relationship by suggesting that individuals actively seek and use media to fulfill specific needs and gratifications. In influencer marketing, consumers may seek entertaining content to satisfy their need for amusement and escape from daily routines; when such content meets their entertainment needs, it can foster positive attitudes and stronger purchase intentions. The *Stimulus-Organism-Response* (S-O-R) theory (Russell & Mehrabian, 1974) also explains the link between entertainment value and purchase intention, positing that environmental stimuli (S) influence individuals' internal affective states (O), which in turn lead to behavioral responses (R). In this context, entertaining influencer content serves as a stimulus that triggers positive emotions and enjoyment, which then encourage purchase intention as a behavioral response.

A growing body of empirical evidence supports the positive relationship between entertainment value and purchase intention in influencer marketing. Lou dan Yuan (2019) found that the entertainment value of influencer content positively affects consumers' purchase intentions, indicating that higher perceived entertainment value leads to stronger intentions to buy recommended products. Lee and Watkins (2016) demonstrated that consumers' perceptions of the entertainment value of YouTube vlogs positively influence their attitudes toward promoted brands and their purchase intentions, highlighting the need for influencers to produce entertaining content. Müller dan Christandl (2019) further confirmed that entertaining and engaging influencer content positively impacts consumers' attitudes toward the promoted brand and their willingness to purchase. Trivedi dan Sama (2020) found similar results in emerging markets, showing that entertaining and engaging influencer content is particularly effective in driving purchase intentions among younger audiences. Sokolova dan Kefi (2020) also reported that entertainment value positively influences purchase intention in Instagram and YouTube influencer marketing, emphasizing the importance of creating enjoyable and attractive content to strengthen audience relationships and drive buying behavior. These consistent findings suggest that entertainment value is a key driver of purchase intention, making it essential for influencers and marketers to focus on creating engaging, entertaining content to achieve their marketing goals.

Hypothesis

H4: Entertainment value has a positive effect on purchase intention.

The Relationship between Self-Disclosure and Parasocial Relationship

Self-disclosure is an essential element in building interpersonal relationships, including in the context of parasocial relationships between influencers and their followers on social media. The concept of self-disclosure refers to the act of sharing personal information, feelings, and experiences with others. In influencer marketing, self-disclosure can take the form of sharing personal stories, opinions, or even daily activities with followers. Leite and Baptista (2022) argue that deep self-disclosure by influencers can enhance followers' perceptions of intimacy and closeness, thereby fostering stronger parasocial relationships. When influencers share personal information, followers may feel as though they know the influencer personally, even though their interactions are limited to social media platforms. The *Social Penetration Theory* (Altman, 1973) explains how self-disclosure contributes to relationship development, suggesting that relationships progress through gradual self-disclosure from superficial to deeper levels. In parasocial contexts, consistent sharing of personal information can create the illusion of closeness and intimacy, as if the relationship evolves over time. Additionally, the *Uncertainty Reduction Theory* (Berger & Calabrese, 1975) posits that individuals are motivated to reduce uncertainty about others by seeking information. When influencers share personal details, it reduces followers' uncertainty about their personality and life, thereby increasing perceived closeness and attachment.

Several empirical studies have confirmed the positive relationship between self-disclosure and parasocial relationships in the influencer marketing context. Kim dan Song (2016) found that celebrity self-disclosure on Twitter positively influenced parasocial interaction experiences with their followers, arguing that self-disclosure creates a sense of social presence that enhances attachment and closeness. Lee dan Watkins (2016) also highlighted the role of self-disclosure in building parasocial relationships between YouTube vloggers and viewers, finding that vloggers who more frequently disclose personal information tend to develop stronger parasocial bonds with their audiences. Leite dan Baptista (2022) further found that intimate self-disclosure by social media influencers positively affects parasocial relationships with followers, emphasizing the importance of authenticity and transparency in building meaningful connections. Overall, the empirical evidence suggests that when influencers openly and authentically share personal information, it can increase perceived closeness, reduce uncertainty, and strengthen the emotional bonds underlying parasocial relationships. These findings underscore self-disclosure as an important strategy for influencers to build and maintain meaningful relationships with their audiences on social media.

Hypothesis

H5: Self-disclosure has a positive effect on parasocial relationship.

The Relationship between Self-Disclosure and Purchase Intention

Self-disclosure refers to the act of sharing personal information, feelings, and experiences with others (Cozby, 1973). In the context of influencer marketing, self-disclosure by influencers may involve sharing personal stories, opinions, or experiences related to the products they promote. The level of self-disclosure is

believed to influence consumers' purchase intentions toward the recommended products. The *Social Penetration Theory* (Altman, 1973) explains that interpersonal relationships develop through a gradual and reciprocal process of self-disclosure. When influencers disclose personal information, they foster perceptions of intimacy and closeness with followers. This sense of closeness can lead to greater trust in the influencer and their product recommendations, ultimately enhancing purchase intentions (Chung & Cho, 2017b). The *Social Influence Theory* (Cialdini & Goldstein, 2004) also explains this linkage, suggesting that individuals tend to adopt attitudes and behaviors consistent with those they admire or trust. In influencer marketing, self-disclosure can increase perceived similarity and identification between influencers and followers, which, in turn, encourages consumers to follow product recommendations (Sokolova & Kefi, 2020).

Empirical studies have supported the positive relationship between self-disclosure and purchase intention in influencer marketing. Leite dan Baptista (2022) found that intimate self-disclosure by social media influencers positively affects consumers' purchase intentions by enhancing perceived intimacy and trust. Ali dan Temizkan (2022), in their study on Instagram influencer characteristics, also reported that self-disclosure has a positive effect on purchase intention, emphasizing the importance of transparency for building authentic connections with followers. Chen *et al.* (2022) demonstrated that self-disclosure by vloggers increases follower trust, which subsequently drives purchase intention, highlighting the mediating role of trust. While not specifically focused on influencers, Aboulnasr *et al.* (2022) showed that consumer self-disclosure positively affects risk perceptions and behavioral intentions in the sharing economy, offering broader insights into self-disclosure effects. Akhtar *et al.* (2020) further noted that self-disclosure in online hotel reviews can influence credibility perceptions and review usefulness, which in turn impact purchase intentions. Collectively, these findings suggest that authentic and intimate self-disclosure can enhance perceptions of closeness, trust, and social influence, ultimately increasing purchase intentions.

Hypothesis

H6: Self-disclosure has a positive effect on purchase intention.

The Relationship between Parasocial Relationship and Purchase Intention

A parasocial relationship refers to a one-sided emotional bond that audiences feel toward celebrities or media figures (Horton & Wohl, 1956). In influencer marketing, parasocial relationships between influencers and their followers are believed to influence consumers' purchase intentions toward products recommended by influencers. The *Parasocial Interaction Theory* (Horton & Wohl, 1956) posits that audiences can develop one-way emotional connections with media figures, even in the absence of reciprocal interaction. When followers develop strong parasocial relationships with influencers, they are more likely to trust and rely on them as sources of information and product recommendations. This trust and reliance can enhance consumers' willingness to purchase the promoted products (Sokolova & Kefi, 2020). The *Social Influence Theory* (Cialdini & Goldstein, 2004) also explains this link, stating that individuals tend to adopt the attitudes and behaviors of those they admire or trust. In the influencer marketing context, a strong parasocial relationship increases the influencer's social influence,

making followers more likely to accept product recommendations (Hwang & Zhang, 2018).

Empirical studies support the positive relationship between parasocial relationships and purchase intentions. Sokolova dan Kefi (2020) found that parasocial relationships between followers and influencers on Instagram and YouTube positively affect purchase intention, with stronger parasocial bonds leading to higher trust and perceived credibility. Lee dan Watkins (2016) showed that parasocial relationships between viewers and YouTube vloggers positively influence perceptions of luxury brand value and the intention to purchase luxury products promoted by the vloggers. Hwang dan Zhang (2018) similarly found that strong parasocial relationships with digital celebrities increase the desire to emulate their behavior, including purchasing recommended products. Reinikainen *et al.* (2020) observed that audience comments can moderate the relationship between parasocial bonds and purchase intention, with positive comments strengthening and negative comments weakening the effect. Lou dan Yuan (2019) also noted that parasocial relationships enhance consumer trust in influencers, which in turn increases purchase intentions toward the promoted products. These findings consistently indicate that parasocial relationships foster trust, credibility, and social influence, all of which drive stronger purchase intentions.

Hypothesis

H7: Parasocial relationship has a positive effect on purchase intention.

The Relationship between Parasocial Relationship and Brand Trust

A parasocial relationship refers to the emotional bond that audiences feel toward celebrities or media figures, even though the relationship is one-sided and non-reciprocal (Horton & Richard Wohl, 1956). In influencer marketing, parasocial relationships between influencers and their followers can play a critical role in shaping followers' trust in brands endorsed by the influencer. Lacap *et al* (2024) argue that parasocial relationships and social media interactions between influencers and their followers can strengthen brand credibility and loyalty. They suggest that when followers develop strong parasocial relationships with influencers, they are more likely to trust the influencer's endorsements and, consequently, the brands they promote. The link between parasocial relationships and brand trust can be explained through *Social Learning Theory* (Bandura, 1977), which posits that individuals learn and adopt behaviors by observing and imitating role models. In parasocial contexts, influencers serve as role models providing brand information and recommendations; when followers have strong parasocial bonds with them, they are more likely to adopt the attitudes and behaviors modeled by the influencer, including trusting the endorsed brand. The *Commitment-Trust Theory* (Morgan & Hunt, 1994) also offers a theoretical basis, proposing that trust is a key factor in building long-term consumer-brand relationships. In influencer marketing, a strong parasocial bond can foster interpersonal trust in the influencer, which can then be transferred to the endorsed brand.

