Influence of Social Media Influencers on Parasocial Interaction Impacts Value Perception and Purchase Intention Luxury Bags

Syifa Aurellia Maryanto[1], Ajib Warda Royhana[2], Revaldi Dhamatiyo, Rini Setiowati[4]
[1234]**Bina Nusantara University, Indonesia**
Correspondent: syifa.maryanto@binus.ac.id[1]

ABSTRACT: This study aims to determine social media influencers, which in this case is measured based on attractiveness (social and physical) to parasocial interaction, as well as the effect of Parasocial Interaction on the value perception of luxury goods (social, personal, and conspicuous) on social media. This research is also conducted to determine whether value perception and parasocial interaction can influence purchase intention. In addition, this research will focus on one product, namely luxury bags. To achieve the research objectives and test the research model, a database-based questionnaire was developed and distributed to 350 respondents in Indonesia through an online platform. This research utilizes the Partial Least Squares Structural Equation Modelling (PLS-SEM) method. The results of this study indicate that the attractiveness of Social Media Influencers has an influence on Parasocial Interaction, besides that Parasocial Interaction can build Luxury Brand Value Perception. This study also shows that Value Perception affects on Purchase Intention. Meanwhile, Parasocial Interaction have no significant effect on Purchase Intention. The findings of this study have important implications for marketers and influencer in designing more effective marketing strategies to increase the value perception and purchase intention of consumers towards luxury bags.

Keywords: Social Media Influencer, Parasocial Interaction, Value Perception, Luxury Bag

INTRODUCTION

Luxury brands are often perceived by consumers as a brand associated with price, aesthetics, scarcity, and higher levels of differentiation (Ko et al., 2019). For certain individuals, owning a luxury brand item is a necessity and a must-have. They are willing to spend tens or even hundreds of millions of rupiah to buy a product from a luxury brand for the sake of prestige and personal pleasure. Luxury brand sales have been steadily increasing in the past five years. According to data from (Statista.com, 2023), in 2022 the sales figure for luxury brands worldwide reached 353 billion euros, exceeding the previous year's sales figure of 290 billion euros. In Indonesia, the consumption of luxury goods was at 1.9 billion euros. Not only globally, but the sales growth of luxury brands in Indonesia also increases every year in line with the growth of the upper-class society's economy.

Figure 1. Value of the personal luxury goods market worldwide from 1996 to 2022
Source: Statista, 2023

Boston Consulting Group (BCG) (2013) issued a projection that the number of middle-class people in Indonesia has grown by 64% (from 41.6 million people in 2012 to 68.2 million people in 2020). The Central Statistics Agency (BPS) explains that Indonesia's population income grew 8.5% to 62.2 million (US$ 4.35 thousand) if seen from the gross domestic product (GDP) which was previously at 57.3 million per year in 2020. This increase is supported by the domestic economic growth of 3.69% last year (Kusnandar, 2022). Looking at the increase in the upper middle-class economy, many luxury brands in the world, especially in the bag products, are expanding to Indonesia. According to a quote from CNBC, luxury bags in Indonesia are becoming investment instruments, as luxury bags from famous designers often experience price increases and can be sold above their purchase price (Septiana & Qastharin, 2021). Indonesia's capitalist economic development is rapidly influencing lifestyle and consumption patterns, with prestige and status value playing a significant role it (Asprilia & Hami, 2021). Consumers pay more for luxury brands, as they gain personal satisfaction, social status, style, hedonism, recognition, and art, influencing their purchasing decisions (Greenberg et al., 2020).

Behind consumers' willingness to pay a high price when buying luxury products, there is a perception of other values that underlie it. One's need for luxury brand products begins with their perception of the value of a luxury product or Luxury Value Perception (LVP). Previous studies (Jiang & Shan, 2018; Amelia et al., 2020) have shown that value perception can increase purchase intention, but these studies only examined luxury brands in general and did not focus on a specific product. Therefore, this study will focus on a specific luxury brand product, namely luxury bags. Luxury brands not only sell products, but they also sell their luxury image that is attached to their products as the personality of the luxury brand's name (Kapferer & Valette-Florence, 2016). Bora & Rahmawan (2022) explained that the value of a luxury brand is partly formed by its superior performance and partly by the perception created by consumers. Nowadays, marketing of a brand is not only done conventionally, but also through digital methods. Luxury brands are also doing the same by starting to market their products using digital marketing methods.

The rapid development of social media has led to an increase in digital marketing methods. One of these methods is through the use of social media influencers who engage in endorsement activities.

In Indonesia, the number of social media users across all platforms has reached 170

Million (Yılmazdoğan et al., 2021). This indicates that social media has become a significant part of effective communication activities, providing a practical and efficient means to interact and exchange information. Generally, digital promotional activities carried out by influencers often utilize social media platforms. Some of the social media platforms commonly used for endorsement activities include Instagram, TikTok, and YouTube.

Individual attitudes can influence purchase intentions (Siregar & Ovilyani, 2017). Therefore, social media users' evaluations of influencers can impact their behavior and purchase intentions (Sokolova & Kefi, 2020). Audience evaluations of an influencer are inevitably tied to whether or not the influencer is appealing. Attractiveness value refers to an influencer's characteristics such as physical appearance, personality, lifestyle, and others (Permana, 2022). Due to the attractiveness possessed by influencers, luxury brands are interested in using influencers as part of their marketing strategy.

The growth of social media influencers has made more ways for brands to promote their products, one of which is luxury brands, currently in Indonesia there has been an increase in the middle class and causes luxury brand enthusiasts to also increase. The study aims to identify the factors that influence influencers in motivating consumers' parasocial interaction and to test the relationship between parasocial interaction and luxury brand value perception towards purchase intention. This study also includes social and physical attractiveness and aims to examine the relationship between influencers and parasocial interactions. Luxury brands are used as a research context because they represent consumer culture and can contribute to the generalization of the concept of the development of parasocial interactions among influencers. A quantitative survey-based method is used to collect data from respondents who are social media users. This study has the potential to offer insights to influencers, where they can develop attractive strategies to create interactions for their followers that will have a positive impact on value perception and purchase intention.

Hypotesis Development
In a study conducted by Kharisma & Kurniawati (2021), it was found that the variable of social attractiveness has an effect on parasocial interaction. This influence occurs when the endorser has a high level of social attractiveness, which makes the audience want to interact with the endorser. Endorsers who are communicative and responsive on social media create an illusion for users of the platform that they behave as if they are within their circle of friends, thus being perceived as socially attractive individuals. In a study conducted by Kusmardianto & Rahayu (2023), it is stated that Social Attractiveness has an influence on parasocial interaction. Therefore, it can be said that influencers who have good social skills make their fans or followers want to interact with them and feel close to them. A study conducted by Pramudito et al. (2022) states that the social attractiveness of a vlogger has a positive influence on parasocial interaction in the form of viewer evaluation towards the products endorsed by the vlogger. Furthermore, the parasocial interaction that is formed between the influencer and the audience can be continuously shaped if the influencer consistently builds their social image, especially through social media.
Hypothesis 1 : The social attractiveness of an Instagram influencer enhances parasocial interaction.

