

## Measuring the Role of Social Media and E-word of Mouth on Purchase Intention of Secondate Make-up Products

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### Abstract

*Purchase intention is important to pay attention to because it relates to consumer interest in trying, buying, and owning products such as beauty products. Furthermore, it can be seen from the consumer's behavior of parasocial interaction, social value, and personal value towards the influencer, which will affect their interest in buying the product. This research takes the object of research as an owner as well as an influencer for beauty products Secondate. The research design uses a deductive approach with a quantitative research model to determine the impact of influencers on the quality of parasocial interaction, social values, personal values, and e-wom on purchase intention. The sample of this study were secondary make-up users with a total of 169 respondents. Data analysis used the Structural Equation Model (SEM) method. The results of the study show that parasocial interaction affects social value. Parasocial interaction increases positive perceptions of personal value, and social value can increase consumer purchase intention, but personal value cannot attract consumer purchase intention. Parasocial interaction does not affect consumer purchase intention, so e-wom does not moderate the effect of parasocial interaction on consumer purchase intention. The results of this study concluded that social media can be a means to affect the interest in buying a product. With the respondent's research on social value and personal value, it can be said that it affects a person's buying interest in a product. Social value and personal value can help us to sort out which products we need and which are suitable for us.*

*Keywords: parasocial interaction, social value, personal value, purchase intention, ewom*

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## **1. INTRODUCTION**

Nowadays, digital marketing creates an emotional connection with people through influencers as they can increase purchase intention and boost sales. Consumers are influenced by many different things, such as their social environment, so this can further impact their interest in buying a product (Khandual and Pradhan, 2019). The development of information technology has enabled consumers to collaborate and form communities through social media, also known as E-Word Of Mouth (Pongsakornrunsilp and Schroeder, 2011). Currently, numerous celebrities, famous influencers, and others are utilizing social media to establish robust relationships with their fans (Berne-Manero and Marzo-Navarro, 2020). This aligns with the concept of Parasocial Interaction, which refers to the interaction between media personalities and social media users, including those on Instagram and similar platforms. Social and physical attractiveness were also included in this study to explore the relationship of influencers with Parasocial Interaction. Parasocial Interaction plays a vital role in facilitating the relationship between media and consumers, providing valuable insights into how social media can effectively engage with consumers (Jansom and Pongsakornrunsilp, 2021a). Purchase intention refers to the desire to purchase a product upon seeing it, which can encompass the desire to try, purchase, or own the product (Yulianingsih et al., 2019). It is a person's behavioral tendency to acquire, dispose of, and utilize a product or service (Lejoyeux and Weinstein, 2010). Nowadays, makeup is not only restricted to social events but can be used in formal settings as well. Many women recognize that make-up is a means to enhance their physical appearance. This involves the application of various cosmetic tools and products to enhance or correct facial features, resulting in an ideal look. Make-up can be considered to be synonymous with dressing up (Mafra et al., 2020). The current study focuses on make-up products, and the subject of inquiry is a makeup product owner and influencer.

Purchase intention (desire to purchase) is a person's interest in seeing a product. Interest can be interpreted as interest in trying, buying, and owning the product (Yulianingsih et al., 2019). Purchase interest is a person's behavior in an effort to own, dispose of, and use a product and service (Lejoyeux and Weinstein, 2010). The use of makeup at this time is not only for parties but can also be used for formal events. Many women realize that makeup is one of the means to enhance beauty. Makeup is the art of applying makeup using tools and cosmetic materials that aim to beautify or cover facial flaws to make them look more ideal. Makeup can be said to be the same as dressing up (Mafra et al., 2020). This research includes makeup products in this discussion because the subject of the research is an owner and influencer of makeup products.

This research is considered important because it will measure the role of a beauty product owner who also acts as an influencer in fostering buying interest, but this research is also predicted to have limitations in obtaining data sources. There are allegations that the object of this research, namely secondate make-up products, is not widely known by the wider community, therefore in this study, in addition to measuring the role of influencers, researchers add the role of electronic word of mouth so that this research is expected to produce new findings as a novelty. In some previous studies, it was found that more examined the role of influencers as artists and celebrities as brand ambassadors of a product. Then the reason for choosing make-up products is also a focus of this study because make-up products are

currently increasing in use among women in addition to being a necessity that can improve the appearance of its users.

