

EXAMINING THE ROLE OF SOCIAL MEDIA INTERACTIONS AND PARA-SOCIAL INTERACTION ON CELEBRITY PURCHASE INTENTION

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ABSTRACT

Presently, social media exerts a profound influence on creating customer impressions of both celebrities and product companies. Moreover, the existence of emotional connections with celebrities often has a significant impact on consumers' intentions to buy. This study examines the relationship between social media interactions, para-social interactions, and celebrity attachment, and how these influence purchase intentions through brand attractiveness as a mediator. A total of 254 participants were selected for this study using the purposive sample strategy, and questionnaires were distributed to collect data. The data analysis technique uses Smart PLS with validity and reliability test analysis and t-test. The research findings indicate that brand attractiveness, celebrity attachment, and para-social interaction have a substantial and favorable impact on the purchase intention variable. Similarly, the factors of celebrity attachment and para-social contact exert a substantial positive impact on the variable of brand appeal. The social media interaction variable, in contrast, does not exert any influence on the variables of brand attractiveness and purchase intention. Furthermore, the mediating variables demonstrate that both para-social interaction and celebrity attachment variables have a substantial and favorable influence on the purchase intention variable via the brand attractiveness variable. Nevertheless, the variable of social media involvement does not exert any influence on the variable of purchase intention through the variable of brand attractiveness. This research is slightly different from previous research which examined brand credibility. Researchers explore and transform variables into brand attractiveness. Researchers also found that celebrity-endorsed purchase intentions increase brand appeal. In previous research two variables acted as mediation, namely para-social interaction and brand attractiveness, whereas in this study the mediating variable used was only brand attractiveness, para-social interaction acted as an independent variable.

Keywords: social media interaction, para-social interaction, celebrity attachment, brand attractiveness, celebrity endorsement.

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INTRODUCTION

Social media has created many celebrities and followers (Click et al., 2013). The emergence of social media has not only influenced the dynamics of connections between celebrities and their fans. This happens because social media has increasingly widespread capabilities and frequency and this is caused by the increasing number of celebrities who have the opportunity to update themselves and interact with their fans via social media.

Many celebrities use social media to share their lives with their fans. Celebrities can influence brands powerfully, especially through social media (Keel & Nataraajan, 2012). On celebrities' social media accounts, they share various information about themselves. According to (Marshall, 2010), sometimes they share their feelings and stories with their friends and family to inform others about their activities. The rise in frequency and efficacy of social media platforms has led to this

phenomenon, as they enable direct communication with fans and facilitate the dissemination of information. As a result, celebrities and consumers have become more familiar with each other.

Prominent corporations frequently employ celebrities as a component of their marketing communications plan to enhance the reputation of their brand or company. The literature on celebrity endorsements to date has focused on identifying celebrity characteristics, which help explain how effective celebrity endorsements are (Schimmelpfennig & Hunt, 2019). One marketing strategy that is often used is to use celebrities (Hurmerinta, 2010). Understanding the impact of celebrities on consumer behavior is crucial given the growing prevalence of celebrities leveraging social media to cultivate and sustain connections with their followers, as well as the rising trend of celebrities endorsing products on social platforms.

Over the last few years, a lot of research has been conducted to understand the impact of social media and parasocial interactions on consumer behavior (Chung & Cho, 2017), (S. A. Lee & Lee, 2017), (Aw & Labrecque, 2020). These studies have provided valuable insights into how consumer behavior can be influenced by exposure to celebrity content via social media platforms. However, there are still knowledge gaps that need to be filled, especially in understanding the correlation between social media interactions and parasocial interactions, and how the two together influence consumer purchase intentions.

Previous research tends to focus more on one aspect, be it social media interactions or parasocial interactions. In this context, the research aims to combine these two elements to obtain a more complete, and holistic picture. By integrating previous findings, this research seeks to form a deeper understanding of how these interactions influence each other, and how their combination plays a role in shaping consumer purchase intentions.