In the research conducted by Amara (2020), which stated that Physical Attractiveness has a positive

and significant influence on parasocial interaction, this hypothesis has been proven to be true. Physical Attractiveness has a positive and significant influence on parasocial interaction, and

this hypothesis has been proven to be true that parasocial interaction has a positive and significant influence on online purchase intention, this hypothesis has been proven to be true. Consistent with the study by (Sokolova & Kefi, 2020), which found a positive influence of Physical Attractiveness on parasocial interaction. The higher the level of Physical Attractiveness, the higher the influence on parasocial interaction in forming a purchase intention.

Hypothesis 2 : The physical attractiveness of an Instagram influencer enhances parasocial interaction.

Influencers can add value to potential customers by helping to build a large audience, targeting and engaging them, and catching their attention (Christea & Chairun, 2022). The emergence of influencer marketing has become a great way to reach consumer audiences who rely more on influencer recommendations, ultimately influencing their purchase intentions (Kusumawati & Raharjo, 2021). Social media influencers understand very well that their followers trigger their psychological responses (Sunardiyah et al., 2022), and followers begin to balance their emotions, evaluate them, and show positive perceptions about brands in the presence of a strong parasocial relationship. Relationship with social media (Fitrianingrum & Rita, 2021). Parasocial interaction (PSI) transfers positive values from the media figure to the recommended product, which enhances the followers' attitudes towards the recommended brand (Gong & Li, 2017). By purchasing a luxury brand, someone can impress others and increase their influence in society, which is a social value obtained when purchasing a luxury brand (Soeaidy et al., 2018). Social motivation has been shown to positively influence the intention to purchase luxury-branded goods (Cheah et al., 2015). Previous research consistently states that a positive perception of social value can increase consumers' purchase intention (Oe et al., 2018).

Hypothesis 3a : Parasocial interaction with influencers increases the positive social value of luxury brand products.

Hypothesis 4a : The positive perception of the social value of luxury brands motivates consumers' reactions towards purchase intention.

Personal value is a concept of projecting oneself onto perceived objects and is correlated with one's attitude, feelings, perceptions, and evaluations (Schivinski et al., 2022). Meanwhile, parasocial interaction is something that is perceived and expressed through the purchase of stimulating products. In addition, personal value can also be defined as consumption values related to personal values embraced by consumers, long-held beliefs that guide the way one behaves and acts in their daily lives (Lee & Lyu, 2016). Some researchers have concluded that purchasing luxury products is a personal pleasure that provides positive energy and makes one feel better (Perry et al., 2020). Based on previous studies, it has been shown that positive perceptions of personal values increase a buyer's purchase value (Oe et al., 2018).

Hypothesis 3b : Parasocial interaction with influencers enhances positive personal value towards luxury brand products.

Hypothesis 4b : The perception of personal value in Luxury brands positively motivates consumers' reactions towards purchase intention.

Conspicuousness is one of the important motivations for luxury consumption, which means displaying power, wealth, and social status to others by using expensive but unnecessary products or services (Ryu, 2015). The interest in a product has a positive relationship with people's susceptibility to reference groups (Maulida, 2019). For example, many researchers have concluded

that products used in public events tend to be more eye-catching compared to products used in private events. This confirms that a positive perception of eye-catching product value increases consumer purchasing interest.

Hypothesis 3c : Parasocial interaction with influencers increases the positive conspicuous value of luxury brands.

Hypothesis 4c : The positive perception of conspicuous value in luxury brands motivates consumer reactions towards purchase intention.

In a study conducted by (Sokolova & Kefi, 2020), it was found that parasocial interaction has an influence on purchase intention. Purchase intention, or a person's buying interest, can be influenced by the interaction between an influencer and their followers. The more frequent the interaction between the influencer and their followers, the higher the desire to purchase the products promoted by the influencer. Pratama (2021), it was found that an influencer has a significant influence in affecting purchase intention. This is supported by the hypothesis results and average values of the variables where all the variables are acceptable and have a significant impact on purchase intention. In studies conducted by Kharisma & Kurniawati (2021); Lee & Lee (2022), it was found that when parasocial interaction has a significant influence on purchase intention, marketers of a product should not only be creative and innovative in creating promotional methods. Endorsers must be able to establish a connection with consumers on social media platforms such as YouTube, in order to generate a push for consumers to buy a product. This can be achieved in various ways, one of which is for an endorser to be able to develop talents such as singing, playing music, comedy, and sports skills. Another way is to have a unique characteristic differentiation that becomes a trademark, which will make viewers who see the endorser want to interact, and this can encourage the purchase of a product endorsed by the endorser.

Hypothesis 5 : Parasocial interaction with social media influencers increases the purchase intention for luxury brands.
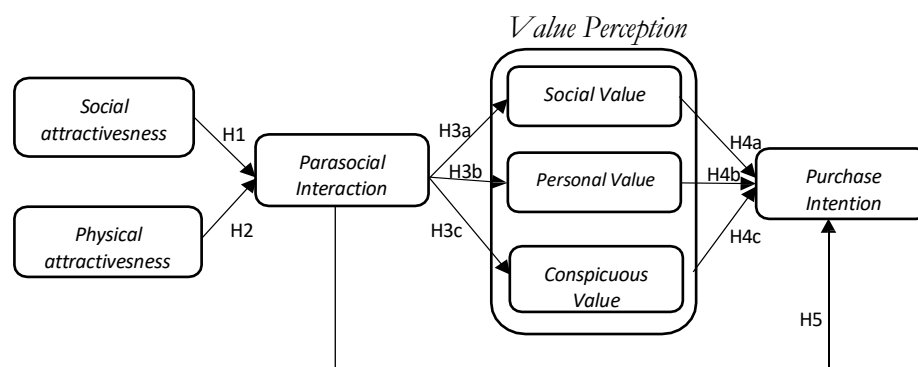

Figure 1. Research framework.

METHOD

Data Collection and Analysis

This study tested and validated the conceptual model using a quantitative method that is relevant to the research objectives. This includes research to collect data to test the hypotheses developed

based on the literature review. Conclusions are drawn based on the results of hypothesis testing, confirming the nature and degree of agreement between the theory and the collected data. This study was conducted using an online survey based on a Google Forms questionnaire with closed questions on a 7-point Likert scale (1 strongly disagree to 7 strongly agree), all of which were adapted from previous studies. An online questionnaire was sent to social media sites such as LinkedIn, Instagram, and Telegram groups in order to gather the sample for this study.

This study's sampling strategy combines judgmental sampling and snowball sampling techniques with non-probability sampling. Respondents of this study are male and female respondents who are over 18 years old, have experience following social media influencers, and have an interest in purchasing luxury bags promoted by influencers. In this study, the sample size of the population is unknown and the sample to item ratio calculation is used. The widely accepted ratio is 10 cases per indicator variable (Kyriazos, 2018). That way the author determines the number of samples = 10 x n (items) so 10 x 35 = 350 samples. The analysis conducted in this study used the SEM-PLS program to test the validity of each indicator of each variable to examine data feasibility. After that, a reliability test will be performed to test consistency in the data, and then a hypothesis test will be carried out using a regression test.