With this, previous studies have proven the existence of social attractiveness influencers on purchase intention (Sokolova and Kefi, 2020), the relationship between physical attractiveness influencers and parasocial interaction (Lee and Watkins, 2016), the relationship between parasocial interaction, social value and purchase intention (Zhang and Hung, 2020), the relationship between parasocial interaction, personal value and purchase intention (Ellison et al., 2017). Besides, purchase intention is not only generated by influencers, but there are other important factors, one of which is the relationship between electronic word of mouth and purchase intention (Kim and Ko, 2012), and this variable is also in line with the recommendations of Jansom and Pongsakornrunsilp (2021a). This research is different from the previous ones that have done a lot of research on influencers who are usually brand ambassadors of a product offered. Celebrity endorsements as brand ambassadors on social media have been found to be an effective form of marketing to evoke action/purchase decisions from Generation Z (Kim and Ko, 2012). However, in this study, it is explained that this influencer is the product's owner. This study is expected to answer the research gap from previous research by adding electronic word of mouth as a literature gap. Electronic Word Of Mouth (eWOM) occurs online through a discussion forum, product reviews, and social networking sites (Kudeshia and Kumar, 2017). Then, the determination of the research object, namely the founder and owner figure who also acts as an influencer, has not been widely researched, so this research aims to determine the effect of parasocial interaction, social value, and personal value owned by the influencer in fostering consumer buying interest. This research is also expected to produce research novelty.

## **2. LITERATURE REVIEW**

### **2.1. Parasocial Interaction**

Parasocial Interaction is defined by Zheng et al. (2020) as the illusion of a face-to-face relationship with a media personality. It is a one-sided relationship formed by media users, such as audience members, with media personalities and actors through advertisements, programs, interviews, or events on television. Rubin and McHugh (1987) state that Parasocial Interaction is a one-sided interpersonal relationship that develops a media character. Parasocial Interaction can provide opinions and allow bonds to be developed through experiences, as well as see personalities change over time. Loyal fans can influence the increase in media characters by building a Parasocial Interaction relationship with a social media celebrity, ultimately making them feel as if they know the celebrity personally (Purnamaningsih and Rizkalla, 2020).

In parasocial interaction, there are several indicators, such as attractiveness, social attractiveness, and physical attractiveness. Attractiveness itself is a positive aura that a person has, which is assessed not only physically but also in terms of personality, characteristics, and others (Tandayong and Palumian, 2022). Social attractiveness refers to the attractiveness of a beauty vlogger or influencer. Beauty vloggers are said to be able to socially attract and influence the attitudes of media

users (Sokolova and Kefi (2020). In the research of Sokolova and Kefi (2020), physical attractiveness is the physical expertise of a beauty or fashion blogger that can be used as an argument for this industry. Meanwhile, according to the statement of Conroy-Beam et al. (2015), Physical Attractiveness refers to the fact that people have preferences about the physical appearance of others, especially regarding their facial features and body proportions. Physical attractiveness can influence cultures that use gendered preferences in mate selection. It is also useful in relationships, contributing to the evaluation of the utility of a long-term partner for someone who evaluates them as a public partner.

## **2.2. Social Value**

According to Yulianingsih et al. (2019), Social Value is a factor when consumers purchase luxury goods, with the aim of enhancing their personal status under social influence (Zhan and He, 2012). suggest that Social Value in the form of branded goods can fulfill consumers' personal needs by providing psychological benefits. Consumers derive sensory, aesthetic, and excitement satisfaction from consuming luxury goods. Incorporating the iconic meaning of these brands into their identity allows consumers to develop and support their self-identity.

Social interactions between individual consumers contribute to the value creation process (Pongsakornrunsilp and Schroeder, 2011b). However, the underlying process of value creation is not fully understood. Hoping to deepen the understanding of social value creation by focusing on how consumers participate in the social value creation process and create social value for themselves, consumers help shape value through social interactions. This can be done through the process of interpersonal bargaining through collective action in a group of consumers together and shows that each user or group member can participate in social networks to pursue two main goals or group identity, contribution of group collective resources, support for brand culture, and others.