It is hoped that this research can significantly contribute to marketing science by filling existing knowledge gaps. By understanding how social media and parasocial interactions work together, this research can provide new insights into more effective marketing strategies. Additionally, these findings can help marketing practitioners and companies develop more targeted and relevant campaigns, increasing consumer interactions with brands and products promoted by celebrities. Thus, it is hoped that this research can become the basis for developing more sophisticated and effective marketing strategies in facing challenges in this digital era.

LITERATURE REVIEW AND DEVELOPMENT HYPHOTHESES

Celebrity Endorsement Models

Celebrity endorsement models are an approach used by companies to utilize the fame and positive image of celebrities to promote their products or brands (Schimmelpfennig & Hunt, 2019), (Li, 2013), (Venkatesh & Brown, 2001), (Erdogan et al., 2001), (Kamins et al., 1989). There are several models in celebrity endorsement, one of which is the para-social interaction theory (Solomon, 2014), (Jain & Roy, 2016), (McCracken, 1989). This theory refers to the relationship between celebrities and their fans or consumers (Hsu & Lin, 2008), (Hollensen & Schimmelpfennig, 2013), (Spry et al., 2011). According to (Illici et al., 2015) and (Munnukka et al., 2016), several points discuss para-social interaction theory in the context of celebrity endorsement, including (1) Para-social interaction theory emphasizes the formation of emotional relationships between celebrities and fans. When celebrities are actively involved in advertising or promoting a product, consumers tend to feel more emotionally close to the brand, (2) Para-social interaction theory assumes that consumers identify themselves with celebrities they admire. By involving celebrities in advertising, companies hope that consumers will feel the positive influence of the celebrity and be more likely to buy the advertised product. (3) Celebrities are often considered to have high credibility in the eyes of consumers. Involving celebrities in advertising can increase consumer trust in a product or brand, especially if the celebrity has a good reputation and is in line with the brand's values.

Purchase Intention

Celebrities can help consumers choose their brand, which is called purchase intention (Kahle & Homer, 1985). Celebrities provide significant meaning, strong bonds especially between fans and celebrities can benefit brands and companies (Miller & Allen, 2012). Thus, the relationship between consumers and celebrities can influence the attitudes and actions endorsed by a brand. Celebrities can make consumers follow and imitate them, which ultimately impacts their consumption behavior (Huang et al., 2015), (Ilicic & Webster, 2011). As an example, (Ilicic & Webster, 2011) found that celebrities who were close to consumers were perceived as better advocates. These celebrities change customers' attitudes towards advertising and encourage them to buy the endorsed brand.

Brand Attractiveness

Brand attractiveness is defined as a positive assessment of brand identity, which is assessed by considering how the brand supports consumers in fulfilling their self-definition (Currás-Pérez et al., 2009). Apart from that, brand attractiveness can also be interpreted as a brand benchmark that can be said to be attractive, profitable, and unique or different (Sophonsiri & Polyorat, 2009). According to (Stephanie, 2013), Brand attractiveness refers to a brand that has characteristics or existence that are different from other brands. An attractive brand will always be liked and have a positive impact on consumers. Based on the opinions of several experts, it can be concluded that brand attractiveness is a benchmark for a brand so it can be said to be attractive and attract the attention of consumers.

Social Media Interaction

According to (Shibuya et al., 2022), Social media interaction is exposure to social media that allows individuals to better understand interactions. Apart from that, social media interaction can also be interpreted as virtual world interaction in the form of data traded in various structures, including messages, recordings, images and so on that identify brands or goods through web-based social networks among online individuals (Abrar et al., 2017). According to (Ostic et al., 2021), defines social media interaction as the interaction of websites and online tools that facilitate interaction between users by offering opportunities to share information, opinions, and interests. Based on the opinions of several experts, it can be concluded that social media interaction is any form of communication, exchange of information, or involvement between social media users on platforms such as Facebook, Instagram, Twitter, etc.

