

INTISARI

Penelitian ini bertujuan untuk menguji karakterisasi pendengung di media sosial Instagram pada niat beli pengikutnya. Penelitian ini mengadopsi model penelitian berdasarkan studi Masuda et al. (2022), yakni terdiri dari variabel sikap homofili, daya tarik fisik, daya tarik sosial, kepercayaan, keahlian, hubungan parasosial dan niat beli. Penelitian ini menggunakan metode *purposive sampling* guna mewawancarai 225 responden. Metode pengumpulan data pada penelitian ini dengan menggunakan kuesioner daring melalui Google Form di media sosial. Responden merupakan pengguna media sosial Instagram yang berusia setidaknya 17 tahun, mengikuti dan pernah melihat ulasan dari pendengung fesyen @dwihandaanad, @hamidahrachmayanti, @indahnadapuspita, dan @megaiskanti.

Metode analisis data dilakukan dengan menggunakan SEM *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa variabel sikap homofili berpengaruh positif terhadap kepercayaan, keahlian dan hubungan parasosial. Variabel daya tarik fisik berpengaruh positif terhadap kepercayaan, keahlian dan hubungan parasosial. Variabel daya tarik sosial berpengaruh positif terhadap kepercayaan, keahlian dan hubungan parasosial. Lalu, variabel kepercayaan, keahlian dan hubungan parasosial berpengaruh positif pada niat beli.

Kata kunci: Sikap Homofili, Daya Tarik Fisik, Daya Tarik Sosial, Kepercayaan, Keahlian, Hubungan Parasosial, Niat beli.

ABSTRACT

The purpose of this research was to examine the effect of characterization of pendengung on Instagram social media on the purchase intention of their followers. This study adopted a research model based on the study of Masuda et al. (2022), which consists of attitude homophily variables, physical attractiveness, social attractiveness, trustworthiness, expertise, parasocial relationships and purchase intentions. This research uses a purposive sampling method to interview 225 respondents. The data collection method in this study used a online questionnaire via Google Form on social media. Respondents are Instagram social media users who are at least 17 years old, follow and have seen reviews from fashion pendengung @dwihandaanad, @hamidahrachmayanti, @indahnadapuspita, and @megaiskanti.

The data analysis method was carried out using SEM Partial Least Square (PLS). The results showed that the attitude homophily variable had a positive effect on trustworthiness, expertise and parasocial relationships. Physical attractiveness variables have a positive effect on trustworthiness, expertise and parasocial relationships. Social attractiveness variables have a positive effect on trustworthiness, expertise and parasocial relationships. Then, the variables of trustworthiness, expertise and parasocial relationships have a positive effect on purchase intention.

Keywords: Attitude homophily, physical attractiveness, social attractiveness, trustworthiness, expertise, parasocial relationships and purchase intentions.