## **2.3. Personal Value**

In their research, Personal Value is a concept that creates self-projection through objects perceived by individuals as a correlation with one's attitudes, feelings, perceptions, and evaluations (Jansom and Pongsakornrunsilp, 2021). Personal value can also be said for how a person thinks others perceive them, and product ownership can significantly contribute and reflect their identity. Meanwhile, (Silva and Lim, 2020) explain that Personal Value has an influence on individual behavior, preferences, and decision-making. Therefore, it is not surprising that a person's personal judgment can influence their social media content and activities.

Consumers should have the ability to define themselves through their consumption style and the products they buy. He also suggested that external possessions are part of an individual's sense of self and have a significant impact on an individual's sense of self (Oe et al., 2018). Recent research on using luxury goods has focused on how the use of luxury goods allows consumers to express themselves as an ideal self or a particular dimension of self. They argue that self-awareness is an aspect that guides consumers to consume luxury goods and address personal values. Personal value can also be interpreted as the condition of a person who can assess himself and know the value of his own personality, such as

self-confidence, a sense of wanting to use a product, and a sense of wanting to buy a product. Usually, personal value can also be influenced by several conditions, including social and organizational environmental conditions, personal characteristics, and so on (Oe et al., 2018).

#### **2.4. Purchase Intention**

Purchase intention is the stage in which customers consider reasons to buy a particular brand without including subjective evaluations. Purchase intention is a condition in which buyers are likely to purchase goods in specific circumstances. This intention is usually related to buyer behavior, insight, and mindset. The key to obtaining and valuing specific items lies in the buying behavior of individuals (Pangkey et al., 2019). In previous research conducted by Puspitasari et al. (2017), Purchase Intention refers to the desire to shop that is latent in the hearts and minds of consumers. Frequently, such intent remains concealed, making it difficult to gauge what consumers are interested in or expect.

Meanwhile, the research of Jen et al. (2011) states that when someone already thinks about a product, they imagine the benefits and functions obtained from the product they will use. Product and service quality are the most important things in customer satisfaction and business success in competition. Quality is even the most important thing in the company because it is a showcase in business competition that proves that the company is able to meet customer expectations (Rod et al., 2009).

The relationship between attitude and purchase intention is supported by various products and services. Purchase intention and purchase experience of branded fashion products are usually based on demographic information such as gender, age, highest educational level, marital status, employment status, and others (Zhang and Kim, 2013).

#### **2.5. E-Word of Mouth**

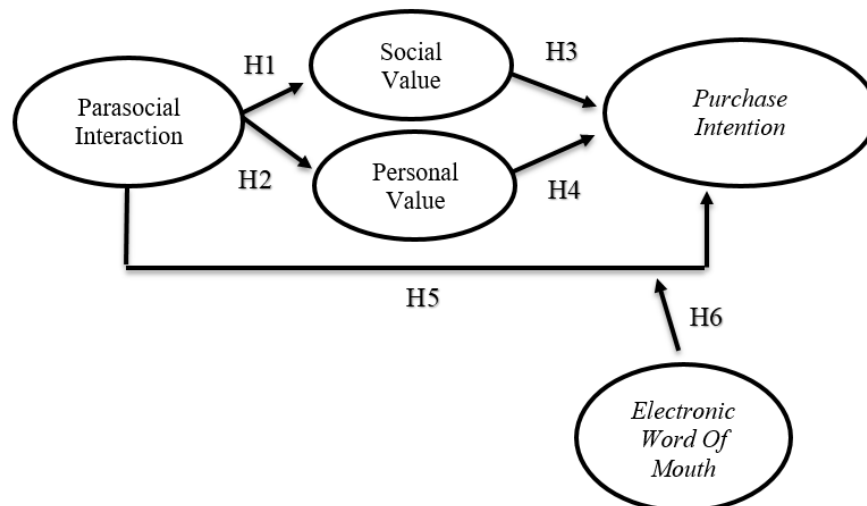
In this research, eWOM plays an important role in driving business. eWOM can help customers feel satisfied with products and services. In addition, eWOM is related to creating and improving algorithms on websites that help improve the state of affairs in terms of marketing (Ruswanti et al., 2020). Increasing eWOM is a significant need for organizations because with eWOM, advertising to be done by the organization will be easier to do with the help of customers, buyers are more positive about choosing the goods to be purchased with comments from different buyers who bought the goods first (Wardhana et al., 2021). Digital marketing helps to build closer relationships with consumers and can be used as a way to follow and establish good relationships with consumers. Social media does indeed have a significant influence on emotions and attachments to festival brands, and that social media-based relationships lead to desired outcomes such as positive word of mouth (Hudson et al., 2015). Meanwhile, Carolina et al. (2021) state that word of mouth plays an important role that has a significant effect on trust and loyalty. Price is not positively related to trust but is positively related to loyalty, which means that perceived value, word of mouth can increase customer loyalty towards their purchase intention.