Empirical studies support the positive relationship between parasocial relationships and brand trust in the context of influencer marketing. Sokolova dan Kefi (2020) found that parasocial relationships with Instagram and YouTube influencers

positively influenced followers' purchase intentions toward promoted brands, suggesting that such relationships enhance trust in the influencer, which is then transferred to the brand. Reinikainen et al. (2020) further demonstrated that audience comments can moderate the link between parasocial relationships and influencer credibility, which in turn affects brand trust. Their findings highlight that positive parasocial relationships can strengthen trust in the recommended brand. Lacap *et al.* (2024) provide additional evidence, showing that parasocial relationships and social media interactions between influencers and followers positively affect brand credibility and loyalty. This underscores the importance of building strong parasocial bonds to foster brand trust. When followers feel emotionally connected to and trust the influencer, this trust often extends to the brand they endorse. For companies partnering with influencers, ensuring that the influencer is trustworthy and capable of maintaining a strong parasocial bond is crucial to achieving greater brand trust and loyalty. Overall, existing empirical evidence supports a positive link between parasocial relationships and brand trust in influencer marketing. Strong parasocial bonds can be a key factor in building consumer trust in endorsed brands, making it essential for companies to consider the strength of these relationships when selecting influencers for marketing campaigns.

Hypothesis

H8: Parasocial relationship has a positive effect on brand trust.

The Relationship between Brand Trust and Purchase Intention

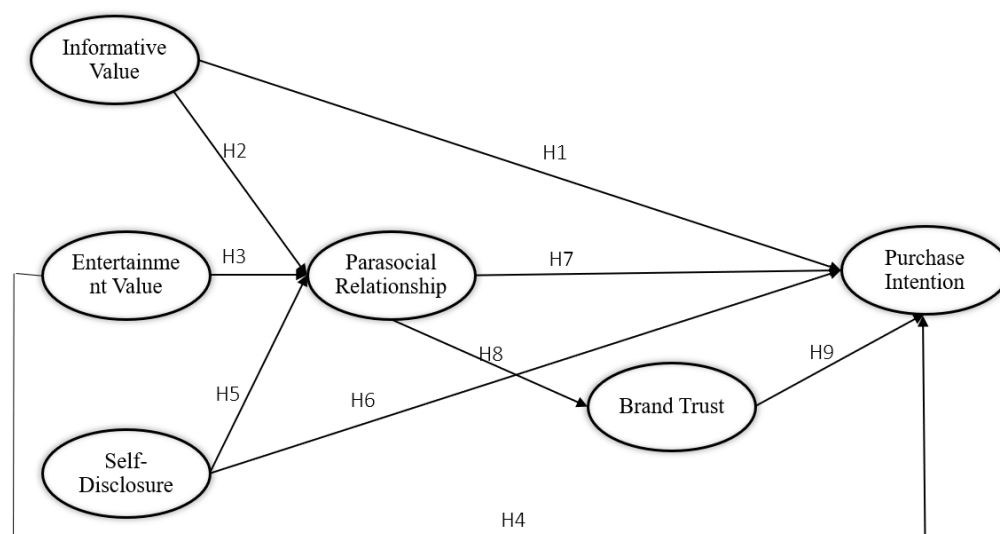
Brand trust refers to consumers' willingness to rely on a brand's ability to deliver on its promised functions (Atulkar, 2020). In the context of influencer marketing, trust in a brand endorsed by an influencer can play a pivotal role in shaping consumers' purchase intentions. Dam (2020) asserts that brand trust positively influences purchase intention, as consumers with higher levels of trust in a brand are more likely to have stronger intentions to buy its products. Brand trust helps reduce perceived risk and uncertainty associated with purchasing, thereby increasing consumers' willingness to make a purchase. The relationship between brand trust and purchase intention can be explained by the *Theory of Reasoned Action* (Fishbein & Ajzen, 1977), which posits that an individual's behavioral intention is determined by their attitude toward the behavior and the subjective norms surrounding it. In this context, a positive attitude formed through trust in a brand can directly shape purchase intentions. The *Theory of Planned Behavior* (Ajzen, 1991), an extension of TRA, adds the concept of perceived behavioral control the perception of ease or difficulty in performing a behavior. Higher trust in a brand can enhance perceived control, making consumers more confident and willing to purchase.

Multiple studies have supported the positive association between brand trust and purchase intention in influencer marketing. Dam (2020) found that higher brand trust positively impacts purchase intention, indicating that stronger consumer trust leads to stronger intentions to buy. Leite dan Baptista (2022) similarly showed that trust in influencer-endorsed brands positively influences purchase intentions, highlighting the role of influencer support in building brand trust. Lou and Yuan (2019) provided further evidence, showing that trust in influencer-generated

content directly increases purchase intentions toward endorsed brands, suggesting that credible and valuable content can foster brand trust. Reinikainen *et al.* (2020) found that brand trust mediates the relationship between parasocial relationships and purchase intention, indicating that when consumers both trust the influencer and the endorsed brand, they are more likely to buy. Trivedi dan Sama (2020) also demonstrated a positive effect of brand trust on purchase intentions, emphasizing the importance of selecting credible influencers to strengthen brand trust and drive consumer purchasing behavior. Collectively, these findings indicate that high brand trust in influencer-endorsed products significantly boosts purchase intentions.

Hypothesis

H9: Brand trust has a positive effect on purchase intention.



Gambar 1. Kerangka Model Penelitian

METHODOLOGY

This study adopts a *positivist* paradigm with a deductive-quantitative approach, in which hypothesis testing is based on established theories and previous research as the conceptual foundation (Creswell & Creswell, 2017). This approach relies on inferential statistical techniques to generalize findings from the sample to the population. The research is explanatory in nature with a *cross-sectional* design, aiming to test causal relationships among variables in the context of probiotic skincare influencer marketing. Data analysis is conducted using *Covariance-Based Structural Equation Modeling* (CB-SEM), which is appropriate for theory testing and confirmation (Hair et al., 2010). This method was chosen because it allows for simultaneous analysis of interrelationships among variables while maintaining estimation accuracy.

The research was conducted among skincare influencer followers residing in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). This location was selected due to its high e-commerce penetration, strong digital activity, and socio-economic diversity, which enable the collection of representative data (BPS, 2022; We Are Social & Meltwater, 2024). Data collection took place in May 2024 through online questionnaires distributed via *Google Forms*. Respondents were

women aged 18-34 years who had followed at least one skincare influencer for a minimum of six months and actively consumed content at least two to three times a week. This target group was chosen for their high digital literacy, awareness of skincare, and sufficient financial independence.

The population in this study comprises female followers of skincare influencers in Greater Jakarta who meet the engagement criteria with influencers. Sample size was determined based on CB-SEM guidelines, which recommend at least ten respondents per estimated indicator (Hair et al., 2010). With a total of 30 indicators, the minimum requirement is 300 respondents, plus an additional 30% to anticipate *missing values* or data unsuitable for analysis, resulting in a target sample size of 400 respondents. The sampling technique used is *snowball sampling*, leveraging social networks and online skincare communities. This strategy enables access to relevant respondents despite the unknown total population size.

Research instruments were adapted from validated sources and adjusted to the probiotic skincare context. Variables were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The informative value and entertainment value variables were each measured with five indicators from (Lou & Kim, 2019), while self-disclosure was measured with five indicators from Leite dan Baptista (2022) and Kim and Song (2016). Parasocial relationship was measured with six indicators from Chung and Cho (2017), brand trust with five indicators from Delgado-Ballester et al. (2003), and purchase intention with five indicators from Sokolova dan Kefi (2020) and Liu dan Zheng (2024). All items were contextualized to reflect probiotic skincare content.

Before the main data collection, a *pretest* was conducted on 30 respondents meeting the study criteria. Preliminary analysis used *Exploratory Factor Analysis* (EFA) to assess initial validity and *Cronbach's Alpha* for reliability. Indicators with factor loadings below 0.50 or low item-total correlations were removed from the instrument. Once the final instrument was established, main data analysis was performed using CB-SEM with two stages: measurement model evaluation and structural model evaluation. This process ensures the model is appropriate before hypothesis testing is carried out.

Construct validity testing was conducted through *Confirmatory Factor Analysis* (CFA) using the CB-SEM approach. Convergent validity was assessed by factor loadings above 0.50 and *Average Variance Extracted* (AVE) above 0.50. Discriminant validity was tested using the Fornell-Larcker criterion, where the square root of AVE must be greater than the inter-construct correlations. Construct reliability was evaluated using *Composite Reliability* (CR) and *Cronbach's Alpha*, both with acceptable values above 0.70 (Hair et al., 2019). These criteria ensure each construct is measured consistently and accurately.

Data analysis was conducted using AMOS software, enabling simultaneous estimation of measurement and structural models. Model fit was assessed using the *Goodness of Fit Index* (GFI), *Adjusted Goodness of Fit Index* (AGFI), *Comparative Fit Index* (CFI), *Tucker-Lewis Index* (TLI), *Chi-square/degree of freedom* ($\text{CMIN/DF} \leq 3$), *Root Mean Square Error of Approximation* ($\text{RMSEA} \leq 0.08$), and *Standardized Root Mean Square Residual* ($\text{SRMR} \leq 0.08$). Hypothesis testing was based on the standardized path coefficient and significance at $p < 0.05$. Mediation effects were tested using the *bootstrapping* method with a 95% confidence interval. This approach ensures a comprehensive and rigorous analysis.

With this systematic methodological design, the study aims to produce valid and reliable findings. The results are expected to contribute to understanding the influence of parasocial relationships on purchase intention through the mediating role of brand trust. By focusing on the probiotic skincare context, the findings are more relevant to the beauty industry driven by influencer marketing. CB-SEM was chosen because it can accurately test complex models involving mediation variables. All these steps were designed to ensure the research results have adequate generalization power.

RESULTS

Responden Description of respondent characteristics

This study involved 403 female respondents (100%) who are active social media users and follow beauty influencers promoting probiotic skincare products. All respondents reside in DKI Jakarta, in line with the geographical boundaries of the study, which targeted urban consumers with high exposure to digital content. In terms of age, 53.7% were in the 26–34 age range, while 46.0% were in the 18–25 age range. These two groups represent young adults who are active on social media, have a strong interest in beauty trends, and are the primary target of influencer-based marketing campaigns. This profile reflects the dominance of young urban women as the main market for probiotic skincare in digital channels.

