

INTISARI

Kunjungan pada Shopee masih didominasi oleh saluran langsung sehingga masih banyak audiens yang belum menggunakan saluran *referrals* khususnya tautan afilifasi yang dibagikan oleh afiliator Shopee. Penelitian ini bertujuan untuk menginvestigasi bagaimana afiliator Shopee yang ada di Instagram berpengaruh terhadap niat beli produk kecantikan atau fesyen di Shopee. Penelitian ini menggunakan variabel interaksi parasosial dan kredibilitas untuk mengetahui pengaruhnya terhadap niat beli, serta menggunakan variabel daya tarik fisik, daya tarik sosial, dan *attitude homophily* untuk mengukur variabel interaksi parasosial dan kredibilitas.

Penelitian ini menggunakan metode kuantitatif dengan metode *purposive sampling*. Kuesioner disebar secara daring dengan kriteria responden, yaitu pengguna Instagram yang mengikuti salah satu afiliator Shopee pada kategori produk kecantikan atau fesyen di Instagram, belum pernah membeli produk kecantikan atau fesyen dari afiliator Shopee di Instagram, dan berumur di atas 17 tahun. Kuesioner tersebut telah mendapatkan 230 responden. Penelitian ini menggunakan metode analisis *Structured Equation Modelling* (SEM) melalui prosedur statistik *Partial Least Square* (PLS).

Hasil dari penelitian ini menemukan bahwa terdapat pengaruh positif dan signifikan dari variabel kredibilitas dan interaksi parasosial terhadap niat beli. Variabel daya tarik sosial dan *attitude homophily* juga berpengaruh positif dan signifikan terhadap interaksi parasosial. Namun, tidak ditemukan pengaruh yang signifikan dari variabel daya tarik fisik terhadap interaksi parasosial sehingga hipotesis ini tidak terdukung. Selain itu, variabel daya tarik fisik dan *attitude homophily* memiliki pengaruh positif dan signifikan terhadap kredibilitas.

Kata kunci: afiliator Shopee, niat beli, kredibilitas, interaksi parasosial, daya tarik fisik, daya tarik sosial, *attitude homophily*.

ABSTRACT

Visits to Shopee are still dominated by direct channels so that there are still many audiences who have not used referral channels, especially the affiliate links shared by Shopee affiliates. This study aims to investigate the influence of Shopee affiliates on Instagram towards the intention to purchase beauty or fashion products on Shopee. This study uses parasocial interaction and credibility variables to determine their effect on purchase intentions, and also uses physical attractiveness, social attractiveness, and attitude homophily to measure parasocial interaction and credibility variables.

This study used a quantitative method with purposive sampling method. The questionnaire was distributed online with the criteria of respondents, including Instagram users who follow one of the Shopee affiliates under the beauty or fashion product categories on Instagram, have never purchased beauty or fashion products from Shopee affiliates on Instagram, and are over 17 years old. This questionnaire has obtained 230 respondents. This study uses the Structured Equation Modeling (SEM) analysis method through the Partial Least Square (PLS) statistical procedure.

The results of this study found that there was a positive and significant effect of the credibility and parasocial interaction variables on purchase intention. The variables of social attractiveness and attitude homophily also have a positive and significant effect on parasocial interactions. However, there was no significant effect of physical attractiveness on parasocial interactions, so this hypothesis was not supported. In addition, the variables of physical attractiveness and attitude homophily have a positive and significant effect on credibility.

Keywords: Shopee affiliates, purchase intention, credibility, parasocial interaction, physical attractiveness, social attractiveness, attitude homophily.