### 3. METHODOLOGY

The study employs a deductive approach (Jansom and Pongsakornrungrsilp, 2021b) and a quantitative research model to test and verify the conceptual research model. Data collection is performed through an online survey deployed via Google Form. The study focuses on Instagram users residing in Jakarta. In this research study, we utilized purposive sampling to select female respondents who have used and purchased Secondate products during their employment.

The measurements used in the questionnaire were adapted from previous research and used to study the variables of interest. This study involved 33 statements to measure 5 variables. The research measures a variable through 4 statements pertaining to social attractiveness variables from Zheng et al. (2020), 4 statements connected to physical attractiveness variables, 4 statements relevant to parasocial interaction variables, 3 statements related to Purchase Intention variables from Lee and Watkins (2016), 8 statements linked to personal value and social value from Lee and Watkins (2016), and finally, 10 statements relating to electronic word of mouth (ewom) from Zhang and Hung (2020). The questionnaire uses a 4-point Likert scale, including Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA), which has been previously validated for measuring responses.

SPSS and PLS software were utilized for data analysis using the Structural Equation Model (SEM) method. The KMO method was employed to test the construct variables, ensuring reliability and validity. The study requires a sample size of 165 respondents, which represents five times the number of statements (33x5) (Hair Jr et al., 2014). Initial analysis was carried out by testing the measuring instrument. This study aims to assess the questionnaire's effectiveness by distributing it to 30 respondents with predetermined criteria. Then, this study tested convergent validity, discriminant validity (Hair et al., 2017). The reliability test results of all variables produce values above 0.70, but only the purchase intention variable has a value of 0.689.



**Figure 1.** Conceptual Frameworks

#### 4. RESULT AND DISCUSSION

The data collected through Google Forms questionnaires yielded 169 respondents, whose validity was verified by eliminating invalid data that could compromise the results. This study's objective is to provide a general overview of the sample population, which is categorized using criteria such as age, occupation, income, and residence.

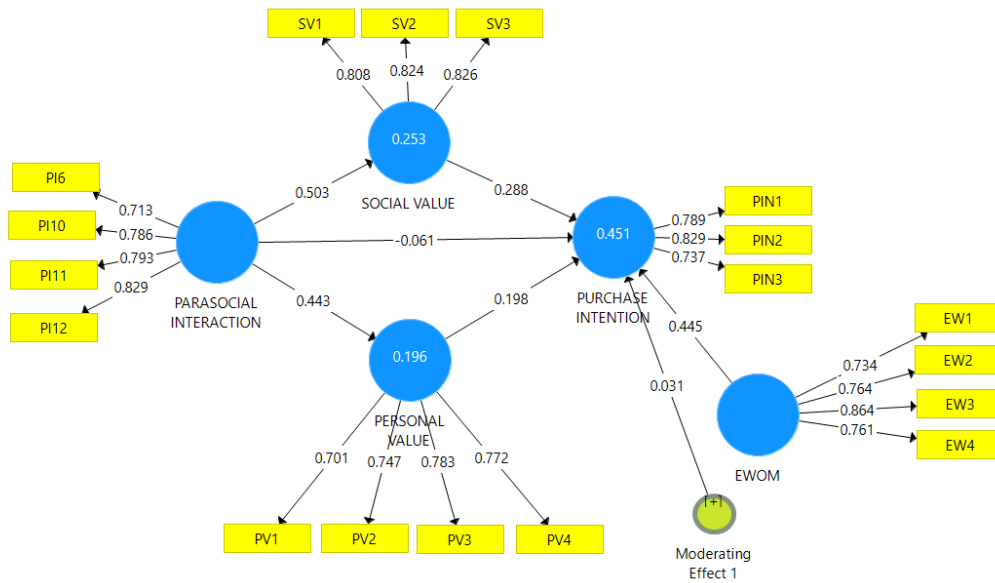
**Table 1. Demographic Characteristic by Respondents**