Measurement

The questionnaire for this study included variables such as social attractiveness, physical attractiveness, parasocial interaction, social value, personal value, conspicuous value, and purchase intention, using indicators adopted from the journal (Jansom & Pongsakornrungsilp, 2021) to ensure content validity. All research variables were measured using a five-item scale that has been validated in previous studies.

Table 1. Measurement Scale

Variable	Code	Indicator
Social Attractiveness	SA1	I feel the influencer has a pleasant nature
	SA2	I like the influencer's personality
	SA3	I feel like I'm having a discussion with a friend when I watch the influencer's video.
	SA4	The influencer has similar thoughts to me
	SA5	I sometimes feel like I want to be like these influencers
Physical Attractiveness	PA1	I feel that the influencer's appearance looks physically attractive
	PA2	The influencer's lifestyle is physically attractive
	PA3	I admire the influencer's physical appearance
	PA4	I feel happy to see the outfit that the influencer is wearing
	PA4	I think she/he is quite beautiful or handsome

Parasocial Interaction	PS1	I look forward to these influencers using luxury brand products in their daily lives.
	PS2	Didn't intend to buy at first but was intrigued when I saw the influencer using it.
	PS3	Initially, using branded products would have no effect when socializing, but when I saw these influencers, my mind changed and branded products became a standard for me.
	PS4	I decide to buy a luxury brand when I see the influencer using it
	PS5	I look forward to the influencer's posts
Social Value	SV1	For me, social status is very important
	SV2	Luxury goods are important to me because they make me feel acceptable in my environment
	SV3	By using a luxury brand that is similar to theirs, I think that it shows my social status as someone who is influential.
	SV4	Using a luxury brand can increase my social trust
	SV5	I am interested in deciding what luxury brand I should buy to make good impression.
Personal Value	PV1	Luxury goods boost my self-confidence
	PV2	I buy different things from others to show my personality and help improve my image.
	PV3	I think I have to buy luxury brands to show my identity
	PV4	I think luxury brands help me fulfill my self-fulfillment.
	PV5	It is important for me to get compliments when using luxury brands
Conspicuous Value	CV1	When I buy luxury goods, I just want to show them off but don't care about the quality.
	CV2	Sometimes I buy a product just because a lot of people buy it but I don't think about its functionality
	CV3	I believe that buying luxury brand goods can differentiate me from non-prestigious groups.
	CV4	When a luxury brand releases a new product, I will buy it even if it affects my future finances in order to gain respect from others.
	CV5	When I use a luxury brand, I feel that people's impression of me changes.
Purchase Intention	PI1	I am interested in buying luxury brands after seeing reviews from influencers
	PI2	If I see a luxury brand I am interested in buying it
	PI3	On special occasions I will buy luxury brands for special people
	PI4	In the coming years I hope to buy luxury brand products
	PI5	I will buy luxury brands recommended by influencers

RESULT AND DICUSSION

Pre-Test and Profile Respondents

The initial stage of this research was a pre-test with 30 respondents. Based on the pretest calculation, valid results were obtained on all variable indicators with Outer Loading results of 0.703 to 0.960. In addition, reliable results were obtained on all indicators with a Cronbach's Alpha value of 0.856 to 0.945, a Composite Reliability value of 0.898 to 0.958, and finally an AVE value of 0.640 to 0.820. With valid and reliable results on this pre-test, full scale testing will be carried out with 350 respondents.

The profile of the respondents has shown that there are more women at 66% and men at 34% with the majority being at the age of 18 – 23 with 58.8%. This study does not attempt to balance the gender of the respondents and to determine the difference between the genders in terms of people's behavior in following one of the influencers on social media. Because the purpose of this study is to examine and identify whether there are factors of influence of social media influencers on people's purchasing intentions when buying luxury brand bags. In this study, most respondents who answered were college students (46.2%). While the monthly income is less than Rp. 5,000,000.

Table 2. Displays the overall profile of respondents who participated in filling out the questionnaire for this study.

Table 2. Profile Respondent

	n	%		n	%
Gender			**Age**		
Female	231	66%	18 – 23	203	58,8%
Male	119	34%	24 – 29	91	25,7%
			30 – 36	42	12,8%
			>40	7	2,7%
Employee			**Income Per month (Rupiah)**		
Student	7	1,6%	< Rp. 5.000.000	185	52,9%
College Student	162	46,2%	Rp. 5.000.001 - Rp. 10.999.999	85	24,3%
Private Workers	89	26,1%	Rp. 11.000.001 - Rp. 20.999.999	36	10,4%
Government Workers	47	13,5%	Rp. 21.000.000- 30.999.999	24	6,8%
Entrepreneur	39	11%	Rp. 31.000 - Rp. 40.999.999	10	2,9%
Housewife	6	1,6%	> Rp. 50.000.000	9	2,7%

Source: Data processed by the author (2023)

Measurement Model

In this study, the data was analyzed using the structural equation model (PLS-SEM) application. To ensure reliability and validity of the scale, two approaches were employed, namely the measurement model and the structural model, which were evaluated separately. The measurement model is evaluated as a reflective construct by measuring reliability criteria, convergent validity, and discriminant validity (Esfandiar et al., 2019).

Convergent validity is a measure of internal consistency and estimation used to ensure that the items have been measured for each latent variable that measures them and not for other latent variables (Firmansyah et al., 2020; Rimadias et al., 2021) is explained that for this validity, it is recommended to use Cronbach's alpha, composite reliability (CR), and average variance extract (AVE). According to Akbari et al. (2019), Cronbach's alpha is a classic criterion used to evaluate reliability. It represents an estimate of the internal reliability of a construct, which is considered achieved or reliable when the obtained Cronbach's alpha value is 0.7 or higher (Janadari et al., 2018; Novitasari et al., 2021). As shown in Table 3, the results of the Cronbach's alpha values obtained for each variable have reached more than 0.7, in accordance with the previous theoretical explanation.

The average variance extracted (AVE) serves to explain how much variance can be explained by the items compared to other variances that occur due to measurement errors. More specifically, it is a measure used to evaluate convergent validity. The standard to determine if AVE has good convergent validity is that the obtained value must be above 0.5 (Jufrizen et al., 2021; Shrestha, 2021). In Table 3, it can be seen that the obtained AVE value is greater than 0.5, which strengthens the argument that this study has good convergent validity.

Composite Reliability (CR) is an indicator of the same variance among the observed variables that are used as latent constructs (Shrestha, 2021). CR is one of the criteria used to calculate reliability and has a superior advantage compared to Cronbach's alpha. This advantage is that the resulting reliability score is not absolute, but rather related to the correlation of the constructs with each other (Akbari et al., 2019). Therefore, Composite Reliability can only be used and considered reliable if the obtained value is 0.7 or higher (Novitasari et al., 2021; Rimadias et al., 2021). In Table 4.2, it can be seen and concluded that the value of composite reliability (CR) obtained is more than 0.7, in accordance with the explanation of the previous theory.

Factor Loading is a calculation performed by determining the amount of correlation between construct indicators and its structure (Akbari et al., 2019). According to research, (Boubker & Douayri, 2020; Pinda et al., 2021), It is explained that the validity value that must be obtained for factor loading to be used is at least 0.7 or higher, according to research. And it can be seen in Table 3, that the obtained numbers are more than 0.7, which means that all variables have appropriate factor loadings.

