THE ROLE OF BRAND CREDIBILITY, BRAND ATTITUDE AND INVOLVEMENT TOWARDS
THE EFFECT OF PARASOCIAL INTERACTION ON PURCHASE INTENTION

THESIS
Submitted as one of the requirements to obtain
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ABSTRAK

Meningkatnya informasi digital telah menghasilkan cara mempromosikan produk yang berkembang. Karena dukungan selebritas telah meluas dari media tradisional ke media sosial, peran selebritas telah diperkuat dan selebritas telah mampu menjalin hubungan dekat yang belum pernah terjadi sebelumnya melalui interaksi dengan konsumen. Penelitian ini, didasarkan pada teori interaksi parasosial dengan tujuan untuk mengusulkan kerangka anteseden dan hasil interaksi parasosial dengan selebriti di media sosial. Menggunakan pendekatan berbasis survei kuantitatif, penelitian ini mengumpulkan 170 tanggapan yang dapat digunakan, dan data dianalisis menggunakan pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM).

Penelitian menemukan bahwa kredibilitas merek sepenuhnya memediasi hubungan antara sikap merek dan niat beli, keterikatan selebriti memengaruhi niat beli secara langsung dan tidak langsung melalui elemen kognitif (kredibilitas merek) dan afektif (daya tarik merek), kebutuhan untuk dimiliki memoderasi hubungan antara media sosial interaksi dan interaksi parasosial dan kebutuhan keterlibatan untuk memoderasi hubungan antara sikap merek dan kredibilitas merek. Analisis eksplorasi mengungkap berbagai jenis platform sosial mungkin lebih kondusif untuk membangun interaksi parasosial. Studi ini mengeksplorasi mekanisme di mana interaksi selebriti di media sosial dapat memengaruhi merek yang mereka dukung dan peran yang dimainkan oleh interaksi parasosial dan kebutuhan untuk dimiliki dalam interaksi dan hasil.

Kata Kunci: Interaksi Parasosial; Kredibilitas Merek; Sikap Merek; Keterlibatan; dan Keinginan membeli

ABSTRACT

The increasing of digital information has resulted in a developing way of promoting products. As celebrity endorsements have extended from traditional media to social media, the role of celebrities has been amplified and celebrities have been able to establish unprecedentedly close relationships through interacting with consumers. This research, grounded in the theory of parasocial interactions with aims to propose a framework of antecedents and outcomes of parasocial interactions with celebrities on social media. Using a quantitative survey-based approach, this research collected 170 usable responses, and data were analyzed using partial least square structural equation modeling.

The research found that brand credibility fully mediate the relationship between brand attitude and purchase intention, celebrity attachment influences purchase intention directly and indirectly through both cognitive (brand credibility) and affective (brand attractiveness) elements, the need to belong moderates the relationship between social media interaction and parasocial interactions and the need to belong involvement to moderates the relationship between brand attitude and brand credibility. An exploratory analysis uncovers whether different types of social platforms may be more conducive to establishing parasocial interactions. This study explores the mechanisms by which celebrity interactions on social media can impact the brands they endorse and the role that parasocial interactions and the need to belong play in interactions and outcomes.

Keywords: Parasocial Interaction; Brand Credibility; Brand Attitude; Involvement; and Purchase intention

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Alichia Diasuma

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