|  | Category                      | Frequency | Percentage |
|--|-------------------------------|-----------|------------|
| <b>Monthly Income</b>                    | Rp 1.000.000- Rp 3.000.000    | 25        | 14.8%      |
|  | Rp 3.500.000- Rp 4.500.000    | 67        | 39.6%      |
|  | > Rp 5.000.000                | 77        | 45.6%      |
| <b>Age</b>                               | 19 <sup>th</sup>              | 4         | 2.4%       |
|  | 20 <sup>th</sup>              | 2         | 1.2%       |
|  | 21 <sup>th</sup>              | 21        | 12.4%      |
|  | 22 <sup>th</sup>              | 30        | 17.8%      |
|  | 23 <sup>th</sup>              | 21        | 12.4%      |
|  | 24 <sup>th</sup>              | 25        | 14.8%      |
|  | 25 <sup>th</sup>              | 19        | 11.2%      |
|  | 26 <sup>th</sup>              | 16        | 9.5%       |
|  | 27 <sup>th</sup>              | 14        | 8.3%       |
|  | 28 <sup>th</sup>              | 5         | 3%         |
|  | 29 <sup>th</sup>              | 5         | 3%         |
|  | 30 <sup>th</sup>              | 1         | 0.6%       |
|  | 31 <sup>th</sup>              | 2         | 1.2%       |
|  | 32 <sup>th</sup>              | 2         | 1.2%       |
|  | 34 <sup>th</sup>              | 1         | 0.6%       |
|  | 38 <sup>th</sup>              | 1         | 0.6%       |
| <b>Domicile</b>                          | West Jakarta Municipality     | 101       | 59.8%      |
|  | Central Jakarta Municipality  | 32        | 18.9%      |
|  | East of Jakarta Municipality  | 6         | 3.6%       |
|  | South of Jakarta Municipality | 17        | 10.1%      |
|  | North Jakarta Municipality    | 13        | 7.7%       |
| <b>Length of product use</b>             | 1 to 3 months                 | 75        | 44.4%      |
|  | 3 to 6 months                 | 58        | 34.3%      |
|  | More than 6 months            | 36        | 21.3%      |
| <b>Purchase product in last 6 months</b> | Less than 1 time to purchase  | 87        | 51.5%      |
|  | More than 2 times to purchase | 82        | 48.5%      |

Source: Data processed by author (2023).

The results in the table indicate a significant role for celebrity influencers, and purchase intention is a commonly used marketing tool to estimate the effectiveness of marketing strategies as well as predict sales and market share (Lim et al., 2017). This study investigates the influence of parasocial interaction, social value, personal value, and electronic word of mouth (eWOM) on the purchase intention of Seconddate products.

This study employs a methodological approach utilizing the Partial Least Square (PLS) algorithm combined with Structural Equation Modeling (SEM) techniques. The objective of utilizing this approach is to concentrate on and evaluate consumer behavioral patterns, as well as to obtain representative samples (Hair et al., 2014).



**Figure 2.** Outer Model

#### 4.1. Convergent Validity

Based on the study's findings, all indicators have an outer loading value exceeding 0.7, indicating that they meet the criteria for convergent validity (Hair Jr et al., 2014). Furthermore, using the Square Root of Average Variance Extracted method, the AVE value for each variable construct exceeds 0.5, establishing that the model's variables satisfy the discriminant validity criteria (Sarstedt et al., 2011b).