Lastly, according to research, (Jufrizen et al., 2021), The purpose of conducting discriminant validity is to identify and ensure that each existing construct is distinct from other constructs. To know this, the way to do it is by comparing the square root value of AVE with the correlation between constructs (Esfandiar et al., 2019). If the obtained square root value of AVE is greater than the correlation between the constructs, then the model has achieved discriminant validity (Firmansyah et al., 2020). Even when cross-loading calculations are performed, the factor loading of indicators for each construct must be greater than all other constructs with a value of 0.7 or higher (Warganegara & Babolian, 2022). Based on the data in Table 4, it is known that all constructs have a square root value of AVE greater than the other constructs. Therefore, we can conclude that all models have met discriminant validity.

Table 3. Validity and Reliability

Variable	Mean	SD	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Conspicuous value						
CV1	4.537	2.057	0,930			
CV2	4.509	2.027	0,930			
CV3	4.911	1.803	0,925	0,941	0,945	0,812
CV4	4.537	1.999	0,933			
CV5	5.169	1.451	0,778			
Parasocial Interaction						
PS1	5.623	1.139	0,915			
PS2	5.717	1.165	0,832			
PS3	5.694	1.171	0,844	0,918	0,922	0,755
PS4	5.580	1.187	0,917			
PS5	5.706	1.051	0,832			
Personal value						
PV1	5.754	1.215	0,797			
PV2	5.520	1.317	0,829			
PV3	5.340	1.561	0,867	0,895	0,903	0,705
PV4	5.734	1.283	0,843			
PV5	5.100	1.607	0,859			
Physical Attractiveness						
PA1	6.117	0.832	0,777			
PA2	5.960	0.858	0,824			
PA3	5.980	1.076	0,753	0,848	0,861	0,618
PA4	6.066	0.841	0,792			
PA5	6.020	0.826	0,782			
Purchase Intention						
PI1	5.889	1.054	0,810			
PI2	5.294	1.453	0,875			
PI3	5.626	1.428	0,802	0,857	0,873	0,636
PI4	5.277	1.452	0,781			
PI5	5.686	1.016	0,711			
Social Attractiveness						
SA1	5.949	0.964	0,784			
SA2	5.657	1.094	0,918			
SA3	5.957	0.974	0,800	0,909	0,918	0,735
SA4	5.637	1.094	0,915			
SA5	5.697	1.103	0,860			
Social value						

SV1	5.723	1.183	0,806			
SV2	5.486	1.298	0,846			
SV3	5.560	1.292	0,877	0,900	0,904	0,715
SV4	5.746	1.124	0,831			
SV5	5.174	1.573	0,865			

Source: Data processed by the author (2023)

Table 4. Discriminant Validity

	CV	PS	PV	PA	PI	SA	SV
CV	0.901						
PS	0.312	0.869					
PV	0.198	0.267	0.844				
PA	0.240	0.336	0.163	0.786			
PI	0.668	0.297	0.277	0.207	0.841		
SA	0.388	0.567	0.239	0.408	0.267	0.857	
SV	0.123	0.229	0.810	0.066	0.136	0.197	0.852

Source: Data processed by the author (2023)

Structural Model

When the measurement model has met the criteria, the next step is to evaluate the structural model to see the significance of the relationships between constructs/variables. Standard evaluation criteria that should be considered include the coefficient of determination (R^2), Q-square predictive relevance (Q^2), statistical significance, and relevance of the path coefficients (Hair et al., 2019). The path coefficient will depict the strength of the relationship between constructs. The sign or direction on the path must be consistent with the hypothesized theory, while significance can be seen in the t-test obtained from the bootstrapping process (a resampling method) (Hair & Alamer, 2022).

R^2 is obtained from the PLS algorithm calculation in the SmartPLS software. R^2 which can also be thought of as the total effect of exogenous variables on the endogenous variable, is a metric for the model's prediction accuracy. In other words, R^2 is considered the main goal of PLS, which is to maximize the variance explained in the endogenous variable (Cheah et al., 2018). Based on the calculation in Table 4, it can be seen that in this model, 9.6% of the variance is accounted for by Conspicuous Value, 9.7% of the variance is accounted for by Parasocial Interaction, 33.4% of the variance is accounted for by Personal Value, 7.1% of the variance is accounted for by Purchase Intention, and 48.4% of the variance is accounted for by Social Value, 5,3%.

Another test performed in structural measurement is Q^2 predictive relevance, which functions to validate the model. This measurement is used because in this study, the endogenous variable has a reflective measurement model. A Q^2 value above 0 indicates that the model has good predictive relevance, while a Q^2 value below 0 indicates that the model has poor predictive relevance (Hermanda et al., 2019). Based on the calculation results in Table 4, the Q^2 values are between 0.054 and 0.322. Since the Q2 values are greater than zero, the model already meets the predictive relevance where the model has been well reconstructed.

Table 5. Evaluation of the Structural Model

Variable	R^2	Adjusted R^2	p-value	Q^2
Conspicuous Value	0.097	0.095	0.000	0.109
Parasocial Interaction	0.334	0.330	0.000	0.322
Personal Value	0.071	0.069	0.003	0.051
Purchase Intention	0.484	0.478	0.000	0.066
Social Value	0.053	0.050	0.031	0.030

Source: Data processed by the author (2023)

Hypothesis Testing

Based on SEM data analysis, it is revealed that this hypothesis testing analysis is to confirm the fit of the model of how Social Media Influencers Affect Parasocial Interaction in the Relationship Between Value Perception and Purchase Intention on Luxury Bags by summarizing the path coefficient and hypothesis. Hypothesis testing using bootstrapping, following the suggestion of Sabi et al. (2018) in PLS SEM which is based on the significance of the proposed relationship in the model following bootstrapping with 5000 subsamples using the SmartPLS statistical tool and the same number of cases as the observations in the original sample.

Table 6. Path Coefficient

	Variable	Path	Variable	ß-Value	T-Statistics	p-Value	
H1	Social Attractiveness	→	Parasocial Interaction	0.516	9.878	0.000	Supported
H2	Physical Attractiveness	→	Parasocial Interaction	0.125	2.120	0.034	Supported
H3a	Parasocial Interaction	→	Social Value	0.229	4.723	0.000	Supported
H3b	Parasocial Interaction	→	Personal Value	0.267	5.712	0.000	Supported
H3c	Parasocial Interaction	→	Conspicuous Value	0.312	5.890	0.000	Supported
H4a	Social Value	→	Purchase Intention	-0.194	2.790	0.005	Supported
H4b	Personal Value	→	Purchase Intention	0.294	3.817	0.000	Supported
H4c	Conspicuous Value	→	Purchase Intention	0.611	14.967	0.000	Supported
H5	Parasocial Interaction	→	Purchase Intention	0.073	1.617	0.106	Rejected

Source: Data processed by the author (2023)

H1 indicates that Social Attractiveness of social media influencers has a positive influence on parasocial interaction with a ß value of 0.516. The T-statistics produced a value of 9.878 and the p-value resulted in 0.000 < 0.05. This is supported by Sokolova & Kefi (2020) who examined Instagram and YouTube influencers and found that social attractiveness can influence parasocial interaction. This finding was also found in the studies by Liu et al. (2021) and Pratama (2021). On the other hand, H2 shows that Physical Attractiveness of social media influencers has a positive influence on Parasocial Interaction with a ß value of 0.125. The T-statistics produced a value of

2.120 and the p-value resulted in 0.034 < 0.05. This result is supported based on the (Pinda et al., 2021) which examines an influencer and finds that physical attractiveness can affect parasocial interaction. This is also supported in the Kurtin et al (2019) and Zheng et al. (2020).