1. Respondent characteristics

Characteristics	Category	Number	Percentage (%)
Gender	Female	403	100.0
Age	26–34 years	217	53.7
Age	18–25 years	186	46.0
Domicile	Yes	403	100.0

Exploratory Factor Analysis (EFA), AVE, and Construct Reliability

Exploratory Factor Analysis (EFA) was conducted to test the construct validity of the 30 indicators used in this study. The six main constructs analyzed include Informative Value, Entertainment Value, Self-Disclosure, Parasocial Relationship, Brand Trust, and Purchase Intention. The analysis employed the *Principal Component Analysis* (PCA) method with Varimax rotation to obtain a simple and interpretable factor structure. The data suitability test showed that the *Kaiser-Meyer-Olkin* (KMO) value was in the high category and Bartlett's Test of Sphericity was significant at $p < 0.05$. These findings indicate that the data had adequate inter-variable correlations and were suitable for factor analysis.

The extraction and rotation results revealed that all indicators had *factor loadings* above 0.70 and *communalities* above 0.50. These values demonstrate that each indicator makes a substantial contribution to the construct it measures. No *cross-loadings* were found, meaning all indicators loaded on the factors consistent with the theoretical framework. Therefore, no indicators were eliminated at this stage. These results confirm that each construct is unidimensional and structurally valid before proceeding to the confirmatory stage.

The next step was to calculate the *Average Variance Extracted* (AVE) to assess convergent validity. AVE indicates the extent to which the variance of the indicators is explained by the latent construct. All constructs showed AVE values above 0.76, exceeding the 0.50 threshold recommended by Hair (2009). The highest AVE value was recorded for Brand Trust at 0.89, while the lowest was for

Entertainment Value at 0.765. These findings reinforce that the indicators within each construct have high correlations and can explain the majority of the variance in the latent construct.

Construct reliability testing was carried out using Cronbach's Alpha and *Composite Reliability* (CR) to evaluate the internal consistency of the indicators within each construct. All constructs achieved Cronbach's Alpha values above 0.90 and CR values above 0.93, indicating an exceptionally high level of reliability. These results far exceed the minimum threshold of 0.70 recommended for social and behavioral research. Such strong internal consistency suggests that all indicators within each construct work cohesively to measure the same concept. Therefore, the research instrument is proven to be reliable for use in subsequent analyses.

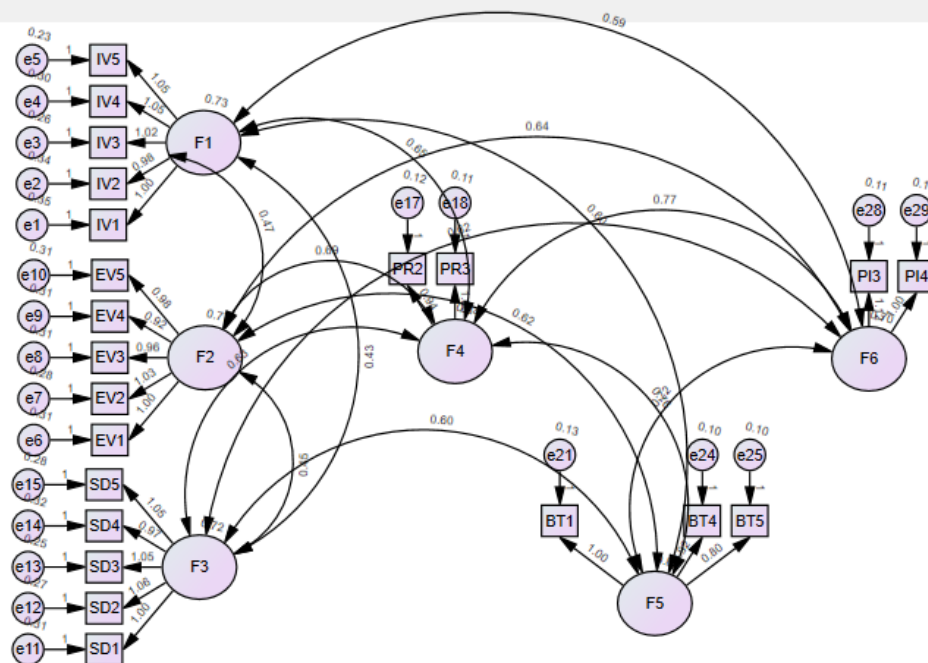
Overall, the results of the EFA, AVE calculation, and construct reliability testing show that the research instrument possesses excellent validity and reliability. All indicators and constructs met the recommended measurement criteria both theoretically and empirically. No indicators required elimination or revision based on these results. These findings provide a strong foundation for proceeding to the *Confirmatory Factor Analysis* (CFA) stage to test the overall fit of the measurement model. Success at this stage also demonstrates that the conceptual model developed in this study has strong statistical robustness in representing the relationships between constructs and their indicators.

	<i>Factor Loadings</i>	AVE	<i>Cronbach's Alpha</i>
Nilai Informatif		0.775	.927
Konten Influencer efektif dalam memberikan informasi tentang produk skincare probiotik.	.865		
Konten Influencer membantu saya memahami manfaat produk skincare probiotik.	.866		
Konten Influencer fungsional dalam menjelaskan cara penggunaan produk skincare probiotik.	.888		
Konten Influencer penting untuk mendapatkan informasi tentang produk skincare probiotik terbaru	.880		
Konten Influencer praktis dalam memberikan tips perawatan kulit	.903		
Nilai Hiburan		0.765	.923
Konten skincare probiotik yang dibagikan Influencer menyenangkan untuk dilihat	.871		
Konten review produk skincare probiotik oleh Influencer menarik untuk diikuti	.893		
Tutorial skincare probiotik yang dibagikan Influencer menyenangkan untuk dinikmati	.874		

Unboxing produk skincare probiotik baru oleh Influencer mendebarkan untuk ditonton	.863		
Konten rutin perawatan kulit oleh Influencer dapat dinikmati	.872		
Pengungkapan Diri		0.781	.930
Influencer ini sering membagikan pengalaman pribadinya saat menggunakan produk skincare	.877		
Influencer ini suka bercerita tentang aktivitas sehari-harinya bersama produk skincare tersebut	.894		
Influencer ini terlihat jujur saat menyampaikan pendapat tentang produk skincare	.892		
Influencer ini memperlihatkan siapa dirinya secara apa adanya dalam konten yang ia bagikan	.862		
Kepribadian asli influencer ini terlihat jelas saat ia merekomendasikan produk skincare	.892		
Hubungan Parasosial		0.876	.963
Saya merasa nyaman melihat influencer ini, seperti sedang bersama teman sendiri	.931		
Saya ingin bisa ngobrol santai langsung dengan influencer ini	.939		
Saya merasa kami bisa jadi teman baik kalau kenal secara langsung	.941		
Saya merasa cukup mengenal karakter influencer ini dari cara dia menyampaikan konten	.934		
Saya bisa merasakan ketulusan influencer ini dalam beberapa momen yang ia bagikan	.934		
Kepercayaan Merek		0.89	.967
Merek skincare probiotik yang direkomendasikan influencer ini memberikan semua yang saya harapkan	.952		
Saya merasa yakin dengan merek skincare probiotik yang direkomendasikan oleh influencer ini	.941		
Merek skincare probiotik yang direkomendasikan oleh influencer ini tidak pernah mengecewakan saya	.939		

Saya merasa puas setiap kali menggunakan merek skincare probiotik yang direkomendasikan influencer ini	.945		
Merek skincare probiotik yang direkomendasikan oleh influencer ini bisa dipercaya jika ada masalah	.939		
Niat Beli		0.881	.963
Saya punya niat untuk membeli produk yang direkomendasikan oleh influencer ini	.927		
Saya berencana membeli produk yang didukung oleh influencer ini	.941		
Saya kemungkinan besar akan mencoba produk yang direkomendasikan oleh influencer ini	.946		
Saya mempertimbangkan untuk membeli produk karena saran dari influencer ini	.938		
Saya sangat yakin akan membeli produk yang dipromosikan oleh influencer ini dalam waktu dekat	.942		

Analysis Measurement Model (CFA)



Gambar 2 Confirmatory Factor Analysis

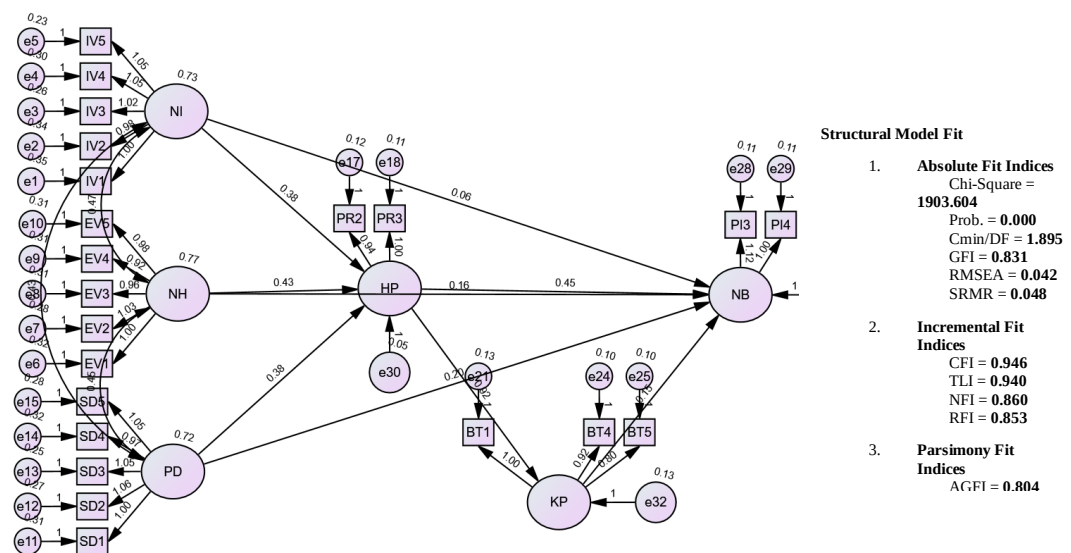
The *measurement model* analysis aims to assess the extent to which the indicators used can accurately and consistently represent the latent constructs. In this study, the analysis was conducted using *Confirmatory Factor Analysis* (CFA) as part of

the *Structural Equation Modeling* (SEM) framework. Four main aspects were examined: measurement model fit, construct validity, discriminant validity, and construct reliability. All constructs were tested simultaneously to obtain a comprehensive overview of the instrument's quality. This approach ensures that the measurements used meet both theoretical and statistical standards before proceeding to the analysis of relationships among variables.