**Table 2.** Outer Loading

|       | EWOM  | Moderating Effect 1 | Parasocial Interaction | Purchase Intention | Personal Value | Social Value |
|-------|-------|---------------------|------------------------|--------------------|----------------|--------------|
| EW1   | 0.734 |                     |                        |                    |                |              |
| EW2   | 0.764 |                     |                        |                    |                |              |
| EW3   | 0.864 |                     |                        |                    |                |              |
| EW4   | 0.761 |                     |                        |                    |                |              |
| PI*EW |       | 1.895               |                        |                    |                |              |
| PI10  |       |                     | 0.786                  |                    |                |              |
| PI11  |       |                     | 0.793                  |                    |                |              |
| PI12  |       |                     | 0.829                  |                    |                |              |
| PI6   |       |                     | 0.713                  |                    |                |              |
| PIN1  |       |                     |                        | 0.789              |                |              |
| PIN2  |       |                     |                        | 0.829              |                |              |
| PIN3  |       |                     |                        | 0.737              |                |              |
| PV1   |       |                     |                        |                    | 0.701          |              |
| PV2   |       |                     |                        |                    | 0.747          |              |
| PV3   |       |                     |                        |                    | 0.783          |              |
| PV4   |       |                     |                        |                    | 0.772          |              |
| SV1   |       |                     |                        |                    |                | 0.808        |
| SV2   |       |                     |                        |                    |                | 0.824        |
| SV3   |       |                     |                        |                    |                | 0.826        |

Source: Data processed by author (2023).



## 4.2. Discriminant Validity

The cross-loading value reveals the discriminant validity test. This method is helpful for evaluating if a construct possesses adequate discriminant validity by comparing the linkage between two different variables.

**Table 3.** Discriminant Validity

|                               | EWOM   | PI * EW | Parasocial Interaction | Personal Value | Purchase Intention | Social Value |
|-------------------------------|--------|---------|------------------------|----------------|--------------------|--------------|
| <b>EWOM</b>                   | 0.783  |         |                        |                |                    |              |
| <b>PI*EW</b>                  | -0.192 | 1.00    |                        |                |                    |              |
| <b>Parasocial Interaction</b> | 0.454  | -0.160  | 0.781                  |                |                    |              |
| <b>Personal Value</b>         | 0.447  | -0.095  | 0.443                  | 0.751          |                    |              |
| <b>Purchase Intention</b>     | 0.557  | -0.037  | 0.365                  | 0.500          | 0.786              |              |
| <b>Social Value</b>           | 0.216  | -0.003  | 0.503                  | 0.471          | 0.447              | 0.819        |

Source: Data processed by author (2023).

Each indicator in every variable construct should possess the highest value as it is commonly understood. Discriminant validity can be tested by comparing the Square Root of Average Variance Extracted, aside from the cross-loading value. In order to declare a good measurement model, the AVE value of each variable construct must be greater than 0.5 (Sarstedt et al., 2011a). AVE value above 0.5 suggests that all variables included in the model fulfill the requirements for discriminant validity (Sarstedt et al., 2011a).

**Table 4.** Average Variance Extracted (AVE)

|                               | Average Variance Extracted (AVE) |
|-------------------------------|----------------------------------|
| <b>EWOM</b>                   | 0.612                            |
| <b>PI * EW</b>                | 1.000                            |
| <b>Parasocial Interaction</b> | 0.611                            |
| <b>Personal Value</b>         | 0.565                            |
| <b>Purchase Intention</b>     | 0.618                            |
| <b>Social Value</b>           | 0.671                            |

Source: Data processed by author (2023).

## 4.3. Composite Reliability

In analyzing the SEM-PLS method, a reliability test is conducted to establish the composite reliability value of the construct indicator, which must be  $\geq 0.7$  and supported by Cronbach's Alpha value  $> 0.6$  (Sarstedt et al., 2011a). According to the study's findings, all the aforementioned constructs exhibit a composite reliability value  $> 0.8$ . The reliability test is linked to Cronbach's Alpha. Its value is considered acceptable when  $\alpha \geq 0.5$  and quite acceptable when  $\alpha \geq 0.3$ . The Cronbach's alpha value for all constructs from the research results is  $> 0.6$ . Thus, it can be concluded that all composite reliability and Cronbach's alpha constructs meet the reliability criteria.

