

# The Effect of Celebrity-Product Congruence on Purchase Intention with Source Credibility and Para Social Relationship

The Effect of  
Celebrity-Product  
Congruence

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511

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## ABSTRACT

Online shopping has become a new culture along with the growth of startups in the world of online shopping, this culture is increasingly growing and developing among people who increasingly want convenience and sophistication in their lives. The purpose of this research is to analyze the influence of Celebrity-Product Congruence on Purchase Intention with Source Credibility and Parasocial Relationship as Intervening Variables on Tiktok Live Streaming. This type of research is quantitative research. The population in this study is the entire community who use the Tiktok application and who know Fujianti Utami. This research uses primary data. The total sample for this research was 189 respondents. Sampling technique in this research. using purposive sampling. This research uses SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). The results of this research are that source credibility has a positive influence on purchase intention. Source credibility has a positive influence on parasocial relationships. Parasocial relationship mediates the relationship between source credibility and purchase intention. Parasocial relationships have a positive influence on purchase intention. Celebrity product congruence has a positive influence on source credibility. Source credibility mediates the relationship between celebrity product congruence and purchase intention. Source credibility mediates the relationship between celebrity product congruence and parasocial relationships. Source credibility and parasocial relationship mediate the relationship between celebrity product congruence and purchase intention.

**Keywords:** Celebrity-Product Congruence, Tiktok Live Streaming, Parasocial Relationship Purchase Intention, Source Credibility

## ABSTRAK

Belanja online sudah menjadi budaya baru seiring dengan tumbuhnya startup di dunia belanja online, budaya ini pun semakin tumbuh dan berkembang di tengah masyarakat yang semakin menginginkan kemudahan dan kecanggihan dalam hidupnya. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Celebrity-Product Congruence terhadap Purchase Intention dengan Source Credibility dan Parasocial Relationship sebagai Variabel Intervening pada Tiktok Live Streaming. Jenis penelitian ini adalah penelitian kuantitatif. Populasi pada penelitian ini yaitu seluruh masyarakat pengguna aplikasi Tiktok dan yang mengenal Fujianti Utami. Penelitian ini menggunakan data primer. Jumlah sampel penelitian ini ialah 189 responden. Teknik pengambilan sampel dalam penelitian ini. menggunakan purposive sampling. Penelitian ini menggunakan bantuan software SMARTPLS 3.0. Penelitian ini menggunakan analisis Structural Equation Model (SEM) dengan Partial Least Square (PLS). Hasil dari penelitian ini adalah bahwa

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*Source credibility memiliki pengaruh positif terhadap purchase intention. Source credibility memiliki pengaruh positif terhadap parasocial relationship. Parasocial relationship memediasi hubungan antara source credibility dengan purchase intention. Parasocial relationship memiliki pengaruh positif terhadap purchase intention. Celebrity product congruence memiliki pengaruh positif terhadap source credibility. Source credibility memediasi hubungan antara celebrity product congruence dengan purchase intention. Source credibility memediasi hubungan antara celebrity product congruence dengan parasocial relationship. Source credibility dan parasocial relationship memediasi hubungan celebrity product congruence dan purchase intention.*

**Kata kunci:** *Kongruensi Produk Selebriti, Streaming Langsung Tiktok, Niat Pembelian Hubungan Parasosial, Kredibilitas Sumber*