This study supports hypothesis H3a which shows that Parasocial Interaction on social media influencers has an influence on Social Value with a ß value showing a result of 0.229, T-statistics results in a value of 4.723 and p-value results in 0.000 < 0.05. These results are supported based on the journal Inan et al. (2020) that this study contributes to both practice and theory, especially revealing the perceived values of parasocial interactions. These results are supported based on the journal Inan et al. (2020) that this research contributes to both practice and theory, specifically revealing the perceived values of parasocial interactions. These results are also supported based on the journal Fang et al. (2018).

H3b shows that Parasocial Interaction on social media influencers has an influence on Personal Value with ß value showing a result of 0.267, the T-statistics produces a value of 5.712 and the p- value produces 0.000 < 0.05. When someone has been influenced by PSI, they will consider purchasing decisions based on personal value towards luxury brands. The results also show that the perceived personal value of luxury brands positively motivates consumer purchase intentions (Zhang & Kim, 2013) and supported based on the journal (Hartono, 2020)

H3c shows that Parasocial Interaction on social media influencers has an influence on Conspicuous Value with ß value showing a result of 0.312, the T-statistics produces a value of 5.890 and the p-value produces 0.000 < 0.05. The results of this study have been supported based on the journal O'Cass & Siahtiri (2013) parasocial interaction has a positive impact on conspicuous value because of the motivational process through which people consume products that provide or symbolize status for other people and their surroundings in an effort to raise their social status. Besides that, it is also supported by (Jansom & Pongsakornrungsilp, 2021).

This study also supports the positive relationship between Personal Value on social media influencers has a positive influence on Purchase Intention (H4b) with ß value showing a result of 0.294, the T-statistics produces a value of 3.817 and the p-value produces 0.000 < 0.05. This is supported based on the journal (Mohseni et al., 2018) that personal value has a significant positive effect on purchase intention. A person's self-perception can also be influenced by how others perceive them, and product ownership significantly contributes to and reflects a person's identity (Oe et al., 2018).

In addition, this study also shows that Conspicuous Value on social media influencers has a positive influence on Purchase Intention (H4c) with ß value showing a result of 0.611, the T- statistics produces a value of 14.967 and the p-value produces 0.000 <0.05. This is supported by the journal Eastman et al. (2018) that social motivation based on conspicuous value has a positive and significant influence on consumption behavior in terms of Purchase Intention. One of the factors that can influence Purchase Intention is to display the wealth of others (Jansom & Pongsakornrungsilp, 2021).

In this study, there is an accepted hypothesis, namely the relationship between Social Value on social media influencers which has a negative impact on Purchase Intention (H4a) with a ß value showing

the result of -0.194, T-statistics resulting in a value of 2.790 and p-value resulting in 0.005> 0.05. The results of this study are not in line with previous theories (Schivinski et al., 2022 ; Perry et al., 2020), but there is research saying that social value has a negative impact on purchase intention (Tandon et al., 2021). This happens because currently Indonesian consumers, especially the lower middle class, have started using luxury bag products due to changes in a more modern lifestyle. Even though the income is minimal or below the minimum wage (IDR 4,901,798), this does not reduce consumer buying interest in luxury bags products. This shows that interest in buying luxury bags is not only in the upper class, but the lower middle class also has an interest in buying luxury bags. That way some people think that buying luxury bags does not mean that it can improve social status.

The second hypothesis that was rejected was the relationship between Parasocial Interaction on social media influencers on Purchase Intention (H5) with a ß value that showed a result of 0.073, T-statistics resulted in a value of 1.617 and a p-value that resulted in 0.106> 0.05. The results of this study are not in line with previous findings (Kharisma & Kurniawati, 2021; Lee & Lee, 2022) which state that Parasocial Interaction has a relationship with Purchase Intention. But there are other studies that say that Parasocial Interaction has no effect on Purchase Intention (Kim, 2020) If consumers intend to buy an item that is quite expensive, then they will consider several values that will be perceived by the community. Therefore, in the concept of luxury brands, PSI and Instagram influencers can be said to be unable to influence the purchasing motivation of their followers if the item does not have its own perceived value (Lang & Joyner Armstrong, 2018).

This study aims to determine whether social media influencers, value perception and parasocial interaction have an influence on the purchase intention of followers and the public. This is measured by the validated model of this research, namely, attractiveness (social and physical) on PSI and the effect of PSI on value perception of luxury goods (social, personal, and conspicuous) on social media. The results of this study have confirmed that Value perception (social, personal, and conspicuous value) has a positive impact and is able to increase the purchase intention of followers and the public. These results are in line with previous research (Jansom & Pongsakornrungsilp, 2021), it has been confirmed that Value perception (social, personal, and conspicuous value) has a positive impact and is able to increase the purchase intention of followers. However, the difference between this research and previous research is that this research focuses more on luxury bag brand products, while previous research focuses more on luxury brands in general.

This study shows that followers and consumers on social media positively perceive the social value and physical attractiveness of SMI. But followers and consumers are more interested and aware of the physical attractiveness compared to the social attractiveness owned by SMI. This is supported by research (Liu et al., 2019) which explains that people on social media who are physically attractive are considered by their followers and consumers to have more favorable personality traits such as intellectual competence, social competence and integrity. Which means, if SMI is physically attractive, then he is also considered to have an attractive and attractive personality as well.

Furthermore, Parasocial Interaction (PSI) with Social Media Influencers (SMI) positively motivates followers and consumers of value perception (social, personal, and conspicuous value) towards luxury brand bags. This is supported by research (Schouten et al., 2020) which explains that PSI has an important role in its followers and consumers. Where it emphasizes the active involvement of SMI with its followers and consumers because it is considered a public figure who is easily recognized,

has a mediating role (Hwang & Zhang, 2018), and is strongly identified as leading to the intention to buy the recommended product from the SMI.

This study found that Value Perception Luxury Brand is an important aspect to influence Purchase Intention. Some aspects that can add luxury value to luxury value perception in consumer perception are explained through the existence of four hidden dimensions: personal, social, conspicuous. The results of this study state that personal value and conspicuous value have a positive and significant influence on purchase intention. This shows that people's consumption patterns in Indonesia tend to be based on personal desires and are more concerned with luxury products that relate to their identity and achieve a pleasant experience (Shahid & Farooqi, 2019). On the other hand, conspicuous value is also quite important in a person because sometimes consumers want to satisfy themselves by being conspicuous in their environment. However, conspicuous value here does not aim to increase their prestigious status. This research found that social value does not have a significant effect, there are several possibilities that cause this. The increase in the middle-class causes buying interest to increase, with this allowing someone to assume that buying luxury products does not mean increasing social status. Some people will assume that starting from the middle to upper class can also have luxury bag products.