Para-Social Interaction

Para-social interaction is an interaction phenomenon that occurs between individuals and media figures, such as celebrities, television personalities, or other public figures, even though it is only one way (Putri, 2023). This means that the individual has a relationship or psychological bond with the media figure, while the media figure is not aware of the individual's existence. This relationship is asymmetrical, where the individual feels an emotional bond with the media figure, while the media figure has no direct knowledge or interaction with the individual.

Celebrity Attachment

Celebrity attachment is a phenomenon where someone feels connected or has an emotional bond with a celebrity (Salsabila & Permadi, 2023). These attachments can be positive or negative and often arise because fans feel they share the same values, interests, or life experiences as the celebrity.

Social Media Interaction Towards Brand Attractiveness

Currently, people prefer to interact via social media and purchase products online. Individuals today have quite good knowledge compared to individuals in previous times. With social media interaction, individuals will have experiences that can create an emotional attachment to a brand,

thereby increasing individual interest in the brand. This is following research from (Hudson et al., 2015) and (Knoll et al., 2015) which states that social media interaction has a positive and significant influence on brand attractiveness.

H1: Social media interaction has a significant positive effect on brand attractiveness

Para-Social Interaction towards Brand Attractiveness

Several factors cause the relationship between para-social interaction and brand attractiveness, including (1) If individuals feel they have an emotional connection with certain media figures through para-social interaction, they will most likely feel close to the brand associated with numbers. That. Emotional closeness can increase brand attractiveness because consumers are more likely to associate the brand with positive experiences with media figures. (2) If media figures involved in para-social interactions are considered credible and trustworthy, this can influence perceptions of the brands they support. Consumers may be more likely to trust brands associated with media figures they know and trust through para-social interactions. This is following research from (Knoll et al., 2015) and (Hudson et al., 2015) which state that para-social interaction has a positive and significant influence on brand attractiveness.

H2: Para-social interaction has a significant positive effect on brand attractiveness

Celebrity Attachments Towards Brand Attractiveness

The presence of celebrities can increase consumer attention to a brand. Celebrities often have great brand attractiveness and can attract attention through advertising or promotional campaigns. This is in accordance with research from (Kamins et al., 1989) and (Till & Busler, 1998), which state that celebrity attachment has a positive and significant influence on brand attractiveness.

H3: Celebrity attachment has a significant positive effect on brand attractiveness

Brand Attractiveness Towards Purchase Intention

Celebrities can be successful if they can create an attractive self-image and become a source of inspiration for consumers. In line with the view that consumers must show interest in celebrities if they want to form a bond with them. Therefore, when consumers form an attachment to a celebrity, they will tend to have a more favorable view of the brand and product endorsed by the celebrity, which will make the brand or product liked and then give rise to purchase intention. This is in accordance with research from (Ilicic & Webster, 2011) and (Ilicic et al., 2016) which state that brand attractiveness has a positive and significant influence on purchase intention.

H4: Brand attractiveness has a significant positive effect on purchase intention

Social Media Interaction Towards Purchase Intention

Social media interaction creates a word-of-mouth effect which can increase consumer confidence in a product or brand. Recommendations from friends or family on social media can influence purchase intention. Apart from that, social media interaction is also considered capable of increasing user interaction and involvement with brand or product content so that it can influence purchase intention. Content that gets more responses, such as comments and shares, is considered to increase trust and purchase intention. This is in accordance with research from (Sanderson, 2011), (Obilo et al., 2021), and (Pansari & Kumar, 2017), which state that social media interaction has a positive and significant influence on purchase intention.

H5: Social media interaction has a significant positive effect on purchase intention

Para-Social Interaction Towards Purchase Intention

Para-social interaction is described as a correlation between the audience and the actor and usually occurs in one direction, where the actor is usually known to the audience, but not vice versa (Horton & Wohl, 1956). It can also be thought of as the relationship between audiences and various

figures in the media, such as celebrities, news anchors, or fictional characters (Rubin & McHugh, 1987). From para-social interaction, this relationship has evolved into more than just a one-way relationship as media personalities can interact with more users through sharing, reposting, commenting, or discussing uploaded content. Exposure to content published by influencers can have an impact on increasing interaction between social media users and influencers so that they are believed to be a trusted source of information, and user suggestions have an impact on purchase intention towards products offered by influencers on social media. This is in accordance with research from (Brown, 2015), (Sokolova & Kefi, 2020), and (J. E. Lee & Watkins, 2016), which states that para-social interaction has a positive and significant influence on purchase intention.