## INTRODUCTION

In this modern and sophisticated era, online shopping has become a new culture. Along with the growth of startups in the online shopping world, this culture is also growing and developing in the midst of people who increasingly want convenience and sophistication in their lives. In the midst of this pandemic era, the culture of online shopping is increasingly grounded. The government's advice to stay at home and stay away from crowds and crowded places is the biggest factor why online shopping is increasingly popular. By shopping online, we don't have to leave the house to go to the store to buy goods. By going out to public places, the danger of covid-19 is already lurking. The rapid development of technology and easy access to the Internet have created a competitive platform for online marketing and commerce. The trend that occurs at this time is buying and selling or transactions through online shopping sites commonly referred to as E-Commerce (Jain et al., 2021). Opportunities from this trend are utilized by various social media and e-commerce in Indonesia, one of which is Tiktok (Ulfa & Fikriyah, 2022). The development of technology in Indonesia is currently very advanced as evidenced by the many innovations of this era which are influenced by the ability of human resources to understand the components of information technology. For example, Tiktok social media from the celebrities.id article Tiktok user data in Indonesia is around 99.1 million which is dominated by 18 years and over.

Tiktok is a short music video platform from China introduced in 2016 by Zhang Yiming and developed by the ByteDance company. Tiktok can be used as a means to showcase user creativity through short videos that can create original experiences that are inspiring and fun. Tiktok allows users to create short videos with songs, filters, and other creative features. The interesting thing that makes Tiktok superior to its competitors is that this short video application can allow everyone to become a content creator because of its simplicity and ease of use. TikTok has experienced tremendous popularity since its launch in September 2016 (Azizah et al., 2021). The second largest market for the Tik Tok application in the world in 2020 is Indonesia Tiktok has a total of 22.2 million Monthly Active Users (MAU) in Indonesia in 2020 (Annur, 2022). The Tiktok application showed the fastest increase in 2020, with an advertising reach of 87.5 million audiences which made Indonesia ranked second in the world (Indainanto, 2021). Sensor Tower (2020) states that as of August 2020, Indonesia is the country with the highest number of Tiktok downloads, which is 11% of the total downloads worldwide, ByteDance advertising data states that Tik Tok users in Indonesia reached 92.07 million in 2022. Tik Tok has a Tiktok Shop feature operating in Indonesia since March 2021 which provides an opportunity for MSMEs to expand their reach, communicate directly and make the most of Tik Tok features such as live streaming to increase sales of their products, recognized by MSMEs with the Tiktok Shop giving them access to a wider audience.

Live-streaming Shopping adds value to social networking sites through the presence of live-streamers (Wongkitrungrueng & Assarut, 2020). Live-streamers are people who broadcast live videos of themselves over the internet to an online audience (Jain et al., 2021). Consumers can ask questions and comment during the live event which can be

answered or responded to directly by the live-streamer. In addition to allowing both parties to interact, live-streaming shopping also provides other added values such as allowing live-streamers to present the products they sell, demonstrate what the product does and how it works, live-streamers can even provide tips and tricks for using the product. Promotions that are usually carried out by sellers when doing live-streaming shopping include sweepstakes, flash sales, prize quizzes, distribution of discount vouchers, free shipping, or even inviting celebrity guests to join so that consumers can be interested in making purchases (Pöyry et al., 2019). Tiktok Live Streaming accommodates the needs of merchants to be able to communicate two-way between sellers and buyers which is the main attraction, besides that the aspect of assessing merchant performance on the marketplace platform is the speed in responding to questions and requests. TikTok Shop's live streaming feature is more widely chosen than Shopee in Indonesia. However, if you look at Southeast Asia, Shopee is superior. This is based on a survey by e-logistics company Ninja Van of 316 merchants in Indonesia in November 2022. The survey aims to understand the phenomenon of shopping using live streaming. Around 27.5% of Indonesian respondents use TikTok.

There are three main reasons sellers sell on live streaming features, namely: Bringing in new customers being a good way to establish a closer relationship with customers. Creating buzz and awareness from sellers, which is expected to increase buying interest. Besides TikTok, several e-commerce platforms in Indonesia also offer live streaming features, such as Shopee and Tokopedia. Instagram and Facebook, which are also home to online merchants, also offer similar features. However, TikTok's algorithm is recognized by merchants as giving them access to a wider audience. One of the digital platforms that provides livestreaming sales is TikTok. Through the TikTok Shopping feature, sellers can display interesting and interactive content live, such as product reviews, unboxing, and informing ongoing product discount promos. Sellers can also interact and answer questions from followers directly. In this way, the interaction between sellers and potential buyers feels closer. Product promotion through TikTok Shopping has been done by many creators, especially the owners of local brands in Indonesia.