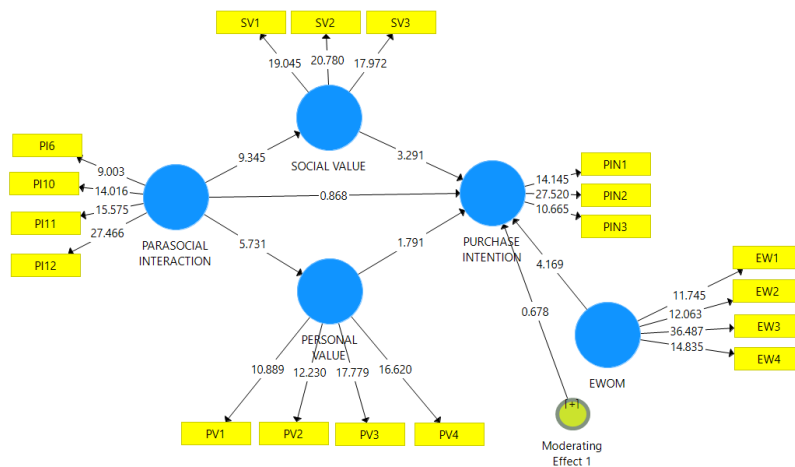
**Table 5.** Composite Reliability dan Cronbach's Alpha

|                                   | Cronbach's<br>Alpa | Rho_A | Composite<br>Reliability | Average Variance<br>Extracted (AVE) |
|-----------------------------------|--------------------|-------|--------------------------|-------------------------------------|
| <b>EWOM</b>                       | 0.788              | 0.802 | 0.863                    | 0.612                               |
| <b>PI * EW</b>                    | 1.000              | 1.000 | 1.000                    | 1.000                               |
| <b>Parasocial<br/>Interaction</b> | 0.788              | 0.804 | 0.862                    | 0.611                               |
| <b>Personal Value</b>             | 0.746              | 0.758 | 0.838                    | 0.565                               |
| <b>Purchase Intention</b>         | 0.689              | 0.694 | 0.829                    | 0.618                               |
| <b>Social Value</b>               | 0.758              | 0.763 | 0.860                    | 0.671                               |

Source: Data processed by author (2023).

#### 4.4. Inner Model

The model fit test stage also referred to as the inner model calculation using R-square ( $R^2$ ) and Q-square ( $Q^2$ ) values, aims to ascertain the relationship value between variables (direct and indirect effects). The model fit test stage also referred to as the inner model calculation using R-square ( $R^2$ ) and Q-square ( $Q^2$ ) values, aims to ascertain the relationship value between variables (direct and indirect effects). It determines whether there are any significant differences in the impact of the constructs tested as a result of bootstrapping. To test the strength of the tested variables, we use the R-Square ( $R^2$ ) value. At this threshold, criteria nearing 0.67 are classified as strong, while those approaching 0.33 are moderate, and 0.19 are deemed weak (Chin, 2010).



**Figure 3.** Bootstrapping

The R-square test results of the PV variable indicate a strength of 19.6% for the PI variable's effect on PV. Furthermore, the R-square value of the PIN variable is 0.45, with the combined effect of the PI, PV, SV, PIN, EWOM, and PI\*EW variables accounting for 45.1%. Finally, the R-square value for the SV variable is 0.253, indicating that the PI variable's effect on SV is 25.3%. In addition to assessing the R-squared value, model fit testing incorporates the Q-square value to determine the model's fit to the data (Sarstedt et al., 2011a). A higher Q-square value indicates a better fit. In addition to assessing the R-squared value, model fit testing incorporates the Q-square value to determine the model's fit to the data (Sarstedt, Becker, et al., 2011). The total Q-square value for the three variables in this study is 0.496 (49.6%),

with the remaining 50.4% being attributed to other variables. A  $Q^2$  value  $> 0$  indicates that the research model has predictive relevance, with values closer to 1 being indicative of a better model fit.

**Table 6.** R-Square & Q-Square

|                    | R Square | R Square Adjusted |
|--------------------|----------|-------------------|
| Personal Value     | 676.000  | 605.071           |
| Purchase Intention | 507.000  | 384.007           |
| Social Value       | 507.000  | 431.821           |

|                        | SSO     | SSE     | $Q^2 (=1-SSE/SSO)$ |
|------------------------|---------|---------|--------------------|
| EWOM                   | 676.000 | 676.000 |                    |
| PI * EW                | 169.000 | 169.000 |                    |
| Parasocial Interaction | 676.000 | 676.000 |                    |
| Personal Value         | 676.000 | 605.071 | 0.105              |
| Purchase Intention     | 507.000 | 384.007 | 0.243              |
| Social Value           | 507.000 | 431.821 | 0.148              |

Source: Data processed by author (2023).