H6: Para-social interaction has a significant positive effect on purchase intention

Celebrity Attachments Towards Purchase Intention

Celebrities are often seen as attractive and influential figures. If consumers feel attached to a particular celebrity, they are more likely to trust the products or services promoted by that celebrity. Celebrity attachments can have a positive impact on brand perception, thereby supporting purchase intention. This is in accordance with research from (McGuire, 1985), (Misra & Beatty, 1990), and (Ohanian, 1991), which state that celebrity attachment has a positive and significant influence on purchase intention.

H7: Celebrity attachment has a significant positive effect on purchase intention

Social Media Interaction Towards Purchase Intention Through Brand Attractiveness

Positive engagement and high brand appeal via social media can directly influence consumer purchase intentions (Coursaris et al., 2016). Consumers who feel connected, trusted, and attracted to a brand through social media interactions are more likely to consider and ultimately purchase products or services from that brand. However, in general, in managing marketing strategies, companies still need to understand how important it is to build positive interactions through social media and create strong brand appeal to increase consumer purchasing intentions. Active monitoring of consumer response, content quality, and brand image through social media is key to achieving these goals. This is in accordance with research from (Rutter et al., 2016), (Mahmoud, 2018), and (So et al., 2017) which states that social media interaction has a positive and significant influence on purchase intention through brand attractiveness.

H8: Social media interaction has a significant positive effect on purchase intention through brand attractiveness

Para-Social Interaction Towards Purchase Intention Through Brand Attractiveness

Para-social interaction can positively influence consumer perceptions of brand attractiveness (Zhang & Hung, 2020). If consumers have positive interactions with figures or characters related to the brand, this can increase the brand's appeal. As brand attractiveness increases, there is a possibility that consumers will have an increase in purchase intention towards the brand's products or services. This is in accordance with research from (Ermeç, 2022), (Song et al., 2023), and (Lin et al., 2021) which state that para-social interaction has a positive and significant influence on purchase intention through brand attractiveness.

H9: Para-social interaction has a significant positive effect on purchase intention through brand attractiveness

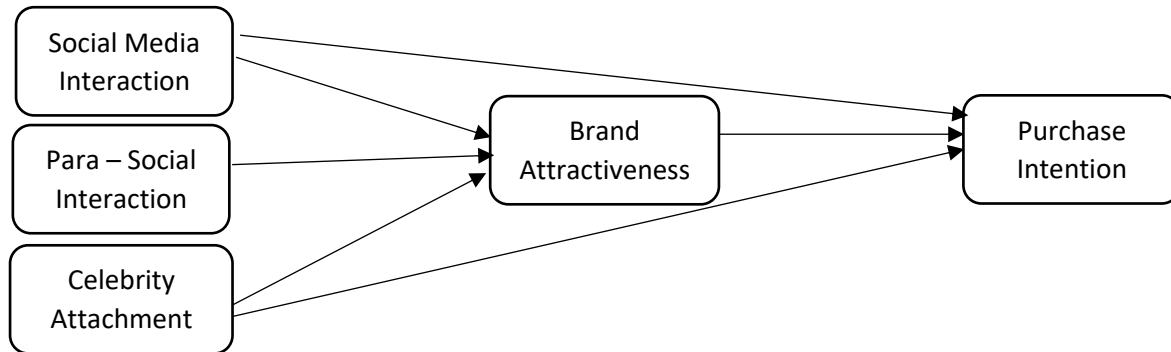
Celebrity Attachments Towards Purchase Intention Through Brand Attractiveness

The influence of celebrity attachments on purchase intention through brand attractiveness refers to the impact of celebrity involvement in the marketing of a brand on consumers' tendency to buy, which is linked to brand attractiveness. A consumer's emotional attachment to a celebrity can be transferred to the brand, creating a positive experience associated with the product or service

(Kowalczyk & Pounders, 2016). Consumer identification with celebrities can trigger social influence effects, where consumers tend to follow the actions or preferences represented by the celebrity. This is in accordance with research from (Mahmoud, 2018) and (So et al., 2017), which state that celebrity attachments have a positive and significant influence on purchase intention through brand attractiveness.