## **LITERATURE REVIEW**

There are many products available in online trading, one of which is fashion products. Fashion products are the most popular and most frequently purchased products by early adults. This can be seen from the research results of Muazam (2020) which revealed that fashion products are the products most purchased online by generation Z and millennials, namely 30%. Then in second place is beauty products with a percentage of 16%. In this research, generation Z respondents are aged 15-22 years and millennials are aged 23-38 years. This is also in line with the Katadata Insight Center Research, if more buyers of fashion products come from the age group 18 years and over (Hidayat, 2020). Meanwhile, based on a survey conducted by the Indonesian Political Indicator of 733 respondents in Indonesia, the results state that fashion products are the most purchased products in online shopping, namely 65.7% (Hasya, 2022). This fashion product itself is an attribute used by individuals to support their appearance in their daily activities. According to Prasetyaningtyas & Indrawati (2015), fashion products are defined as costumes, clothing, body equipment, and fashion. The fashion products that consumers often buy are clothes, bags, wallets, shoes, sandals, hats, and other accessories (Annur, 2022).

These fashion products are progressing quite rapidly in everyday life, because these products are closely related to certain trends. Meanwhile, fashion trends that occur in society are dynamic and will continue to change from time to time by following the times (Lestari, 2020). Fashion trends that are currently developing are caused by the rapid spread of information through the mass media, because the mass media is one of the places that can bring up the latest fashion trends (Ren, 2023). In the mass media, it often displays various kinds of advertisements and content regarding up-to-date fashion styles displayed in the form of photos or videos. This makes early adult individuals able to find inspiration for ideas for their fashion style so that they are more enthusiastic about

following the current trend standards (Aliah & Nurfazri, 2023). By following this trending fashion style, early adulthood individuals hope to be accepted in their social environment so they want to show an attractive appearance. Not only that, they also try to attract the attention of the opposite sex by looking their best. When viewed from the developmental tasks of early adulthood, they are required to be able to adjust to joining social groups and start looking for or choosing a life partner. The use of trendy fashion products can also increase the self-confidence of early adults so that it makes them want to shop for fashion products continuously which is not based on needs (Shetty & Kotian, 2023). Coupled with the various conveniences and attractive offers provided by online stores today, it can clearly make it easier for them to satisfy their fashion style (Salamah, 2019).

This is in line with the case of purchasing Jiniso fashion products in collaboration with one of the creators in the fashion field, Fuji An. Fuji is a person who is famous for his boyish but cute laid-back fashion style so he is an inspiration for many people to style. Because of this, Jiniso tried to do live streaming with Fuji to attract customers and increase their sales transactions. During the TikTok Shopping Hoki Sale program, Jiniso launched 16 fashion product lines by providing attractive offers such as discounts, free shipping, cashback vouchers, and others. The collaboration proved to be fruitful because Jiniso products managed to get revenue with a total value of Rp 600 million during the live streaming and the products were sold out (Respati, 2022). Jiniso products are most favored by millennials and generation Z, so it is not surprising that these generations are the ones who make the most purchases. From this case, it can be proven that these early adults are easily captivated by trendy fashion products and also the offers provided by online stores which ultimately make them decide to make a purchase. Apart from utilizing the live-streaming feature, business people on Tiktok also take advantage of the popularity of celebrities or influencers to market their products, which can also be called celebrity product congruence. Yoo & Jin (2015) provide a definition related to celebrity product congruence, namely a comprehensive description of the celebrity endorsement process by attaching things that are compatible with the product. In this study, the authors took the definition of Celebrity Product Congruence from Hwang & Zhang (2018), which is a comprehensive description of the celebrity endorsement process by attaching things that match the product.