The CFA results showed that all indicators had *standardized factor loadings* above 0.70, ranging from 0.821 to 0.945. These values indicate that each indicator significantly reflects the construct it is intended to measure. In addition, the *Average Variance Extracted* (AVE) values for all constructs were above 0.50, and the construct reliability values exceeded 0.70. Based on the criteria suggested by Hair (2009), these findings demonstrate that all constructs meet the requirements for convergent validity and internal reliability. Therefore, the research instrument is considered to have excellent measurement quality and is suitable for use in the subsequent stages of analysis.

The evaluation of measurement model fit indicated that the model had a very satisfactory alignment with the empirical data. The Chi-square value of 215.671 with 194 degrees of freedom produced a p-value of 0.137, which is greater than the 0.05 threshold. The CMIN/DF ratio of 1.111 falls within the ideal range, which is below 3.0, indicating a good level of model fit. Although additional indices such as GFI, CFI, and RMSEA were not listed in the available PDF output, the main indicators were sufficient to demonstrate the model's adequacy. Therefore, the measurement model is statistically fit and ready to proceed to the structural model analysis stage.

Structural Model Analysis



Gambar 3 Hasil Estimasi Model Struktural

After confirming that the *measurement model* was adequate, the process continued with testing the *structural model* to evaluate how well the conceptual model aligned with the empirical data. The *goodness-of-fit* test results indicated that all criteria for *absolute fit indices*, *incremental fit indices*, and *parsimony fit indices* were met. The

Chi-square value of 220.765 with a p-value of 0.118 (> 0.05) indicated no significant difference between the model and the data. The CMIN/DF ratio of 1.121 was well below the maximum threshold of 3.0, showing that the model had an acceptable level of complexity. The GFI (0.952) and AGFI (0.939) exceeded the minimum threshold of 0.90, while RMSEA (0.017) and SRMR (0.020) indicated a very low approximation error. *Incremental fit* indices such as CFI (0.998), TLI (0.997), NFI (0.978), and RFI (0.974) further confirmed that the model demonstrated a very high level of fit.

Beyond model fit, the evaluation of the coefficient of determination (R^2) provided a strong indication of the model's predictive capability. The Parasocial Relationship variable was explained by Informative Value, Entertainment Value, and Self-Disclosure by 69.9%. Brand Trust was influenced by Parasocial Relationship by 74.1%, while Purchase Intention was explained by Brand Trust by 79.6%. These high percentages show that the exogenous variables made a substantial contribution to the endogenous variables. The findings support the theoretical assumptions used in this study and demonstrate that the structural model not only possesses strong statistical fit but also substantive relevance in explaining the studied phenomenon. Therefore, the model is considered suitable for advancing to the hypothesis testing stage to examine the relationships between variables in greater depth.

Tabel 4.15 Fit Measure pada Model Struktural

Fit Measure	Critical Value	Index Value	Keputusan
Prob. χ^2	≥ 0.05	0.118	<i>Good fit</i>
CMIN/DF	≤ 3.00	1.121	<i>Good fit</i>
GFI	≥ 0.90	0.952	<i>Good fit</i>
AGFI	≥ 0.90	0.939	<i>Good fit</i>
RMSEA	≤ 0.08	0.017	<i>Close fit</i>
CFI	≥ 0.90	0.998	<i>Excellent fit</i>
TLI	≥ 0.94	0.997	<i>Excellent fit</i>
NFI	≥ 0.90	0.978	<i>Good fit</i>
RFI	≥ 0.90	0.974	<i>Good fit</i>
AGFI	≥ 0.90	0.939	<i>Good fit</i>

Structural Model Analysis Results

The initial stage of hypothesis testing is the *direct effect* analysis, which aims to examine the direct influence between latent variables in the structural model. This analysis is conducted to determine whether the proposed causal paths in the theoretical framework are statistically significant. The criteria used to determine significance are a *critical ratio* (CR) value ≥ 1.96 or a *p-value* ≤ 0.05 (Hair et al., 2014). If the CR value is less than 1.96 or the *p-value* is greater than 0.05, the relationship is considered statistically insignificant. The estimation results for direct effects between the research variables are presented in Table 4.17.

Tabel 4.17 Analisis Direct Effect

Hipotesis	Direct Effect	Std. Estimate	S.E.	C.R.	P Value	Keputusan Hipotesis
H1	NI $\rightarrow$ NB	0.061	0.04	1.501	0.133	H1 tidak diterima

H2	NI → HP	0.383	0.034	11.417	***	H2 diterima
H3	NH → HP	0.432	0.034	12.845	***	H3 diterima
H4	PD → NB	0.202	0.041	4.986	***	H4 diterima
H5	PD → HP	0.382	0.033	11.633	***	H5 diterima
H6	PD → NB	0.202	0.041	4.986	***	H6 diterima
H7	HP → NB	0.45	0.112	4.005	***	H7 diterima
H8	HP → KP	0.918	0.033	28.047	***	H8 diterima
H9	KP → NB	0.148	0.043	3.426	***	H9 diterima

Hypothesis testing in this study began with a *direct effect* analysis aimed at evaluating the direct influence between latent variables in the structural model. The significance of these effects was assessed using two criteria: a *critical ratio* (CR) value ≥ 1.96 or a *p-value* ≤ 0.05 . If either of these criteria was not met, the effect was deemed statistically insignificant. The estimation results included the standardized estimate, standard error (S.E.), CR value, and *p-value*. Details of the tests between variables are presented in Table 4.17, while the following section provides a detailed explanation of the findings for each hypothesis.

Testing for the first hypothesis revealed that *Informative Value* did not have a significant effect on *Purchase Intention*. The CR value obtained was 1.501, below the minimum threshold of 1.96, while the *p-value* of 0.133 exceeded the significance level of 0.05. Although the effect was positive, with an estimated coefficient of 0.061, it could not be statistically confirmed. This result suggests that although information provided by influencers may be relevant, it is insufficient on its own to directly influence consumers' purchasing decisions. Therefore, the first hypothesis was rejected.

The second hypothesis was supported, with a CR value of 11.417, far exceeding the minimum threshold, and a *p-value* below 0.001. The estimated effect of 0.383 indicates that the higher the audience's perception of the relevance and completeness of the information provided, the stronger the emotional bond formed with the influencer. This finding confirms that information-rich content not only conveys messages but also strengthens psychological interactions between the audience and the content creator. It aligns with literature suggesting that useful information enhances perceived credibility and closeness. Thus, H2 was accepted. Results for H3 showed strong significance, with a CR value of 12.845 and a *p-value* below 0.001. The coefficient estimate of 0.432 indicates that the entertainment element in the content plays a substantial role in building emotional closeness with the audience. Entertaining content fosters emotional engagement and repeated interaction, thereby strengthening parasocial bonds. This finding supports the view that positive experiences from digital entertainment contribute to the perception of close relationships. Therefore, the third hypothesis was accepted.

The fourth hypothesis showed a significant relationship between *Self-Disclosure* and *Parasocial Relationship*, with a CR value of 11.633 and a *p-value* below 0.001. The estimated effect of 0.382 suggests that an influencer's openness in sharing personal aspects of their life strengthens emotional closeness with the audience. Self-disclosure creates a sense of trust and intimacy that forms the foundation of parasocial bonds. This is consistent with interpersonal communication theory, which posits that the disclosure of personal information enhances perceived closeness. Accordingly, H4 was accepted.

Testing for H5 revealed a positive and significant influence, with a CR value of 4.986 and a *p-value* below 0.001. The estimated coefficient of 0.202 indicates that an influencer's openness in communication contributes to an increase in the audience's purchase intention. This openness conveys authenticity and builds trust, which in turn affects consumption behavior. In the context of digital marketing, such a strategy effectively links promotional content with personal experiences. This result supports the acceptance of H5.

The sixth hypothesis was found to be significant, with a CR value of 3.426 and a *p-value* below 0.001. The effect size of 0.148 indicates that the emotional connection between audience and influencer contributes to greater trust in the promoted brand. The stronger the parasocial relationship, the more likely the audience is to view the brand as credible. Such trust plays an important role as a mediator in the purchasing decision-making process. Therefore, H6 was accepted.

Results for H7 indicated a positive and significant influence, with a CR value of 3.559 and a *p-value* below 0.001. The estimated coefficient of 0.160 demonstrates that entertaining content can directly drive purchase intention. The entertainment element creates enjoyable experiences and enhances audience engagement with the promoted product. This is consistent with previous findings that entertainment is a key driver of engagement and purchasing decisions. Thus, H7 was accepted.

Testing for H8 yielded a CR value of 4.005 and a *p-value* below 0.001, indicating a significant effect. The estimated coefficient of 0.450 suggests that the emotional bonds formed through parasocial relationships have a direct impact on purchasing decisions. Such relationships foster a sense of closeness that makes audiences more trusting and interested in purchasing the products recommended. This finding reinforces the concept that emotional attachment can serve as a driver of consumer behavior. Therefore, H8 was accepted.