H10: Celebrity attachments have a significant positive effect on purchase intention through brand attractiveness

Figure 1
Conceptual Models



RESEARCH METHOD

The theory that researchers use to test the mediation hypothesis is the hierarchy of effects model. The hierarchy of effects model is a concept in marketing and advertising that describes a series of steps or stages that consumers usually experience before making a purchase decision or adopting a product (Verhagen & Bloemers, 2018). This model tries to explain the mental and emotional processes that occur in consumers along the journey from initial knowledge about the product to the act of purchase or use. In this context, researchers propose that social media interactions and parasocial interactions influence brand attractiveness, which in turn influences purchase intention.

Measures

In general, researchers adopt the concept of (Aw & Labrecque, 2020) in measuring existing variables. The question scale used for the social media interaction variable focuses on the frequency of interaction as well as users' active and passive involvement with celebrities. The question scale used for the para-social interaction variable focuses on the user's identification, empathy, and emotional abilities towards celebrities. The question scale used for the celebrity attachment variable focuses on cognitive, affective, and user behavior towards celebrities. The question scale used for the brand attractiveness variable focuses on user perceptions, brand characteristics, and the level of user trust in brands related to celebrities. The question scale used for the purchase intention variable focuses on the user's reasons for purchasing a product.

Survey Instrument Development

This research uses an online questionnaire that is created and administered by yourself using Indonesian. After that, the survey was distributed and given to respondents throughout the Indonesian islands. All measurement items were changed and adapted from previous research to help with the objectives of this research so that the measurement instruments can be adapted to social media interactions, para-social interactions, and celebrity purchase intention.

Sample and Data Collection

This study uses a quantitative approach. Data collection used a questionnaire survey method using a five-point Likert scale ranging from "strongly disagree" (score 1) to "strongly agree" (score 5). This questionnaire was distributed to WhatsApp groups, social media, close friends, and the wider community. This research also uses a purposive sampling approach where the sampling method is very appropriate for this research. Considering this technique allows researchers to obtain more accurate information. To become a respondent in this research, the respondent must know a local celebrity, namely Raffi Ahmad. After the data was collected, data processing was carried out using Smart PLS version 4.0 to test measures including composite reliability to assess the reliability of indicators of internal consistency, convergent validity, AVE, and discriminant validity (Sarstedt et al., 2014).

Validity Test

Convergent and discriminant validity are two categories of PLS-SEM validity (Binus, 2023). The principle that constructs dimensions should be highly correlated is referred to as the convergent validity relationship (Hamid & Anwar, 2019). This validity test was carried out using reflective indicators in the SmartPLS 4.0 program. The loading factor value for each construct indicator is shown. The minimum value is 0.7 (Hair et al., 2019). Meanwhile, discriminant validity itself is defined as the idea that measurements of different constructs should not show significant correlations (Hamid & Anwar, 2019).

Table 1
Convergent Validity Test Results

Indicator Items	Convergent Validity		Status
	Loading Factor	AVE	
BA1	0.823	0.642	Valid
BA2	0.764		Valid
BA3	0.799		Valid
BA4	0.817		Valid
CA1	0.882	0.764	Valid
CA2	0.842		Valid
CA3	0.884		Valid
CA4	0.887		Valid
PI1	0.842		Valid
PI2	0.847	0.657	Valid
PI3	0.831		Valid
PI4	0.834		Valid
PI5	0.686		Valid
PSI1	0.873		Valid
PSI2	0.859	0.705	Valid
PSI3	0.822		Valid
PSI4	0.803		Valid
SMI1	0.839		Valid
SMI2	0.851	0.605	Valid
SMI3	0.821		Valid
SMI4	0.678		Valid
SMI5	0.680		Valid

Source: Primary Data, processed 2023

Based on Table 1, the loading factor and AVE values for all variables in convergent validity testing are >0.5, so in this case each item can be said to be valid.