Based on the involvement literature, it is predicted that the effects of Celebrity-product congruence will be more manifest for consumers with higher product involvement compared to those with lower product involvement. If consumers are highly involved with the advertised product, they will be more motivated to tend to and elaborate on the content of the advertisement (Park & Lin, 2020). Celebrity-product congruence is also confirmed to be effective in the context of social media. Collaborating with TikTok creators who match the target audience can be one way to increase engagement on live streaming content. This method is carried out by one of the local fashion brands, Jiniso. To note, the products sold by Jiniso are jeans specifically for women. Therefore, Jiniso collaborates with one of the fashion creators. Famous for her boyish yet cute laid-back fashion style, Fuji is an inspiration for many women to be stylish. Purchase intention is the likelihood of consumers to buy a product or the likelihood of consumers to switch from one brand to another (Kotler & Keller, 2018). Purchase intention, also known as purchase intention or tendency to buy, is the initial stage of consumer decisions to acquire goods or services (Lou & Kim, 2019). The live-streaming shopping environment requires more effort and relies on the ability of live-streamers to provide consumers with hedonic and utilitarian experiences, through professionalism in presenting products, interacting with consumers and the ability to obtain products at significant price reductions in order to increase consumer purchase intention for the products offered (Park & Lin, 2020). Purchase intention continues to be an important concept in marketing. The published literature contains a small fraction of actual studies that have used purchase intentions; however, the quantity of literature is quite large. According to Sokolova & Kefi (2020), purchase intentions along with other attitudinal measures are used to predict actual purchasing behavior.

The study of celebrity endorsement is very limited to the areas discussed above and its influence on building attitudes and purchase intention. However, no study has attempted to examine the cumulative effect of various antecedents involving celebrity endorsement and purchase intention. According to Jain et al. (2021), a superior level of consumer involvement results in a better celebrity endorser product suitability effect in addition to producing a better evaluation of the brand approach. However, very few studies have examined consumer involvement as a variable showing an underestimation of endorsement literature (Sokolova & Kefi, 2020). Such studies have considered consumer involvement either as a moderator or as a mediating variable but have not discussed it with other antecedents of purchase intention in a stepwise hierarchical study. To bridge the above-mentioned gap in the existing literature, the current study empirically tests a model using hierarchical regression to investigate the influence of several aspects of celebrity endorsement, including celebrity-product congruence, endorser attractiveness, consumer involvement, attitude towards the ad and brand as predictors and their influence on purchase intention. Thus, this study aims to fill the gap by using these various constructs together and deciphering the cumulative effect of these consumer purchase intention variables. Therefore, the research questions include: Do celebrity endorser-product congruence and endorser influence consumers' purchase intention; Do consumers' attitudes towards advertisements and brands influence their purchase intention for celebrity-endorsed products; and do consumers' engagement influence their purchase intention for celebrity-endorsed brands.

Horton and Wohl's early work also touched on a related concept, parasocial relationships, which are more enduring relationships formed by media users with mediated actors. While parasocial interactions are limited to viewing episodes, parasocial relationships can transcend any single viewing episode. Since Horton and Wohl's foundational work, these concepts have found favor with researchers, and many measures have emerged to assess parasocial interactions and parasocial relationships. Some scholars argue that parasocial relationships, understood as illusory experiences limited to media exposure situations, should be distinguished from more enduring long-term (positive or negative) parasocial relationships or socio-emotional bonds that users develop with media actors (Zakiah & Hartini, 2020; Jain et al., 2021; Rizky, 2023). The purpose of this study is to analyze the effect of Celebrity-Product Congruence on Purchase Intention with Source Credibility and Parasocial Relationship as Intervening Variables on Tiktok Live Streaming.

