

Peran Source Credibility dan Fairness pada pembentukan parasocial relationship dan product interest serta pengaruhnya pada minat pembelian dan E-Wom = The role of Source credibility and Fairness on the formation of parasocial relationship and product interest and its effect on purchase intention and E-Wom on beauty brands in Indonesia

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Abstrak

Sudah ada beberapa penelitian yang berfokus pada bagaimana kredibilitas sumber dan keadilan mempengaruhi hubungan parasosial dan ketertarikan produk, serta bagaimana ketertarikan produk berdampak terhadap niat membeli konsumen terhadap produk baru. Tapi hanya sedikit yang meneliti faktor-faktor tersebut dapat mempengaruhi niat membeli dan eWOM, maka penelitian ini bertujuan untuk mengisi kesenjangan tersebut, berfokus pada beauty influencer Indonesia di Instagram. Dengan 492 responden, penelitian ini menggunakan SPSS 26 (pre-test) dan SmartPLS 4 untuk analisis data.

Di penelitian ini ditemukan bahwa: variabel-variabel attractiveness, similarity, dan trustworthiness memiliki pengaruh signifikan dan positif terhadap parasocial relationship; similarity yang berpengaruh signifikan dan positif terhadap product interest. Interpersonal fairness dan informational fairness berpengaruh positif dan signifikan terhadap parasocial relationship; dan distributive fairness berpengaruh positif dan signifikan terhadap product interest. Variabel parasocial relationship berpengaruh signifikan dan positif terhadap product interest, purchase intention, dan eWOM. Product interest berpengaruh signifikan dan positif terhadap purchase intention dan eWOM.

.....Few studies have focused on how source credibility and fairness influence parasocial relationships and product interest, and how product interest impacts consumers' purchase intentions towards new products. But few have examined how these factors can influence purchase intention and eWOM, so this study aims to fill the gap, focusing on Indonesian beauty influencers on Instagram. With 501 respondents, this study used SPSS 26 (pre-test) and SmartPLS for data analysis. The results show that:

This study found that: the variables of attractiveness, similarity, and trustworthiness have a significant and positive effect on parasocial relationships; similarity has a significant and positive effect on product interest. Interpersonal fairness and informational fairness have a positive and significant effect on parasocial relationship; and distributive fairness has a positive and significant effect on product interest. Parasocial relationship has a significant and positive effect on product interest, purchase intention, and eWOM. Product interest has a significant and positive effect on purchase intention and eWOM.