Table 2
 Cross-Loading

Variable	Brand Attractiveness	Celebrity Attachment	Purchase Intention	Para-Social Interaction	Social Media Interaction
BA1	0.823	0.641	0.696	0.669	0.557
BA2	0.764	0.606	0.636	0.623	0.459
BA3	0.799	0.570	0.650	0.605	0.437
BA4	0.817	0.657	0.724	0.679	0.562
CA1	0.652	0.882	0.731	0.774	0.731
CA2	0.713	0.842	0.749	0.806	0.677
CA3	0.686	0.884	0.720	0.746	0.637
CA4	0.652	0.887	0.756	0.721	0.660
PI1	0.695	0.765	0.842	0.747	0.626
PI2	0.756	0.726	0.847	0.731	0.620
PI3	0.691	0.679	0.831	0.664	0.537
PI4	0.704	0.709	0.834	0.678	0.568
PI5	0.568	0.523	0.686	0.559	0.407
PSI1	0.683	0.777	0.721	0.873	0.695
PSI2	0.694	0.838	0.729	0.859	0.726
PSI3	0.678	0.669	0.654	0.822	0.538
PSI4	0.648	0.638	0.707	0.803	0.619
SMI1	0.601	0.669	0.624	0.707	0.839
SMI2	0.545	0.669	0.612	0.657	0.851
SMI3	0.572	0.655	0.577	0.682	0.821
SMI4	0.334	0.467	0.386	0.423	0.678
SMI5	0.308	0.504	0.407	0.437	0.680

Source: Primary Data, processed 2023

Based on Table 2, all indicator loadings on constructs are greater than their cross-loadings. For example, the BA1 indicator has a loading value of 0.823, which is greater than the cross-loadings for other constructs, namely 0.641, 0.696, 0.669, and 0.557. Therefore, this model can be said to have met the requirements for discriminant validity.

3.1 Reliability Test

Reliability testing can be used to prove or show that an instrument is accurate, reliable, and stable when measuring a particular construct (Hamid & Anwar, 2019). The composite reliability value, whose Cronbach's alpha must be greater than 0.7, is a general rule for assessing construct reliability (Hair et al., 2019).

Table 3
 Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Status
Brand Attractiveness	0.814	0.816	Reliable
Celebrity Attachment	0.897	0.897	Reliable
Purchase Intention	0.868	0.877	Reliable
Para-Social Interaction	0.860	0.861	Reliable
Social Media Interaction	0.840	0.868	Reliable

Source: Primary Data, processed 2023

Based on Table 3, the reliability test for the variables brand attractiveness, celebrity attachment, purchase intention, para-social interaction, and social media interaction shows that the Cronbach's alpha value for each variable is 0.814, 0.897, 0.868, 0.860, and 0.840, respectively with value above 0.7. Likewise, the composite reliability values also both show results of more than 0.7, namely 0.816, 0.897, 0.877, 0.861, and 0.868 so that in this case each item can be said to be reliable.

RESULT AND DISCUSSION

The main data included in this study was directly acquired from the research participants through the administration of a questionnaire. The data collection process was carried out for one week, 28 October 2023 - 03 November 2023. The data collected amounted to 254 questionnaires which were filled in and returned and declared valid for statistical analysis.