## **METHOD**

This study uses quantitative methods, quantitative research is a process of finding knowledge using data in the form of numbers as a tool to find information about what you want to know. The population in this study is all people who use the Tiktok application and who know Fujianti Utami. The population size is not known by the researcher. The sampling technique used in this study was purposive sampling technique. Purpose sampling is a sampling technique with certain aspects in. Because the population is unknown, the determination of the number of samples in this study uses the theory according to Malhorta at least 5 to 10 multiplied by the number of indicators studied, to make it easier to determine the sample, the number of indicators in this study is multiplied by 7 so that the number of these samples ( $7 \times 23$ ) is 161 respondents. In order to increase the validity of the research, the researchers added the number of respondents by 28. So that the total sample used was 189 respondents. With the criteria of respondents being over 18 years old, using Tiktok social media and getting to know the influencer/celebrity Fujianti Utami. This study uses primary data, what is meant by primary data is a data source obtained directly from respondents. The data collection technique in this study uses the questionnaire / questionnaire method and google form. The data analysis method in this study uses analysis with the help of the Smart PLS 3.0 application. The model in PLS consists of 2 stages, namely Outer model and Inner model.

**RESULT**

Convergent validity is used on the outer loading value or loadings factor. An indicator stated in Convergent Validity is in a good category if the Outer Loading value is  $> 0.50$ . In the discriminant validity test using the cross-loading value. This indicator can be declared to meet discriminant validity if the cross loading on the variable indicator is greater than the correlation of other variables. The following is a cross loading on each variable.

**Table 1.** Discriminant Validity

	Celebrity Product Congruence	Source Credibility	Parasocial Relationship	Purchase Intention
CPC1	0.894	0.763	0,646	0.622
CPC2	0.857	0.715	0,636	0,609
CPC3	0.858	0.743	0,656	0,694
SC1	0.618	0.707	0,538	0.568
SC2	0.628	0,726	0,590	0,595
SC3	0.679	0,806	0,658	0,639
SC4	0.688	0,814	0,646	0,708
SC5	0.752	0,803	0,676	0,691
SC6	0.680	0,788	0,694	0,673
SC7	0.754	0,834	0,686	0,701
SC8	0.763	0,881	0,787	0,767
SC9	0.778	0,870	0,772	0,728
SC10	0.708	0,859	0,747	0,704
SC11	0.621	0,734	0,690	0,644
SC12	0.622	0,783	0,768	0,750
SC13	0.694	0,859	0,849	0,824
SC14	0.610	0,798	0,741	0,729
PR1	0.725	0,834	0,889	0,849
PR2	0.666	0,792	0,901	0,848
PR3	0.642	0,771	0,907	0,834
PR4	0.614	0,725	0,894	0,791
PR5	0.685	0,816	0,904	0,818
PI1	0.663	0,790	0,851	0,913
PI2	0.659	0,803	0,862	0,934
PI3	0.646	0,761	0,844	0,917
PI4	0.668	0,788	0,866	0,934
PI5	0.735	0,805	0,776	0,860

From the data Table 1 shows that cross leading has a strong number so that each indicator has a strong relationship. Apart from observing the Cross Loading value, discriminant validity can also be determined in another way, namely by looking at the Average Variance Extracted (AVE) value for each variable provided the value is  $> 0.5$  for a valid model. Reliability testing shows the level of consistency and stability of measuring tools or research instruments in measuring a concept or construct. The reliability test in this study used Composite Reliability and Cronbach Alpha. Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet Composite Reliability if it has a Composite Reliability value  $> 0.60$ . Reliability tests with composite reliability can be strengthened by using Cronbach alpha values. A variable can be declared reliable or meets Cronbach alpha if it has a Cronbach alpha value  $> 0.50$ . Following are the Cronbach alpha values for each variable.