The final hypothesis (H9) showed a very strong effect, with a CR value of 28.047 and a *p-value* below 0.001. The estimated coefficient of 0.918 indicates that *Brand Trust* is the most dominant factor influencing purchase intention. This trust reflects the audience's confidence in the quality, consistency, and credibility of the promoted brand. The finding aligns with marketing literature that identifies brand trust as a key determinant of purchasing behavior. Thus, H9 was accepted.

DISCUSSION

The Effect of Informative Value on Purchase Intention

The hypothesis testing results indicate that *Informative Value* does not have a significant effect on *Purchase Intention*, with a standardized estimate of 0.062 and a *p-value* of 0.133. This suggests that although the content delivered by influencers contains relevant and accurate information, it is not sufficient to drive audiences to develop an intention to purchase the promoted probiotic skincare products. This

finding contradicts the initial assumption that a higher informative value would lead to a stronger purchase tendency.

This result is consistent with the study by Purwianti *et al.* (2024), which found that information quality does not have a direct effect on purchase intention among Generation Z in the context of beauty products. While accurate and clear information is an important element of marketing communication, consumers appear to require additional affective drivers, such as trust in the brand or a relationship with the figure delivering the information. This is particularly relevant for probiotic skincare products, which remain relatively new scientifically and are not yet fully understood by the majority of consumers.

The phenomenon can be explained using the *Elaboration Likelihood Model* (ELM) developed by Petty dan Cacioppo (1986). This theory posits two main pathways for information processing: the central route and the peripheral route. In this case, audiences seem less likely to process content deeply through the central route, and are instead more influenced by peripheral cues such as the influencer's attractiveness, emotional connection, or brand trust.

Therefore, it can be concluded that informative value alone is insufficient to generate consumer purchase intention in this context. The impact of information remains limited when it is not supported by strong social or emotional stimuli, particularly for products with scientific innovation such as probiotic skincare. This finding extends theoretical understanding and contributes to the digital marketing literature by highlighting that rational information should be complemented with strategies that build trust and psychological closeness to effectively stimulate purchase intention.

The Effect of Informative Value on Parasocial Relationships

The hypothesis testing results indicate that *informative value* has a positive effect on *parasocial relationships*. This finding shows that the higher consumers' perceptions of the informative value conveyed by probiotic skincare influencers, the stronger the one-sided emotional connection formed between the consumer and the influencer. Informative value refers to the extent to which the content provides clear, relevant, and useful knowledge for the audience, particularly regarding the benefits, ingredients, side effects, and usage of probiotic skincare products. When influencers are able to explain this information credibly and convincingly, consumers feel more trusting and emotionally connected, even in the absence of direct interaction. This condition forms the foundation for strong parasocial relationships, which can foster sustained psychological engagement with influencer content.

The context of probiotic skincare products has its own uniqueness, requiring audiences to have a higher level of understanding compared to regular skincare products. Probiotic skincare remains relatively new in the Indonesian market and targets specific skin needs related to the microbiome, pH balance, and skin immunity. Therefore, potential consumers require not only descriptive but also educational information, such as how probiotics work on the skin, the differences between probiotics and prebiotics, and their effects on sensitive skin types. In this situation, influencers who can present scientific explanations in a simple, transparent, and practical manner are more likely to build strong psychological connections with their followers. The informative value of such content becomes

more than just an added feature; it transforms into a primary requirement for establishing initial trust that leads to emotional bonds and loyalty.

Based on the descriptive analysis results, the *informative value* variable obtained a high average score from respondents. This indicates that audiences perceive the influencers they follow as genuinely providing the information they need about probiotic skincare. Information considered useful includes honest reviews, testimonials based on personal experience, and explanations regarding the effectiveness of probiotic ingredients. When content is perceived as educational rather than purely promotional, audiences tend to trust influencers and view them as credible figures worth following regularly. This fosters a sense of familiarity, trust, and connection, even in the absence of personal interaction, which is a hallmark of parasocial relationships.

This finding is supported by Liu dan Zheng (2024), who state that the informative value in influencer content enhances perceptions of expertise and credibility, which are the foundational elements for building parasocial relationships. When content is able to address complex and in-depth informational needs, as in the case of probiotic skincare, the psychological bond between influencer and audience becomes stronger. Kim and Song (2016) also emphasize that valuable information not only shapes positive perceptions but also creates a sense of familiarity and closeness with the messenger. Venciute et al (2023) further add that informative value significantly contributes to building affective parasocial relationships, even in professional contexts such as LinkedIn.

Thus, in the context of digital marketing for probiotic skincare products, informative value serves not only as an educational tool but also as an emotional bridge in building parasocial relationships that influence consumer perceptions, engagement, and loyalty.

The Effect of Entertainment Value on Parasocial Relationships

The hypothesis testing results show that *entertainment value* has a positive effect on *parasocial relationships*. This means that the greater consumers' perception of entertainment elements in probiotic skincare influencer content, the stronger the psychological closeness formed between consumers and the influencer. Entertainment value includes elements such as a light delivery style, humorous content, appealing visuals, and engaging storytelling. When influencers can present product information in an interesting and entertaining way, consumers feel more comfortable, become emotionally engaged, and begin to develop attachment even without two-way communication. This simulated relationship forms an important foundation in digital marketing that relies on the personal influence of public figures on social media.

Probiotic skincare is a product category that requires a smart communication approach because it contains scientific aspects that are not easily understood by all consumers. The probiotic ingredients, their mechanisms of action on the skin microbiome, and how the product works are often less appealing if presented in a purely technical format. Therefore, the presence of influencers who can wrap this scientific information in a light and entertaining narrative becomes crucial. Content with high entertainment value can lower consumers' cognitive barriers and create a pleasant media consumption experience. In this situation, consumers not only receive information but also feel entertained and emotionally connected to the

content creator. This emotional involvement strengthens parasocial relationships, which in turn can contribute to a positive attitude toward the promoted product. From a descriptive standpoint, the entertainment value variable received a high average score from respondents. This finding indicates that consumers enjoy the content presented by influencers, both in terms of delivery style, communication approach, and visual elements used. Respondents stated that they feel closer to influencers who deliver their content in a relaxed and entertaining manner. Even without direct interaction, the emotional involvement arising from the entertainment experience is strong enough to form a perception of a relationship. This suggests that consumers not only evaluate the quality of the information but also the emotional atmosphere created while watching or following the content. These findings align with Liu dan Zheng (2024), who affirm that entertainment value is an important motivation for consuming social media content and serves as an effective factor in forming parasocial relationships. In their study, entertaining content enhanced users' affective responses and strengthened their sense of familiarity with the influencer. Similarly, Venciute et al (2023) note that entertainment value drives emotional engagement with the message sender, which ultimately increases the formation of simulated social relationships between audiences and content creators.

In conclusion, in the context of probiotic skincare product marketing, entertainment value is not merely a communication appeal but also an important psychological mechanism in forming strong parasocial relationships that influence consumer behavior.

The Effect of Entertainment Value on Purchase Intention

The hypothesis testing results show that *self-disclosure* has a positive effect on *parasocial relationships*. This means that the higher the level of self-disclosure displayed by probiotic skincare influencers, the stronger the one-sided psychological attachment followers feel toward them. Self-disclosure in this context refers to sharing personal experiences, daily life stories, and authentic emotions related to the use of skincare products. In practice, audiences feel more emotionally connected when they see influencers being honest and open about their skin condition, especially when sharing treatment processes that are not always perfect. Influencers who are willing to openly show their human side can build a more trustworthy image and foster emotional closeness with their followers.

In the context of probiotic skincare products, which are both functional and scientific, self-disclosure serves as a bridge that makes technical information more human and relatable. Sharing personal experiences about skin reactions to probiotic ingredients, noticeable changes, and challenges during the usage process creates an authentic narrative that builds trust. Consumers are often more easily connected to real-life experiences than to formal explanations from a brand or product. This shows that self-disclosure-based communication strategies not only strengthen emotional closeness but also accelerate the development of trust in the influencer's credibility. As a result, parasocial relationships formed are not only emotional but also enriched by affection rooted in shared experiences and honest communication. This finding is reinforced by Lu et al (2023), who demonstrated that intimate self-disclosure in livestreaming content significantly enhances parasocial relationships between the messenger and the audience. When influencers reveal personal and emotional aspects of their lives, audiences tend to feel as though they truly know

them and build a psychological bond similar to a friendship. This study provides evidence that self-disclosure not only fosters trust but also creates a strong sense of social presence in digital communication. Similarly, Leite dan Baptista (2022) found that self-disclosure by social media influencers can mediate perceptions of closeness and strengthen followers' emotional attachment. In a social media environment saturated with idealized imagery and promotional content, the presence of self-disclosure provides much-needed authenticity to establish affective relationships.

Therefore, in the context of digital marketing for probiotic skincare products, self-disclosure is a highly relevant communication strategy for building and strengthening parasocial relationships. Probiotic skincare, which introduces a scientific concept and the uniqueness of the skin microbiome, requires a communication approach that is personal, warm, and authentic. Through self-disclosure, influencers can share their skin transformation journey in a way that is not only informative but also emotionally engaging. Consumers who connect with an influencer's personal story are more likely to perceive the relationship as real and meaningful. Thus, self-disclosure is not merely a narrative tactic but an essential element in cultivating psychological loyalty through parasocial relationships.

The Effect of Self-Disclosure on Parasocial Relationships

The hypothesis testing results indicate that *self-disclosure* has a positive effect on *parasocial relationships*. This means that the higher the level of self-disclosure displayed by probiotic skincare influencers, the stronger the one-sided psychological attachment felt by followers toward the influencer. Self-disclosure in this context includes sharing personal experiences, daily life stories, and authentic emotions related to skincare use. In practice, audiences feel more emotionally connected when they see influencers being honest and open about their skin condition, especially when sharing a skincare journey that is not always perfect. Influencers who are willing to openly show their human side can build a more trustworthy image and foster a closer emotional connection with their followers.