Table 4
Respondent Characteristics

Variable	Category	Frequency	Percentage (%)
Gender	Man	81	31,9%
	Women	173	68,1%
Age	16 – 20	45	17,7%
	21 – 25	97	38,2%
	26 – 30	105	38,2%
	31 – 40	7	2,8%
Domicile	Sumatera Island	91	35,8%
	Java Island	127	50%
	Kalimantan Island	30	11,8%
	Sulawesi Island	2	0,8%
	Papua Island	1	0,4%
Have know about Raffi Ahmad	Yes	253	99,6%
	No	1	0,4%
Have knowledge about the brands that endorse Raffi Ahmad	Yes	240	94,5%
	No	14	5,5%

Source: Primary Data, processed 2023

The direct impact observed from the path coefficient of an exogenous variable to an endogenous variable is referred to as a direct effect (Hakam et al., 2015). A variable can be said to have a direct and significant effect if the p-value is <0.05.

Table 5
Hypothesis and Direct Effect Test Results

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
SMI -> BA	0.010	0.010	0.071	0.137	0.891	Not Significant
PSI -> BA	0.539	0.541	0.109	4.963	0.000	Significant
CA -> BA	0.296	0.294	0.105	2.814	0.005	Significant
BA -> PI	0.400	0.399	0.060	6.629	0.000	Significant
SMI -> PI	0.005	0.008	0.060	0.090	0.928	Not significant
PSI -> PI	0.160	0.161	0.074	2.152	0.032	Significant
CA -> PI	0.394	0.393	0.074	5.314	0.000	Significant

Source: Primary Data, processed 2023

Before evaluating the hypothesis test, the researcher discovered that the t-table value in this study, with a significance level of 0.05, was determined to be 1.66. As a result of hypothesis testing, the relationship between each variable is explained as follows:

The t-statistical hypothesis test findings indicate that the social media engagement variable has a direct influence of 0.137 on the brand attractiveness variable. This value is less than 1.96, and the p-value is 0.891, which is greater than 0.05, so H1 is rejected. This means that in this research the social media interaction variable has an insignificant negative influence on brand attractiveness.

The t statistical hypothesis test indicates that the para-social interaction variable has a significant direct influence on the brand appeal variable, with a coefficient of 4,963. The p-value of 0.000 confirms that this relationship is statistically significant at a significance level of 0.05. So H2 is accepted. In this study, it was found that the variable of para-social contact had a notable and beneficial impact on the variable of brand appeal.

The t statistical hypothesis test indicates that the celebrity affiliations variable has a significant direct influence on the brand attractiveness variable, with a coefficient of 2,814. This coefficient is greater than the critical value of 1.96, suggesting a statistically significant relationship. Additionally, the p-value of 0.005 is less than the significance level of 0.05, further supporting the significance of this relationship, so H3 is accepted. Therefore, this research demonstrates that the variable of celebrity attachments has a notable and favorable impact on the variable of brand attractiveness.

The t statistical hypothesis test indicates that the brand appeal variable has a significant direct influence on the purchase intention variable, with a value of 6.629, which is greater than 1.96. Additionally, the p-value is 0.000, which is less than 0.05, so H4 is accepted. Consequently, this study demonstrates that the variable of brand attractiveness has a notable and favorable impact on the variable of purchase intention.

The t-statistical hypothesis test findings indicate that the social media interaction variable has a direct influence on the purchase intention variable, with a coefficient of 0.090. This coefficient is not statistically significant, as it falls below the critical value of 1.96. Additionally, the p-value associated with this test is 0.928, which is greater than the significance level of 0.05, so H5 is rejected. This means that in this study the social media interaction variable has an insignificant negative influence on purchase intention.

The t statistical hypothesis test indicates that the para-social interaction variable has a significant direct influence on the purchase intention variable, with a coefficient of 2,152. The p-value of 0.032 confirms that this relationship is statistically significant at the 0.05 level of significance, so H6 is accepted. In this study, it was found that the para-social interaction variable has a statistically significant and favorable impact on the purchase intention variable.

The t statistical hypothesis test findings indicate that the celebrity attachments variable has a significant direct influence on the purchase intention variable, with a value of 5,314 which is greater than 1.96. Additionally, the p-value is 0.000, which is less than the significance level of 0.05. So H7 is accepted. In this study, the variable of celebrity attachments has a notable and favorable impact on the variable of purchase intention.