**Table 2.** Reliability and Validity

Variable	AVE	Composite Reliability	Cronbach Alpha
Celebrity Product Congruence	0.756	0.903	0.839
Source Credibility	0.650	0.963	0.958
Parasocial Relationship	0.808	0.955	0.941
Purchase Intention	0.832	0.961	0.949

Discriminant validity is said to be good if the square root value of the AVE for each construct is greater than the correlation between constructs in the model in Ghazali & Latan (2015). Discriminant validity is declared valid if the AVE value is > 0.05. Based on the table above, the Average Variance Extracted (AVE) value shows a value > 0.5. Therefore, each variable is declared valid. Based on the data in Table 2, it can be seen that the Composite Reliability value for all research variables shows a value of > 0.60. These results show that each of these variables has been shown to meet Composite Reliability so it can be concluded that all variables have a high level of reliability. It can be seen that the Cronbach alpha value for each research variable is > 0.50. Therefore, it can be concluded that all variables have a high level of reliability. Multicollinearity test can be seen from the tolerance value and Variant Inflation Factor (VIF). Multicollinearity can be detected with a cut off value that shows a tolerance value > 0.1 or the same as the VIF value < 5.

Table 3. Multicollinearity Test

	Celebrity Product Congruence	Parasocial Relationship	Purchase Intention	Source Credibility
Parasocial Relationship				1.000
Purchase Intention			4.337	
Source Credibility				
Celebrity Product Congruence		1.000	4.337	

Table 3, the results of the Collinearity Statistic (VIF) to see the test of each variable have a cut off value > 0.1 or the same as the VIF value < 5, so it does not violate the multicollinearity test. After testing the measurement model (outer model), the next step is testing the structural model (inner model). This study will explain the results of the path coefficients test, goodness of fit and hypothesis testing.

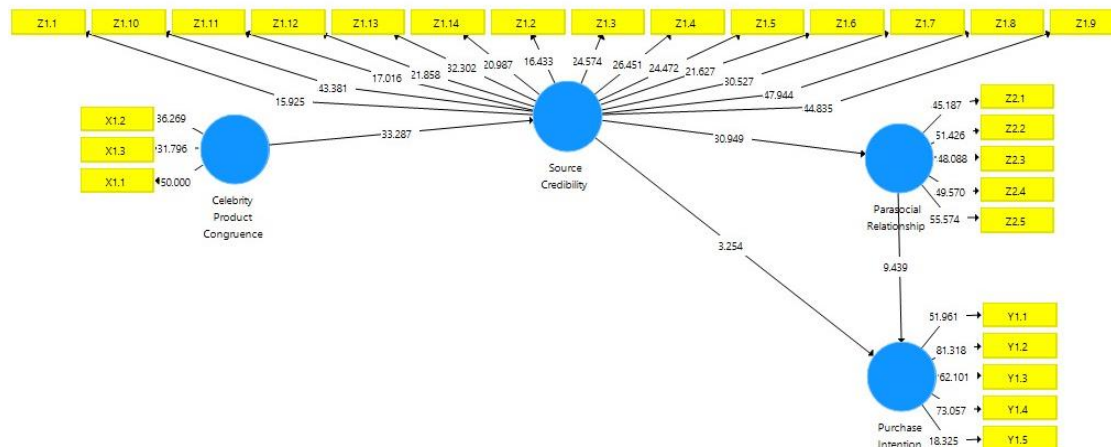


Figure 1. Inner Model

In the evaluation, the path coefficient is used to show how strong the effect or influence of the independent variable is on the dependent variable. The criteria are T Statistics > 1.96 then the hypothesis is accepted.

Table 4. Test Path Coefficients.

Effect	Original Sample	T Statistics	P Value
Celebrity Product Congruence -> Source Credibility	0.852	33.287	0,000
Parasocial Relationship -> Purchase Intention	0.705	9.439	0,000
Source Credibility-> Parasocial Relationship	0.877	30.949	0,000
Source Credibility -> Purchase Intention	0.247	3.254	0,001

The data in Table 4, it can be seen that the results of the hypotheses proposed in this study show that all can be accepted because each is shown in the T-Statistics value > 1.96. The coefficient of determination (R-Square) is used to measure how much endogenous variables can be influenced by other variables. Based on data processing that has been carried out using SmartPLS 3.0.