In the context of probiotic skincare products, which are both functional and scientific, self-disclosure serves as a bridge that humanizes technical information and makes it more relatable. Sharing personal experiences about skin reactions to probiotic ingredients, perceived changes, and challenges during usage provides an authentic narrative that builds trust. Consumers tend to connect more easily with real-life experiences compared to formal explanations from brands or products. This demonstrates that a communication strategy based on self-disclosure not only strengthens emotional closeness but also accelerates the formation of trust in the influencer's credibility. As a result, parasocial relationships that develop are not purely emotional but also shaped by affection stemming from shared experiences and honest communication.

This finding is reinforced by Lu et al (2023), who showed that intimate self-disclosure in livestreaming content significantly enhances parasocial relationships between the message sender and the audience. When influencers reveal personal and emotional aspects of their lives, audiences tend to feel as though they know them in real life and form psychological bonds similar to friendships. This study provides evidence that self-disclosure not only builds trust but also creates a strong sense of social presence in digital communication. Leite and Baptista (2022) also

found that self-disclosure by social media influencers can mediate perceptions of closeness and strengthen followers' emotional attachment. In the image-driven and promotion-heavy environment of social media, self-disclosure offers the authenticity needed to build affective relationships.

Therefore, in the digital marketing context of probiotic skincare products, self-disclosure is a highly relevant communication strategy for building and reinforcing parasocial relationships. Probiotic skincare, which carries a scientific concept and the uniqueness of the skin microbiome, requires a personal, warm, and authentic communication approach. Through self-disclosure, influencers can share their skin transformation journey in a way that is both informative and emotional. Consumers who connect with the influencer's personal story are more likely to perceive the relationship as real and meaningful. Thus, self-disclosure is not merely a narrative tactic but an essential element in fostering psychological loyalty through parasocial relationships.

The Effect of Self-Disclosure on Purchase Intention

The hypothesis testing results indicate that *self-disclosure* has a positive effect on purchase intention. This finding reinforces the argument that when an influencer openly shares personal information such as experiences, opinions, and lifestyle, it fosters emotional closeness with their followers. Consistent openness generates a perception of authenticity and strengthens audience trust in the messages conveyed. In this context, the higher the level of *self-disclosure*, the greater the likelihood that audiences feel personally connected, which ultimately increases their intention to purchase the recommended product. Specifically, in probiotic skincare products, personal narratives from influencers regarding their product usage experience can shape positive perceptions and reduce audience skepticism toward the benefits of a relatively unfamiliar product.

This finding aligns with Chen et al. (2024), who demonstrated that *self-disclosure* significantly impacts purchase intention. They emphasized that openness in delivering personal stories, authentic experiences, and social interaction through digital media is key to building meaningful relationships that influence audience purchase decisions. Similarly, Chen et al. (2024) found that content creators' relationships with viewers built through openness and relational commitment enhance the influence on purchase behavior. Although the term *self-disclosure* was not explicitly used in their study, the concept of relationships founded on trust and closeness supports the same logic within digital relational communication. In other words, influencers' openness can create trust, which in turn drives purchasing decisions.

However, not all studies support this positive relationship. Wulandari et al. (2023) found that *self-disclosure* did not have a direct impact on purchase intention. In their study of YouTube audiences in the probiotic beverage segment, *self-disclosure* required mediation by parasocial interaction and source credibility to influence purchase decisions. This finding suggests that although openness is an important element of influencer communication, its effect can be contextual and highly dependent on audience perceptions of source credibility and the relationship formed. Therefore, excessive or misaligned *self-disclosure* may risk reducing audience interest and trust.

Overall, this study's findings support that *self-disclosure* can be an effective digital marketing strategy, particularly in fostering closeness between influencers and their

target market followers. In the context of probiotic skincare, which requires education and understanding of composition and benefits, personal experiences shared by influencers serve as persuasive educational media. When the shared information is perceived as authentic and relevant, followers are more likely to trust the message and be motivated to try the product. This demonstrates that well-planned, authentic, and consistent *self-disclosure* has strong potential to enhance consumer purchase intention. Therefore, a communication strategy that emphasizes the personal side and real-life experiences of influencers can be a key driver of success in relationship-based marketing campaigns.

The Effect of Self-Disclosure on Purchase Intention

The results of hypothesis testing indicate that parasocial relationships have a positive effect on purchase intention. This finding suggests that the stronger the emotional closeness felt by the audience toward an influencer, the higher their tendency to purchase products recommended by that influencer. A parasocial relationship creates the illusion of familiarity and psychological closeness, even without direct interaction. This dynamic allows followers to feel personally connected to the influencer, which in turn builds trust and influences purchase decisions. In the context of probiotic skincare, where consumers often need a sense of safety before trying a relatively new product, the emotional bond established through parasocial relationships becomes a key factor in reducing uncertainty and encouraging buying intentions.

This finding aligns with Yudha (2023), who demonstrated that parasocial relationships have a direct and significant effect on purchase intention. When audiences feel a sense of closeness with an influencer, they tend to adopt the influencer's opinions and product choices. Taher et al. (2022) also emphasize that parasocial relationships play an important role in mediating the influence of an influencer's reputation signals on purchase decisions, particularly in personal care products such as cosmetics and skincare. Similarly, Aw et al. (2022) argue that parasocial relationships built through authentic content, high engagement intensity, and a personal communication style are powerful drivers of digital consumption behavior. Collectively, these studies highlight that parasocial relationships serve not only as emotional bridges but also as effective tools in content-based persuasion strategies.

Emotional engagement through parasocial relationships is not limited to perceptions of similarity or visual appeal but also involves trust in the narratives and values conveyed by the influencer. In the case of probiotic skincare, which is still developing consumer trust in Indonesia, endorsements and positive personal experiences shared by influencers play a decisive role in shaping purchase intentions. Followers who feel emotionally connected are more likely to lower their resistance to risk, even without direct scientific validation. As such, the strength of a parasocial relationship can serve as a substitute for rational validation in purchase decision-making, especially for products that are personal and sensitive in nature. Overall, the findings of this study affirm that parasocial relationships have a strong influence on consumers' purchase intentions for probiotic skincare products. Marketing strategies that emphasize building emotional bonds between influencers and audiences have proven to create deeper persuasive effects compared to conventional promotional approaches. When these relationships are built authentically and consistently, product recommendations from influencers are

perceived not as advertisements but as suggestions from someone close and trusted. Therefore, parasocial relationships emerge as a strategic component in influencer-based marketing, particularly in industries heavily shaped by perception, education, and user experience, such as probiotic skincare.

The Effect of Parasocial Relationships on Brand Trust

The results of the hypothesis testing indicate that parasocial relationships have a positive and significant effect on brand trust. This finding confirms that the emotional closeness between followers and influencers, formed through one-way interactions on social media, can foster a trust transfer process, whereby trust in the influencer is transferred to the brand they endorse. When audiences feel an intimacy as though they personally know the influencer, their trust in the influencer's product recommendations increases significantly. In this context, the stronger the parasocial relationship perceived by the audience, the greater their confidence in the integrity, credibility, and reliability of the promoted brand.

This phenomenon is particularly relevant in probiotic skincare marketing, where consumer skepticism toward product benefit claims tends to be high. Trust in influencers who share personal experiences through reviews, testimonials, or long-term usage narratives can play a substantial role in building a positive perception of the brand. This strengthens the influencer's position not only as a communicator but also as a brand legitimacy agent in the eyes of the public.

These findings are consistent with the study of Lusianingrum et al. (2024), which demonstrated that parasocial relationships can enhance brand trust in the context of tourism marketing. The study emphasized that when audiences perceive influencers as friends or emotionally close figures, they are more likely to transfer that trust to the brands endorsed by those influencers. This is further supported by Leite and Baptista (2022), who explained that parasocial relationships serve as an important mediator in shaping brand trust through perceived source credibility. Additionally, Zheng et al. (2022) found that strong parasocial bonds can reduce consumer uncertainty toward a brand and increase their sense of security during the purchasing decision process.

However, several studies also note that the influence of parasocial relationships on brand trust heavily depends on the consistency of the influencer's behavior and image. Influencers who lose credibility due to controversial actions or inconsistent product communications can cause a degradation of trust not only in themselves but also in the brands they represent (Burnasheva & Suh, 2022). Therefore, while parasocial relationships are an important asset in marketing communication strategies, they must be managed carefully and with high integrity to prevent erosion of the trust that has been built.

Overall, the findings of this study support the argument that parasocial relationships are a key factor in shaping brand trust in the era of influencer-based digital marketing. In the context of products that require scientific credibility, such as probiotic skincare, influencers who can build emotional connections with audiences can facilitate message acceptance and reduce resistance to product information. This shows that communication strategies emphasizing continuous emotional interaction, consistent personal narratives, and an authentic influencer image can serve as an effective bridge for building and maintaining brand trust.

The Effect of Brand Trust on Purchase Intention

The results of the hypothesis testing show that brand trust has a positive and significant effect on purchase intention, with a standardized estimate value of 0.161 and a p-value of 0.001. This means that the higher the level of consumer trust in a brand, the greater the likelihood they will have the intention to purchase a product recommended by an influencer. This finding indicates that brand trust is one of the key determinants in the decision-making process within the digital marketplace. Conceptually, this result supports the Commitment-Trust Theory developed by Morgan and Hunt (1994), which emphasizes that trust is the foundation of strong and lasting marketing relationships. Consumers who trust a brand are more receptive to its communication messages and feel more secure in taking purchasing risks. In the context of probiotic skincare products, trust in the brand becomes even more critical because consumers face uncertainty about the effects of live microorganisms contained in such products. Sokolova and Kefi (2020) revealed that parasocial relationships between influencers and audiences can shape trust in the brands they recommend. When influencers are perceived as honest, credible, and authentic figures, the trust in the brands they promote also increases. In this context, brand trust is built not only from direct consumer experience but also from the mediating effect of the social connection that consumers feel with the influencer. Lim et al. (2020) also support this finding by showing that brand trust plays a crucial role in shaping loyalty and purchase intention, especially in digital environments. They emphasize that online brand trust is formed through message credibility, digital reputation, and the interactive experiences offered by the brand. Therefore, in marketing probiotic skincare products through social media, building and maintaining trust is a fundamental prerequisite for converting purchase intentions into actual buying behavior.