The indirect effect is a quantitative analysis that seeks to assess the magnitude of the impact of one variable on other variables, including both exogenous and endogenous factors (Haryono, 2016).

Table 6
Hypothesis and Indirect Effect Test Results

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
SMI -> BA -> PI	-0.021	0.021	0.030	0.705	0.481	Not significant
PSI -> BA -> PI	0.234	0.234	0.056	4.199	0.000	Significant
CA -> BA -> PI	0.133	0.133	0.049	2.714	0.007	Significant

Source: Primary Data, processed 2023

Before evaluating the hypothesis test, the researcher discovered that the t-table value in this particular finding, with a significance level of 0.05, was 1.66. As a result of hypothesis testing, the relationship between each variable is explained as follows:

The t-statistical hypothesis test findings indicate that the direct influence of the social media interaction variable on the purchase intention variable, mediated by the brand attractiveness variable, is 0.705, which is less than 1.96. Additionally, the p-value is 0.481, which is greater than 0.05, so H8 is rejected. This means that in this study the social media interaction variable has an insignificant negative influence on purchase intention which is mediated by the brand attractiveness variable.

The t-statistical hypothesis test findings indicate that the para-social interaction variable has a significant direct influence on the purchase intention variable, which is mediated by the brand attractiveness variable. The resulting value of 4,199 is greater than the critical value of 1.96, and the p-value of 0.000 is less than the significance level of 0.05, confirming H9 is accepted. In this study, it was found that the para-social interaction variable has a notable and favorable impact on the purchase intention variable. This impact is influenced by the brand attractiveness variable acting as a mediator.

The t statistical hypothesis test findings indicate that the celebrity attachments variable has a significant direct influence on the purchase intention variable, which is mediated by the brand attractiveness variable. The resulting value of 2,714 is greater than the critical value of 1.96, and the p-value of 0.007 is less than the significance level of 0.05, confirming H10 is accepted. This means that in this study the celebrity attachments variable has a significant positive effect on the purchase intention variable which is mediated by the brand attractiveness variable.

Empirical research exploring influencer marketing via social media focuses on the extent of consumers' intent to adopt a product or service online. Researchers replicated a prior study conducted in China that examined the impact of social media contact and para-social interaction on consumers' online purchasing intentions. Previous research, namely research from (Aw & Labrecque, 2020) became the basis of this research.

This research is slightly different from previous research which examined brand credibility. Researchers explore and change variables into brand attractiveness. Researchers also found that celebrity-endorsed purchase intention increases brand attractiveness. Research (Aw & Labrecque, 2020) also has two variables that act as mediation, namely para-social interaction and brand attractiveness, whereas in this research the mediating variable used is only brand attractiveness, para-social interaction acts as an independent variable. In this study, similarities with previous research were only shown in H3 and H10. This statement elucidates that the association with a celebrity has a direct impact on the desire to purchase, as well as an indirect impact through emotional factors, specifically brand attractiveness. This finding is supported by (Aw & Labrecque, 2020).

CONCLUSIONS

This research generally aims to combine para-social interaction elements with social media interaction elements to get a more complete and holistic picture. Based on these findings, it can be concluded that the variables brand attractiveness, celebrity attachment, and para-social interaction have a significant positive influence on the purchase intention variable. Likewise, the celebrity attachments and para-social interaction variables have a significant positive influence on the brand attractiveness variable. This is different from the social media interaction variable which does not influence the brand attractiveness and purchase intention variables. Apart from that, the mediating variables show that the para-social interaction and celebrity attachments variables have a significant positive influence on the purchase intention variable through the brand attractiveness variable, while the social media interaction variable has no influence on the purchase intention variable through the brand attractiveness variable.

The suggestion from researchers is that companies and celebrities focus on improving the quality of social media interactions. Quality content and fast response to fans can increase celebrity attachment, strengthen para-social interaction, and directly influence purchase intention.

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