Table 5. Goodness of Fit

Variable	R- Square
Parasocial Relationship	0.77
Purchase Intention	0.86
Source Credibility	0.72

Table 5, it is known that the R-square value for the Parasocial Relationship variable is 0.77, this value explains the percentage of parasocial relationships is 77%. This means that the Celebrity Product Congruence variable affects the parasocial relationship by 77% and the rest is influenced by other variables by 23%. While the R-square value for the Purchase Intention variable is 0.86, this value explains the percentage of Purchase Intention is 86%. This means that the Celebrity Product Congruence variable affects Purchase Intention by 86% and the rest is influenced by other variables by 14%. While the R-square value for the Source Credibility variable is 0.72, this value explains the percentage of Source Credibility is 72%. This means that the Celebrity Product Congruence variable affects Source Credibility by 72% and the rest is influenced by other variables by 28%. This goodness of fit test is carried out to evaluate the measurement model and structural model and provide simple measurements to predict the overall model. Based on the results of the calculation, the R-Square value is 0.949. This shows the value of 0 indicates that the model is predictively relevant. This shows that the amount of diversity of research data that can be explained by the research model is 94.9%. While the remaining 5.1% is explained by other factors that are outside this research model. From these results, this research model can be stated to have good goodness of fit.

Table 6. T-Statistics and P-Value of Mediation Interaction

	Hypothesis	Original Sample	T Statistics	P Value
H2B	Source Credibility -> Parasocial Relationship -> Purchase Intention	0.618	9.443	0.000
H4C	Celebrity Product Congruence -> Source Credibility -> Parasocial Relationship	0.747	19.024	0.000
H4D	Celebrity Product Congruence -> Source Credibility -> Parasocial Relationship -> Purchase Intention	0.526	9.092	0.000
H4B	Celebrity Product Congruence -> Source Credibility -> Purchase Intention	0.211	3.171	0.002

The research hypothesis can be declared accepted if the P-Values value < 0.05. The following are the results of hypothesis testing obtained in this study through the inner model. Based on the data presentation in table, it can be seen that of the 5 hypotheses proposed in this study, there are 3 hypotheses that can have an effect because each effect shown has a P-Values value < 0.05, one has no effect because it has a P-value of 0.05. The data presentation in Table 6, it has a P-value < 0.05, meaning that the hypothesis is accepted.

## DISCUSSION

This study establishes several key findings regarding the influence of source credibility, parasocial relationships, and celebrity product congruence on purchase intention in the context of influencer marketing on platforms like TikTok. Firstly, the study confirms that Source Credibility significantly impacts Purchase Intention. The credibility of influencers, encompassing attributes like attractiveness, trustworthiness, and expertise, plays a crucial

role in shaping consumers' willingness to purchase promoted products. This aligns with prior research (Lou & Kim, 2019; Pujiastuti et al., 2019). Indicating a positive relationship between source credibility and purchase intention. Secondly, Source Credibility also demonstrates a significant positive effect on Parasocial Relationship. Higher credibility leads to stronger parasocial relationships, where consumers feel emotionally connected to influencers. This resonance fosters a desire for a warm relationship with influencers, enhancing their influence on consumer behavior. Previous studies Jain et al. (2021) have similarly highlighted the link between source credibility and parasocial relationships. Thirdly, the study establishes that Source Credibility indirectly affects Purchase Intention through Parasocial Relationship. Consumers' perceptions of influencers' credibility influence their parasocial relationships, subsequently impacting purchase intention, especially evident in live streaming contexts on TikTok. This finding echoes previous research Lou & Kim (2019), emphasizing the role of source credibility in driving purchase intention through parasocial relationships.