In conclusion, this result highlights that brand trust is a key element in increasing purchase intention, particularly for probiotic skincare products that still require both scientific and social validation. This trust can be fostered through a combination of product quality, consistent brand communication, and the credibility of third parties such as influencers. Companies should develop communication strategies that address both the emotional and rational needs of consumers so that their confidence in the brand can grow sustainably.

CONCLUSION

Conclusion

This study demonstrates that parasocial relationships play a central role in shaping consumers' purchase intentions for probiotic skincare products. Such relationships are formed through a combination of informative value, entertainment value, and self-disclosure delivered by influencers on social media. Informative value fosters emotional closeness, although it does not directly influence purchase intention, while entertainment value and self-disclosure were found to positively influence both parasocial relationships and purchase intention. Furthermore, parasocial relationships significantly affect brand trust and directly increase purchase intention. Brand trust itself serves as a key factor that strengthens consumers' tendency to make a purchase. These findings highlight that consistent, authentic, and emotionally relevant influencer communication strategies can create strong persuasive effects, while also reducing barriers to adopting new products such as probiotic-based skincare. Overall, this research enriches the literature on digital marketing and consumer psychology, while offering practical guidance for industry

practitioners in designing effective influencer marketing campaigns. Emphasizing emotional interaction and credibility is essential to building trust and encouraging purchasing decisions.

Limitations and Recommendations

This study has several limitations that should be considered when interpreting the results. First, the research context focuses exclusively on probiotic skincare products in the Jakarta metropolitan area, so generalizing the findings to other product sectors or regions should be done with caution. Second, all respondents in this study were female, meaning the results do not represent male consumers or other demographic groups who may exhibit different patterns of parasocial relationships and brand trust. Third, the study employed a quantitative cross-sectional design, which does not capture changes in the relationships between variables over time. Fourth, all constructs were measured using a first-order reflective approach, so the complexity of dimensions in variables such as parasocial relationships and brand trust was not fully explored.

Based on these limitations, future research is recommended to expand the study context to different product categories, including both low-risk products such as fashion and snacks, and high-involvement categories such as health products or technology. Future studies should also broaden the demographic scope of respondents to examine differences by gender, age, and digital literacy levels. Additionally, employing a longitudinal design would provide deeper insights into the dynamics of parasocial relationship development and brand trust over time. Researchers could also combine quantitative and qualitative methods, such as in-depth interviews or digital ethnography, to explore the subjective meaning of emotional attachment to influencers. Finally, the development of second-order or formative-reflective models is suggested to capture more complex dimensions, thereby strengthening the theoretical foundation in influencer-based digital marketing communication research.

Managerial Implications

The results of this study provide important guidance for marketers and brand managers in the probiotic skincare industry who adopt influencer marketing as part of their strategy. Parasocial relationships have been confirmed as a critical mechanism that connects influencer-generated content to brand trust and, subsequently, to consumers' purchase intentions. Among the examined variables, entertainment value demonstrated the strongest influence on building parasocial bonds, indicating that influencer content should be delivered in a way that is engaging, enjoyable, and aligned with the lifestyle of the target audience while evoking positive emotions such as warmth, humor, and familiarity. Authentic self-disclosure by influencers also emerged as a significant contributor to emotional closeness, suggesting that brands should select influencers capable of sharing personal narratives that integrate the product naturally into their daily lives. Although informational value was not found to have a direct impact on purchase intention, it still plays an important role in reinforcing credibility and perceived expertise, particularly when educational elements are blended with an appealing and easy-to-follow delivery style.

Furthermore, the strong and significant influence of parasocial relationships on both brand trust and purchase intention highlights the importance of cultivating long-term collaborations with influencers rather than relying on one-off promotional

campaigns. Building sustained emotional engagement requires strategic continuity through initiatives such as brand ambassador programs, recurring content collaborations, and consistent messaging across platforms. The brand trust developed through influencers must be supported by consistently high product quality, transparent communication, and positive customer experiences across all consumer touchpoints. By combining emotional connection, relatable storytelling, and credible product information, brands can create a competitive advantage that extends beyond functional benefits to include emotional differentiation, ultimately fostering stronger consumer loyalty, reducing purchase hesitation, and increasing the likelihood of repeat purchases in a competitive digital marketplace.

REFERENCES

- Aboulnasr, K., Tran, G. A., & Park, T. (2022). Personal information disclosure on social networking sites. *Psychology & Marketing*, 39(2), 294–308.
- Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
- Akhtar, N., Siddiqi, U. I., Akhtar, M. N., Usman, M., & Ahmad, W. (2020). Modeling attitude ambivalence and behavioral outcomes from hotel reviews. *International Journal of Contemporary Hospitality Management*, 32(9), 2831–2855. <https://doi.org/10.1108/IJCHM-11-2019-0962>
- Ali, A. A. A., & Temizkan, V. (2022). Instagram fenomenlerinin sahip olduğu özelliklerin markaya yönelik tutum ve satın alma niyeti üzerindeki etkisi. *Business & Management Studies: An International Journal*, 10(2), 740–756.
- Altman, I. (1973). Social penetration: The development of interpersonal relationships. *Rinehart, & Winston*.
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Aw, E. C.-X., Tan, G. W.-H., Chuah, S. H.-W., Ooi, K.-B., & Hajli, N. (2022). Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. *Information Technology & People*, 36(1), 66–94.
- Aw, E. C.-X., Tan, G. W.-H., Chuah, S. H.-W., Ooi, K.-B., & Hajli, N. (2023). Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. *Information Technology & People*, 36(1), 66–94.
- Aw, E. C. X., & Labrecque, L. I. (2020). Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. *Journal of Consumer Marketing*, 37(7), 895–908. <https://doi.org/10.1108/JCM-10-2019-3474>
- Ballantine, P. W., & Martin, B. A. S. (2005). Forming parasocial relationships in online communities forming parasocial relationships in online communities. *Advances in Consumer Research*, 32(32), 197–201. <https://www.acrwebsite.org/volumes/9073/volumes/v32/NA-32%0Ahttp://www.acrwebsite.org/volumes/9073/volumes/v32/NA-32>
- Bandura, A. (1977). Social learning theory. *Englewood Cliffs*.
- Becerra, E. P., & Korgaonkar, P. K. (2011). Effects of trust beliefs on consumers' online intentions. *European Journal of Marketing*, 45(6), 936–962.

- <https://doi.org/10.1108/03090561111119921>
- BERGER, C. R., & CALABRESE, R. J. (1975). Some Explorations in Initial Interaction and Beyond: Toward a Developmental Theory of Interpersonal Communication. *Human Communication Research*, 1(2), 99–112. <https://doi.org/10.1111/j.1468-2958.1975.tb00258.x>
- Bi, N. C., & Zhang, R. (2023). “I will buy what my ‘friend’ recommends”: the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing*, 17(2), 157–175. <https://doi.org/10.1108/JRIM-08-2021-0214>
- BPS. (2022). *Statistik Indonesia 2022*. Badan Pusat Statistik (BPS).
- Breves, P., Amrehn, J., Heidenreich, A., Liebers, N., & Schramm, H. (2021). Blind trust? The importance and interplay of parasocial relationships and advertising disclosures in explaining influencers’ persuasive effects on their followers. *International Journal of Advertising*, 40(7), 1209–1229. <https://doi.org/10.1080/02650487.2021.1881237>
- Brinson, N. H., Lemon, L. L., Bender, C., & Graham, A. F. (2023). Consumer response to podcast advertising: the interactive role of persuasion knowledge and parasocial relationships. *Journal of Consumer Marketing*, 40(7), 971–982. <https://doi.org/10.1108/JCM-01-2023-5819>
- Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing?: An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11–12), 1666–1684. <https://doi.org/10.1108/03090560310495401>
- Burnasheva, R., & Suh, Y. G. (2022). The moderating role of parasocial relationships in the associations between celebrity endorser’s credibility and emotion-based responses. *Journal of Marketing Communications*, 28(4), 343–359. <https://doi.org/10.1080/13527266.2020.1862894>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Chen, L., Huam, H., & Chan, S. (2024). Self-Disclosure, Para-Social Relationship, Ambivalent Attitude towards Purchase Intention. *Socio-Economic Statistics Research*, 5(1), 11–22. <https://doi.org/10.38007/sesr.2024.050102>
- Chen, Y., Tingchi Liu, M., Liu, Y., Chang, A. W., & Yen, J. (2022). The influence of trust and relationship commitment to vloggers on viewers’ purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 34(2), 249–267.
- Chung, S., & Cho, H. (2017a). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Chung, S., & Cho, H. (2017b). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55(1974), 591–621.