Lastly, this study also found that in addition to conspicuous value, parasocial interaction (PSI) also has a positive impact on purchase intention. But it has a not so significant influence on purchase intention. This happens because value perception has a role as a mediator for the desire of followers and consumers to get to the stage where PSI can influence them to purchase intention. In conclusion, if one of the value perceptions (social, personal, and conspicuous value) in followers and consumers does not feel or arise in themselves, then PSI cannot influence them to purchase intention for luxury brand bags.

CONCLUSION

The results of this study indicate that eight hypotheses are accepted (H1, H2, H3a, H3b, H3c, H4a, H4b, H4c) and one hypothesis is rejected (H5). This study has several important theoretical implications. First, this study focuses on the influence of social media influencers on parasocial interactions. By investigating the factors that motivate parasocial interactions and their relationship with perceived value and purchase intentions, this study provides an understanding of how influencers can increase the level of engagement and interaction with their followers. These findings may provide insights for influencers in developing effective strategies to form strong parasocial relationships, thereby increasing perceived value and purchase intentions. Second, this study takes the context of luxury brands as its focus, specifically on luxury bag products. Where in previous research (Jansom & Pongsakornrungsilp, 2021) explained more about luxury brands in general. In the context of this study, the perceived value of luxury bags includes factors such as price, aesthetics, rarity, and higher-level differences. By focusing on the influence of social media influencers on these value perceptions, this study provides insights into how parasocial interactions with influencers can affect the way consumers perceive and appreciate the value of luxury bag products. This can assist luxury brands in optimizing their marketing strategies to strengthen the perceived value of their products in the eyes of consumers. This study includes physical and social attractiveness as factors that influence parasocial interactions. By investigating the role of attractiveness in the relationship

between influencers and their followers, this study expands the understanding of how these qualities contribute to the formation of parasocial relationships. These findings can assist influencers and marketers in utilizing attractiveness to increase engagement and form stronger relationships with their audiences.

This study also provides a better understanding of the relationship between parasocial interactions and purchase intentions. By identifying the influence of parasocial interactions on the purchase intention of luxury bag products, this study reveals that interactions between influencers and their followers can have a significant impact on consumer purchasing decisions. This research shows that purchase intention can be influenced if a person has felt the value perception formed from parasocial interaction generated by social media influencers. Meanwhile, parasocial interaction cannot directly influence purchase intention. The findings aim to provide insights for luxury brands as understanding and useful for establishing alignment between the selected influencer and the target market's values and beliefs, thereby creating a stronger relationship and improving brand perception. Overall, this study makes a contribution in expanding the understanding of the influence of social media influencers on parasocial interactions, perceived value and purchase intentions in the context of luxury brand bags.

In practice, the research results in this journal have provided a clear understanding of determining attractiveness in social media influencers and looking at the value perception of luxury bags themselves. There are two Attractiveness attributes on the influencer, namely Social Attractiveness and Physical Attractiveness. In addition, the value perception also has three criteria, namely social value, personal value, and Conspicuous value. Furthermore, this study also shows that influencers must have one of these attractions, if the influencer does not have physical attractiveness, then the influencer must be able to have social attractiveness to attract the attention of followers (Masuda et al., 2022). Therefore, companies must be more selective in choosing SMIs that can effectively bring benefits to the brand. Influencers must also be able to strengthen understanding in consuming Luxury Bag based on perceived value, be it from social value, personal value, or conspicuous value itself. In addition, influencers must also be able to build parasocial interactions because the established relationship affects the perception of followers. According to Sokolova & Kefi (2020) to increase PSI, influencers can post interactive and persuasive photos, stories, or videos on their social media related to the products they will sell. That way, it can make their followers more interested, persuasive, and can build a closer connection with their followers. In addition, with SMI behaving socially attractive and friendly in every social media video post, it can attract the attention of followers of every age, especially generations Y and X.

In this study luxury bags also have a value perception. On the luxury bag side, conspicuous value can be more shown and highlighted because consumers who are sensitive to social norms are usually encouraged to buy conspicuous products to get social approval and recognition from the reference group, so that others can give others attention and recognition from conspicuous luxury brands. The findings of this study have important implications for marketers in designing more effective influencer marketing strategies to increase the value perception and purchase intention of consumers towards luxury bags. Such as, marketers can choose the right influencer by considering the attractiveness of the influencer and developing more interesting and informative content about luxury bags to increase interaction between influencers and their followers.

Based on this research, it can be concluded that this study is limited by a number of limitations that future research should look for. First, in the variables that we have tested, there is one hypothesis that has been rejected, parasocial interaction to purchase intention. In this case, we suggest that future researchers could add or use other variables to learn more about this topic, such as the variable attractiveness towards influencers. The credibility of influencers is not only Attractiveness there is also trustworthiness and similarity, so future researchers can use one of the 2 variables to change it or add it. Likewise with the value perception variable, future researchers can also change or add it. Secondly, this research focused on the efficiency and effectiveness of responding to changes and opportunities. There are certain processes that are more important which future researchers may consider the effectiveness of developing rather than solving the problem at hand. Third, because judgmental sampling and snowball sampling were used in this study to select the sample, the results of this study are still very general and general. To identify external variables or other variables that can be used for future research, we suggest conducting research using probability sampling so that the results of future research are more focused and specific, resulting in better research.

REFERENCE

Akbari, M., Azbari, M. E., & Chaijani, M. H. (2019). Performance of the Firms in a Free-Trade Zone: The Role of Institutional Factors and Resources. *European Management Review*, *16*(2), 363–378. https://doi.org/10.1111/emre.12163

Amara, M. (2020). *Pengaruh Daya Tarik Fisik dan Daya Tarik Sosial Terhadap Niat Beli Produk Secara Daring yang di Mediasi oleh Interaksi Parasosial*. Doctoral dissertation, Universitas Muhammadiyah Surakarta.

Amelia, R., Hidayatullah, S., & Management, M. (2020). The Effect of Instagram Engagement to Purchase Intention and Consumers' Luxury Value Perception as the mediator in the Skylounge Restaurant. In *International Journal of Innovative Science and Research Technology* (Vol. 5, Issue 4). www.ijisrt.com958

Asprilia, M. T., & Hami, A. E. (2021). Persepsi Nilai Mewah pada Konsumen Tas Branded: Kajian Nilai Budaya di Indonesia. *Jurnal Ilmu Keluarga Dan Konsumen*, *14*(1), 76–87. https://doi.org/10.24156/jikk.2021.14.1.76

Bora, S. T., & Rahmawan, G. (2022). Pengaruh Gaya Hidup, Citra Merek, Sosial, Dan Kualitas Produk Terhadap Keputusan Pembelian Tas Branded KW. In *Jurnal Ilmu Sosial* (Vol. 5, Issue 2).