Additionally, Parasocial Relationship emerges as a significant predictor of Purchase Intention. Stronger parasocial relationships with influencers correlate with higher purchase intentions among consumers, particularly in the context of live streaming promotions on TikTok. This finding is consistent with previous research by Hwang & Zhang (2018) and Rizky (2023), which underlines the impact of parasocial relationships on purchasing behavior. Moreover, Celebrity Product Congruence positively influences Source Credibility. The alignment between celebrities and promoted products enhances influencers' credibility, bolstering their persuasive power. Previous research Yoo & Jin, (2015); Park & Lin (2020) has similarly emphasized the importance of celebrity-product fit in shaping source credibility. Furthermore, Celebrity Product Congruence also indirectly affects Purchase Intention through Source Credibility. When celebrities endorse products that align with their image, it enhances both their credibility and consumers' purchase intentions, particularly evident in influencer marketing on TikTok. This finding resonates with earlier studies Pöyry et al. (2019); Torres et al. (2019), highlighting the role of celebrity-product congruence in driving purchase intention through source credibility.

Additionally, Celebrity Product Congruence positively impacts Parasocial Relationship through Source Credibility. Consumers are more likely to form stronger parasocial relationships with influencers when they endorse products congruent with their image, facilitated by enhanced source credibility. Previous research Ko & Wu, (2017); Lou & Yuan (2019) has emphasized the intertwined nature of celebrity-product congruence, source credibility, and parasocial relationships. Finally, Celebrity Product Congruence significantly influences Purchase Intention through both Source Credibility and Parasocial Relationship. When celebrities endorse products that resonate with consumers and maintain credible and engaging relationships, it significantly enhances purchase intention, particularly evident in influencer marketing on platforms like TikTok. This finding corroborates earlier studies Hwang & Zhang, (2018); Sokolova & Kefi (2020), highlighting the combined influence of celebrity-product congruence, source credibility, and parasocial relationships on purchase intention. In essence, this study underscores the interconnectedness of source credibility, parasocial relationships, and celebrity-product congruence in driving purchase intention in influencer marketing, particularly within the dynamic landscape of social media platforms like TikTok.

## **CONCLUSION**

This research has revealed a significant relationship between source credibility and purchase intention. It is clear that source credibility has a positive impact on the likelihood of a purchase. Moreover, the study also indicates a noteworthy correlation between source credibility and the formation of parasocial relationships. These findings suggest that individuals are more inclined to trust and engage with sources they perceive as credible, which in turn enhances their propensity to make purchases. Furthermore, the research reveals that parasocial relationships serve as a mediating factor in the relationship between source credibility and purchase intention. This implies that the strength of one's parasocial

bond with a source influences their likelihood of making a purchase based on the credibility attributed to that source. Additionally, the study uncovers a direct positive influence of parasocial relationships on purchase intention, underscoring the importance of these pseudo-interpersonal connections in consumer behavior. Another significant finding of the research pertains to the impact of celebrity product congruence on source credibility. The study demonstrates a positive association between the congruence of a celebrity with a product and the perceived credibility of the source endorsing it. This suggests that consumers are more likely to trust endorsements from celebrities whose image aligns well with the product they are promoting.

Moreover, the research highlights the mediating role of source credibility in the relationship between celebrity product congruence and purchase intention. It suggests that the perceived credibility of the endorsing source plays a pivotal role in influencing consumers' intentions to purchase products endorsed by celebrities. Additionally, source credibility is identified as a mediator in the relationship between celebrity product congruence and the formation of parasocial relationships. In conclusion, the study underscores the intricate interplay between source credibility, parasocial relationships, celebrity product congruence, and purchase intention. It elucidates how these factors are interconnected and how they collectively shape consumer behavior. These insights are invaluable for marketers and advertisers seeking to leverage the power of endorsements and credibility in promoting products and influencing consumer decisions.

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