- <https://doi.org/10.1146/annurev.psych.55.090902.142015>
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25–40. <https://doi.org/10.1080/00913367.1995.10673481>
- Cozby, P. C. (1973). Self-disclosure: A literature review. *Psychological Bulletin*, 79(2), 73–91. <https://doi.org/10.1037/h0033950>
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947.
- DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- De Bérail, P., & Bungener, C. (2022). Parasocial relationships and YouTube addiction: The role of viewer and YouTuber video characteristics. *Psychology of Language and Communication*, 26(1), 169–206. <https://doi.org/10.2478/plc-2022-0009>
- Delgado-Ballester et al., 2003. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 1–18.
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12), 1238–1258.
- Dodds, W. B., Monroe, K. B., Grewal, D., Dodds, B., & Monroe, B. (1991). Effect of Price, Brand, and Store Information Buyers' Evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1–18. <https://doi.org/10.1080/10641734.1995.10505022>
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: an introduction to theory and research*.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Flecha-Ortiz, J. A., Feliberty-Lugo, V., Santos-Corrada, M., Lopez, E., & Dones, V. (2023). Hedonic and Utilitarian Gratifications to the Use of TikTok by Generation Z and the Parasocial Relationships with Influencers as a Mediating Force to Purchase Intention. *Journal of Interactive Advertising*, 23(2), 114–127. <https://doi.org/10.1080/15252019.2023.2195403>
- Garcia, D., Björk, E., & Kazemitabar, M. (2022). The Affect Behavior Cognition Decision of parasocial relationships: A pilot study on the psychometric properties of the Multidimensional Measure of Parasocial Relationships (MMPR). *Heliyon*, 8(10). <https://doi.org/10.1016/j.heliyon.2022.e10779>
- George C. Homans. (1958). Social Behavior as Exchange. *American Journal of Sociology*, 63(6), 597–606. <http://www.journals.uchicago.edu/t-and-c>
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements

- and brands. *Journal of Advertising*, 29(3), 43–54. <https://doi.org/10.1080/00913367.2000.10673616>
- Ha, H. Y. (2004). Factors influencing consumer perceptions of brand trust online. *Journal of Product & Brand Management*, 13(5), 329–342. <https://doi.org/10.1108/10610420410554412>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis: Pearson College division. *Person: London, UK*.
- Haridakis, P., & Hanson, G. (2009). Social interaction and co-viewing with YouTube: Blending mass communication reception and social connection. *Journal of Broadcasting and Electronic Media*, 53(2), 317–335. <https://doi.org/10.1080/08838150902908270>
- Hazée, S., Van Vaerenbergh, Y., & Armirotto, V. (2017). Co-creating service recovery after service failure: The role of brand equity. *Journal of Business Research*, 74, 101–109. <https://doi.org/10.1016/j.jbusres.2017.01.014>
- Horton, D., & Richard Wohl, R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. *New York*, 63(331), 145.
- Hwang, K., & Zhang, Q. (2018a). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Hwang, K., & Zhang, Q. (2018b). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Hwang, Y. (2015). Does Opinion Leadership Increase the Followers on Twitter. *International Journal of Social Science and Humanity*, 5(3), 258–264. <https://doi.org/10.7763/ijssh.2015.v5.464>
- Jourard, S. M., & Lasakow, P. (1958). Some factors in self-disclosure. *Journal of Abnormal and Social Psychology*, 56(1), 91–98. <https://doi.org/10.1037/h0043357>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Reception Studies or Audience Studies: Uses and Gratifications Research. *The Public Opinion Quarterly*, 509–523. <http://poq.oxfordjournals.org/>
- Ki, C. W. 'Chloe,' & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology and Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>
- Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134(May), 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kim, J., & Song, H. (2016). Celebrity's self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. *Computers in Human Behavior*, 62, 570–577. <https://doi.org/10.1016/j.chb.2016.03.083>
- Kou, Y., Gui, X., & Kow, Y. M. (2016). Ranking practices and distinction in league of legends. *Proceedings of the 2016 Annual Symposium on Computer-Human*

Interaction in Play, 4–9.

- Kurtin, K. S., O'brien, N., Roy, D., & Dam, L. (2018). The Development of Parasocial Relationships on YouTube. *The Journal of Social Media in Society Spring*, 7(1), 233–252.
- Labrecque, L. I. (2014). Fostering consumer-brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2), 134–148. <https://doi.org/10.1016/j.intmar.2013.12.003>
- Lacap, J. P. G., Cruz, M. R. M., Bayson, A. J., Molano, R., & Garcia, J. G. (2024). Parasocial relationships and social media interactions: building brand credibility and loyalty. *Spanish Journal of Marketing - ESIC*, 28(1), 77–97. <https://doi.org/10.1108/SJME-09-2022-0190>
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*, 4, 341–370.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Leite, F. P., & Baptista, P. D. P. (2022a). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 30(3), 295–311. <https://doi.org/10.1080/10696679.2021.1935275>
- Leite, F. P., & Baptista, P. de P. (2022b). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 30(3), 295–311. <https://doi.org/10.1080/10696679.2021.1935275>
- Leite, F. P., & Baptista, P. P. (2022c). Influencers' intimate self-disclosure and its impact on consumers' self-brand connections: scale development, validation, and application. *Journal of Research in Interactive Marketing*, 16(3), 420–437. <https://doi.org/10.1108/JRIM-05-2020-0111>
- Li, W., Ding, H., Xu, G., & Yang, J. (2023). The Impact of Fitness Influencers on a Social Media Platform on Exercise Intention during the COVID-19 Pandemic: The Role of Parasocial Relationships. *International Journal of Environmental Research and Public Health*, 20(2). <https://doi.org/10.3390/ijerph20021113>
- Lim, J. S., Choe, M.-J., Zhang, J., & Noh, G.-Y. (2020). The role of wishful identification, emotional engagement, and parasocial relationships in repeated viewing of live-streaming games: A social cognitive theory perspective. *Computers in Human Behavior*, 108. <https://doi.org/10.1016/j.chb.2020.106327>
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- Liu & Zheng. (2024). *Liu & Zheng*.
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 419–436. <https://doi.org/10.1108/APJML-01-2018-0021>
- Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in

- brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-023-02512-1>
- Lou, C., & Kim, H. K. (2019a). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Kim, H. K. (2019b). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225–237. <https://doi.org/10.1016/j.chb.2015.11.057>
- Lu, Y., Liu, X., Hu, Y., & Zhu, C. (2023). Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory. *Journal of Hospitality and Tourism Management*, 57(December), 170–178. <https://doi.org/10.1016/j.jhtm.2023.10.003>
- Lusianingrum, F. P. W., Pertiwi, W. N. B., & Aisyi, N. R. (2024). Antecedents and Consequences of Parasocial Relationships in Tourism Marketing: A Case Study of Social Media Influencers. *Jurnal Dinamika Manajemen*, 15(2), 229–249. <https://doi.org/10.15294/jdm.v15i2.7671>
- Masur, P. K. (2018). *Situational privacy and self-disclosure: Communication processes in online environments*. Springer.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Müller, J., & Christandl, F. (2019). Content is king – But who is the king of kings? The effect of content marketing, sponsored content & user-generated content on brand responses. *Computers in Human Behavior*, 96(February), 46–55. <https://doi.org/10.1016/j.chb.2019.02.006>
- Perse, E., & Rubin, R. (1989). PERSE, E. M., & RUBIN, R. B. (1989). Attribution in Social and Parasocial Relationships. *Communication Research*, 16, 59–77.
- Petty, R. ., & Cacioppo, J. . (1986). The elaboration likelihood model of persuasion - the really long article. *Advances in Experimental Social Psychology*, 19, 1–24.
- Purwianti, L., Yulianto, E., & Katherine. (2024). The Mediating Role of Trust in Purchasing Intention. *International Journal of Applied Research in Business and Management*, 5(2). <https://doi.org/10.51137/ijarbm.2024.5.2.1>
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020a). ‘You really are a great big sister’–parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020b). ‘You really

- are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>
- Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6). <https://doi.org/10.1016/j.heliyon.2022.e09676>
- Russell, J. A., & Mehrabian, A. (1974). Distinguishing anger and anxiety in terms of emotional response factors. *Journal of Consulting and Clinical Psychology*, 42(1), 79.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Schneider. (1987). People make the place. *Nursing Management*, 24(5), 7–8. <https://doi.org/10.1097/00006247-199305000-00001>
- Schwartz, B. (2004). *The paradox of choice: Why more is less*.
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(September 2017), 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>
- Shin, D. H. (2017). Conceptualizing and measuring quality of experience of the internet of things: Exploring how quality is perceived by users. *Information and Management*, 54(8), 998–1011. <https://doi.org/10.1016/j.im.2017.02.006>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(January 2019), 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Sun, T., & Wu, G. (2012). Traits, Predictors, and Consequences of Facebook Self-Presentation. *Social Science Computer Review*, 30(4), 419–433. <https://doi.org/10.1177/0894439311425978>
- Taher, S. S., Chan, T. J., Zolkepli, I. A., & Sharipudin, M. N. S. (2022). Mediating Role of Parasocial Relationships on Social Media Influencers' Reputation Signals and Purchase Intention of Beauty Products. *Romanian Journal of Communication and Public Relations*, 24(3), 45–66. <https://doi.org/10.21018/rjcpr.2022.3.348>
- Taher Saleh Surug, Chan Jie Tak, Zolkepli Asnira Izzal, & Sharipudin Salehhuiddin Noor Mohamad. (2022). *Revista_comunicare_57.qxd*. 24(3), 45–66.
- Trivedi, J., & Sama, R. (2020). The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective. *Journal of Internet Commerce*, 19(1), 103–124. <https://doi.org/10.1080/15332861.2019.1700741>
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal*

- of Consumer Marketing*, 32(6), 405–421. <https://doi.org/10.1108/JCM-02-2014-0878>
- Venciute, D., Karalius, L., Reardon, J., & Auruskeviciene, V. (2023). The impact of employees' social media advocacy on attitudes toward the brand: the mediating role of parasocial relationships. *Journal of Product & Brand Management*, 32(8), 1374–1387.
- We Are Social & Meltwater. (2024). *Digital Report Indonesia 2024*. <https://wearesocial.com/digital-2024>
- Wulandari, F., Hussein, A. S., & Rahayu, M. (2023). *The Role of Vlogger's Self-disclosure Towards Purchase Intention Mediated by Parasocial Interaction and Source of Credibility*. 2(4), 331–337. <https://doi.org/10.56472/25835238/IRJEMS-V2I4P138>
- Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 133–147. <https://doi.org/10.1080/15252019.2020.1769514>
- Yudha, A. (2023). A Source Effect Theory Perspective on How Opinion Leadership, Parasocial Relationship, and Credibility Influencers Affect Purchase Intention. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(2), 240–253. <https://doi.org/10.20473/jmtt.v16i2.48099>
- Zheng, X., Luo, J. M., & Shang, Z. (2022). Effect of parasocial relationship on tourist's destination attitude and visit intention. *PLoS ONE*, 17(4 April 2022), 1–19. <https://doi.org/10.1371/journal.pone.0265259>