Boubker, O., & Douayri, K. (2020). Dataset on the relationship between consumer satisfaction, brand attitude, brand preference and purchase intentions of dairy product: The case of the Laayoune-Sakia El Hamra region in Morocco. *Data in Brief*, *32*, 106172. https://doi.org/10.1016/j.dib.2020.106172

Cheah, I., Phau, I., Chong, C., & Shimul, A. S. (2015). Antecedents and outcomes of brand prominence on willingness to buy luxury brands. *Journal of Fashion Marketing and Management*, *19*(4), 402–415. https://doi.org/10.1108/JFMM-03-2015-0028

Cheah, J.-H., Ali Memon, M., Chuah, F., Ting, H., & Ramayah, T. (2018). Assessing reflective models in marketing research: A comparison between pls and plsc estimates. International. *International Journal of Business and Society*, *19*(1), 139–160.

Christea, K., & Chairun Nisa, P. (2022). Pengaruh Advertising Disclosure Language terhadap Minat Beli Produk Beauty and Fashion di Instagram dengan Source Credibility sebagai Variabel Intervening The Influence of Advertising Disclosure Language in Buying Intention of Beauty and Fashion Products on Instagram with Source Credibility as Intervening Variable. *Jurnal Manajemen Dan Organisasi (JMO)*, *13*(1), 12–22.

Eastman, J. K., Iyer, R., Shepherd, C. D., Heugel, A., & Faulk, D. (2018). Do they shop to stand out or fit in? The luxury fashion purchase intentions of young adults. *Psychology and Marketing*, *35*(3), 220–236. https://doi.org/10.1002/mar.21082

Esfandiar, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019). Understanding entrepreneurial intentions: A developed integrated structural model approach. *Journal of Business Research*, *94*, 172–182. https://doi.org/10.1016/j.jbusres.2017.10.045

Fang, J., Chen, L., Wen, C., & Prybutok, V. R. (2018). Co-viewing Experience in Video Websites: The Effect of Social Presence on E-Loyalty. *International Journal of Electronic Commerce*, *22*(3), 446–476. https://doi.org/10.1080/10864415.2018.1462929

Firmansyah, F., Rozanah Katrina Herda, Angga Damayanto, & Fajar Sidik. (2020). CONFIRMATORY FACTOR ANALYSIS TO KNOW THE INFLUENCING FACTORS OF ELEMENTARY SCHOOL STUDENTS' SELF-CONCEPT IN JETIS SUB DISTRICT, BANTUL REGENCY. *JISAE: Journal of Indonesian Student Assessment and Evaluation*, *6*(2), 196–202. https://doi.org/10.21009/jisae.v6i2.16458

Fitrianingrum, A., & Rita, S. (2021). *Influencer's Role In Applying The Environmental Lifestyle To Brand Trust And Purchase Intention* (Vol. 1, Issue 1). https://journal.uib.ac.id/index.php/conescintech

Gong, W., & Li, X. (2017). Engaging fans on microblog: the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement. *Psychology & Marketing*, *34*(7), 720–732. https://doi.org/10.1002/mar.21018

Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M., Hoyer, W. D., Zhang, Z. J., & Krohmer, H. (2020). *The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury?*

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, *1*(3), 100027. https://doi.org/10.1016/j.rmal.2022.100027

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hartono, A. (2020). *Pengaruh Social Media Marketing Activities terhadap Kepuasan Anggota Komunitas Online Pengusaha Kreatif Jogja.*

Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, *4*(2), 76–89. https://doi.org/10.29244/jcs.4.2.76-89

Hwang, K., & Zhang, Q. (2018). 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

Inan, D. I., Abidin, Z., Hidayanto, A. N., Rianto, M. E., Zakiri, F., Praharsa, M. D., & Phusavat, K. (2020). Factors Influencing Mobile Tourism Recommender Systems Adoption by Smart Travellers: Perceived Value and Parasocial Interaction Perspectives. *Design, Operation and Evaluation of Mobile Communications*, 52–62. https://doi.org/10.1007/978-3-030-50350-5_5

Janadari, M. P. N., Ramalu, S. S., & Wei, C. C. (2018). *Evaluation of measurement and structural model of the reflective model constructs in PLS-SEM*. 187–194.

Jansom, A., & Pongsakornrungsilp, S. (2021). How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing. *Sustainability*, *13*(15), 8572. https://doi.org/10.3390/su13158572

Jiang, L., & Shan, J. (2018). Heterogeneity of luxury value perception: a generational comparison in China. *International Marketing Review*, *35*(3), 458–474. https://doi.org/10.1108/IMR-12-2015-0271

Jufrizen, J., Mukmin, M., Nurmala, D., & Jasin, H. (2021). Effect of Moderation of Work Motivation on the Influence of Organizational Culture On Organizational Commitment and

Employee Performance. *International Journal of Business Economics (IJBE)*, *2*(2), 86–98. https://doi.org/10.30596/ijbe.v2i2.6710

Kapferer, J.-N., & Valette-Florence, P. (2016). Beyond rarity: the paths of luxury desire. How luxury brands grow yet remain desirable. *Journal of Product & Brand Management*, *25*(2), 120–133. https://doi.org/10.1108/JPBM-09-2015-0988

Kharisma, F., & Kurniawati, M. (2021). Pengaruh Attitude Homophily, Social Attractiveness, Self-Disclosure, Endorser Credibility, dan Parasocial Interaction terhadap Purchase Intention. *Jurnal Ilmu Manajemen*, 10–18.

Kim, H. (2020). Unpacking Unboxing Video-Viewing Motivations: The Uses and Gratifications Perspective and the Mediating Role of Parasocial Interaction on Purchase Intent. *Journal of Interactive Advertising*, *20*(3), 196–208. https://doi.org/10.1080/15252019.2020.1828202

Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, *99*, 405–413. https://doi.org/10.1016/j.jbusres.2017.08.023

Kurtin, K. S., O'brien, N., Roy, D., & Dam, L. (2019). Parasocial Relationships with Musicians. In *The Journal of Social Media in Society Fall* (Vol. 8, Issue 2).

Kusmardianto, A. D. , & Rahayu, F. (2023). Anteseden dan Konsekuensi dari Parasocial Interaction dada Produk Kosmetik Lokal. *Jurnal Pendidikan Tambusai*, *7*(1), 992–1001.

Kusnandar, B. V. (2022). *Pendapatan Penduduk Indonesia Meningkat Menjadi Rp 62,2 Juta per Tahun*.

Kusumawati, A., & Raharjo, K. (2021). Menggali peran digital fitness influencer terhadap parasocial interaction dan fan citizenship behaviour. *Jurnal Studi Komunikasi*, *5*(3), 764–790.

Kyriazos, T. A. (2018). Applied Psychometrics: The 3-Faced Construct Validation Method, a Routine for Evaluating a Factor Structure. *Psychology*, *09*(08), 2044–2072. https://doi.org/10.4236/psych.2018.98117

Lang, C., & Joyner Armstrong, C. M. (2018). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping. *Sustainable Production and Consumption*, *13*, 37–47. https://doi.org/10.1016/j.spc.2017.11.005

Lee, H.-J., & Lyu, J. (2016). Personal values as determinants of intentions to use self-service technology in retailing. *Computers in Human Behavior*, *60*, 322–332. https://doi.org/10.1016/j.chb.2016.02.051

Lee, M., & Lee, H. (2022). Do parasocial interactions and vicarious experiences in the beauty YouTube channels promote consumer purchase intention? *International Journal of Consumer Studies*, *46*(1), 235–248. https://doi.org/10.1111/ijcs.12667

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

Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, *174*, 121246. https://doi.org/10.1016/j.techfore.2021.121246

Maulida, A. Z. (2019). *Pengaruh self-control, daya tarik iklan dan kerentanan dampak interpersonal terhadap online impulsive buying produk fashion pada wanita yang telah menikah* [Bachelor's thesis]. UIN Syarif Hidayatullah Jakarta.

Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2018). Attracting tourists to travel companies' websites: the structural relationship between website brand, personal value, shopping experience, perceived risk and purchase intention. *Current Issues in Tourism*, *21*(6), 616–645. https://doi.org/10.1080/13683500.2016.1200539

Novitasari, D., Supiana, N., Supriatna, H., Agung Ali Fikri, M., & Asbari, M. (2021). The Role of Leadership on Innovation Performance: Transactional Versus Transformational Style. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, *07*(01). https://doi.org/10.34203/jimfe.v7i1.2981

O'Cass, A., & Siahtiri, V. (2013). In search of status through brands from Western and Asian

origins: Examining the changing face of fashion clothing consumption in Chinese young adults. *Journal of Retailing and Consumer Services*, *20*(6), 505–515. https://doi.org/10.1016/j.jretconser.2013.05.005

Oe, H., Sunpakit, P., Yamaoka, Y., & Liang, Y. (2018). An exploratory study of Thai consumers' perceptions of "conspicuousness": a case of luxury handbags. *Journal of Consumer Marketing*, *35*(6), 601–612. https://doi.org/10.1108/JCM-01-2017-2058

Permana, R. A. M. (2022). *Pengaruh Review Beauty Influencer Lizni Sanders Terhadap Niat Membeli Produk "Somethinc" Pada Media Sosial Youtube*. https://dspace.uii.ac.id/handle/123456789/38752

Perry, P., Barnes, L., & Ye, T. (2020). *The Evolution of the Chinese Luxury Fashion Consumer: An Interpretive Study of Luxury Value Perceptions* (pp. 175–202). https://doi.org/10.1007/978-3-030-25654-8_8

Pinda, L., Handoko, K., Halim, S., & Gunadi, W. (2021). The Determinant Factors of Purchase Intention in the Culinary Business in Indonesia That Mediated by Parasocial Interaction and Food Vlogger Credibility. *Turkish Journal of Computer and Mathematics Education*, *12*(3), 4852–4865.

Pramudito, E. S., Rizkalla, N., & Purnamaningsih, P. (2022). The Influence of Physical Attractiveness, Social Attractiveness and Attitude Homophily towards the Credibility of Travel Vlogger. *Formosa Journal of Sustainable Research*, *1*(7), 1167–1184. https://doi.org/10.55927/fjsr.v1i7.2150

Pratama, P. (2021). Pengaruh Parasocial Interaction pada Minat Pembelian. Ideas: Jurnal Pendidikan, Sosial, dan Budaya,. *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya*, *7*(4), 123–132.

Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. *The Winners*, *22*(2), 173–182. https://doi.org/10.21512/tw.v22i2.7597

Ryu, J.-S. (2015). The Emergence of New Conspicuous Consumption. *Journal of Distribution Science*, *13*(6), 5–10. https://doi.org/10.15722/jds.13.6.201506.5

Sabi, H. M., Uzoka, F.-M. E., Langmia, K., Njeh, F. N., & Tsuma, C. K. (2018). A cross-country model of contextual factors impacting cloud computing adoption at universities in sub-Saharan Africa. *Information Systems Frontiers*, *20*(6), 1381–1404. https://doi.org/10.1007/s10796-017-9739-1

Schivinski, B., Pontes, N., Czarnecka, B., Mao, W., De Vita, J., & Stavropoulos, V. (2022). Effects of social media brand-related content on fashion products buying behaviour – a moderated mediation model. *Journal of Product & Brand Management*, *31*(7), 1047–1062. https://doi.org/10.1108/JPBM-05-2021-3468

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, *39*(2), 258–281. https://doi.org/10.1080/02650487.2019.1634898

Septiana, E. D., & Qastharin, A. R. (2021). The Influence of Materialism Values Towards Young Consumers' Luxury Fashion Purchase Intention In Indonesia. *Advanced International Journal of Business, Entrepreneurship and SMEs*, *3*(9), 184–208. https://doi.org/10.35631/AIJBES.39014

Shahid, S., & Farooqi, R. (2019). Consumer Behavior towards Personal Luxury Goods: The Mediating Role of Brand Attachment. *IUP Journal of Marketing Management* , *18*(2), 7–29.

Shrestha, N. (2021). Factor Analysis as a Tool for Survey Analysis. *American Journal of Applied Mathematics and Statistics*, *9*(1), 4–11. https://doi.org/10.12691/ajams-9-1-2

Siregar, N., & Ovilyani, R. (2017). Analisis faktor-faktor yang mempengaruhi minat beli konsumen dalam menggunakan indihome sebagai penyedia jasa internet di kota medan (studi kasus kantor plaza telkomcabang iskandar muda no. 35 medan baru). *Jurnal Manajemen Tools*, *7*(1).

Soeaidy, M. S., Taufiq, A. R., & Mandasari, A. E. (2018). Stimuli Pada Generasi Millennial Untuk Mau Membayar Harga Premium Fashion Muslim Melalui Status Merek Dan Preferensi Merek. *Jurnal Ekonomi Manaj*, *4*(1), 29–37.

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*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Statista.com. (2023). *Value of the personal luxury goods market worldwide from 1996 to 2022*.

Sunardiyah, F., Pawito, P., & Isrun Naini, A. M. (2022). Pengaruh Komunikasi Interpersonal, Kampanye Sosial Media dan Citra Organisasi terhadap Kepuasan Konsumen di Bea Cukai Surakarta. *Jurnal Ilmu Komunikasi*, *20*(2), 237. https://doi.org/10.31315/jik.v20i2.6615

Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, *63*, 102667. https://doi.org/10.1016/j.jretconser.2021.102667

Warganegara, D. L., & Babolian Hendijani, R. (2022). Factors That Drive Actual Purchasing of Groceries through E-Commerce Platforms during COVID-19 in Indonesia. *Sustainability*, *14*(6), 3235. https://doi.org/10.3390/su14063235

Yılmazdoğan, O. C., Doğan, R. Ş., & Altıntaş, E. (2021). The impact of the source credibility of Instagram influencers on travel intention: The mediating role of parasocial interaction. *Journal of Vacation Marketing*, *27*(3), 299–313. https://doi.org/10.1177/1356766721995973

Zhang, B., & Kim, J.-H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, *20*(1), 68–79. https://doi.org/10.1016/j.jretconser.2012.10.007

Zheng, X., Men, J., Xiang, L., & Yang, F. (2020). Role of technology attraction and parasocial interaction in social shopping websites. *International Journal of Information Management*, *51*, 102043. https://doi.org/10.1016/j.ijinfomgt.2019.102043