#### 4.5. Hypothesis Testing

This study employs SmartPLS to process data for hypothesis testing. The estimates of the original sample values are analyzed to determine the direction of the relationship between each variable. Additionally, t-statistics and p-values ascertain the level of significance of the relationship. An original sample value close to +1 or -1 indicates a negative relationship between the variables (Hair et al., 2017). A t-statistic value greater than 1.96 or a p-value less than 0.05 indicates a significant relationship between the variables.

**Table 7.** Hypothesis Testing

| Hypothesis | Relationship Between Variables | T-Value | P-Value | Description                     |
|------------|--------------------------------|---------|---------|---------------------------------|
| H1         | PI – SV                        | 9.398   | 0.000   | Support the hypothesis          |
| H2         | PI – PV                        | 5.786   | 0.000   | Support the hypothesis          |
| H3         | SV – PIN                       | 3.369   | 0.001   | Support the hypothesis          |
| H4         | PV – PIN                       | 1.859   | 0.064   | Does not support the hypothesis |
| H5         | PI – PIN                       | 0.859   | 0.391   | Does not support the hypothesis |
| H6         | PI * EW – PIN                  | 0.736   | 0.462   | Does not support the hypothesis |

Source: Data processed by author (2023).

Based on data, it can be explained that the parasocial interaction variable has a positive and significant effect on both social value and personal value. The t-value for parasocial interaction on social value is 9.398 ( $>1.96$ ), and the p-value is 0.000 ( $<0.05$ ), leading to the acceptance of H1. Similarly, the t-value of parasocial interaction on personal value is 5.786 ( $>1.96$ ), and the p-value is 0.000 ( $<0.05$ ), leading to the acceptance of H2. The t-value of the social value variable on purchase intention is 3.369, which is greater than 1.96, and the p-value is 0.001, which is less

than 0.05, indicating a positive and significant effect. As a result, H3 is accepted. On the other hand, the t-value of the personal value variable on purchase intention is 1.859, which is less than 1.96, and the p-value is 0.064, which is more than 0.05. Therefore, there is no effect, and it is not significant in terms of purchase intention, leading to the rejection of H4. The t-score for the parasocial interaction variable on purchase intention is 0.859 ( $<1.96$ ), and the associated p-value is 0.391 ( $>0.05$ ), indicating that there is no significant impact on purchase intention. Similarly, the t-score for the parasocial interaction\*electronic word of mouth variable on purchase intention is 0.736 ( $<1.96$ ), and the p-value is 0.462 ( $>0.05$ ), indicating no significant effect on purchase intention. Therefore, H5 is rejected. Hence, H6 is also rejected.

#### **4.6. Discussion**

In this study, celebrity influencers play an important role. Titan Tyra is a beautiful influencer and YouTuber who has been active on social media since around 2015. At first, her Instagram content focused on talking about cosmetics, which attracted beauty lovers' attention. However, currently, Titan Tyra is the owner of this cosmetic that has a brand called "Secondate". Titan Tyra has many fans on Instagram. She also has many supporters on YouTube. Purchase intention can be said to be a marketing tool that is widely used in estimating the effectiveness of marketing strategies and can also be used in predicting sales and market share (Lim et al., 2017). In the explanation of the description of the research variables regarding the effect of parasocial interaction, social value, personal value and ewom whether or not it significantly affects the purchase intention of Secondate products.

This study demonstrates that parasocial interaction affects social value. Respondents' perceptions of parasocial interaction and social value indicators were used to assess this relationship. The results show that respondents agree with the connection between parasocial interaction and social value through social attractiveness. This research aligns with (Sokolova and Kefi, 2020) findings that social attractiveness can increase consumer buying interest. Specifically, consumer interest can be cultivated by examining Titan Tyra's lifestyle, showcasing product use results through pictures and videos, and providing knowledge and experience related to makeup activities. Then, the content's social impact can be more positive and attract the audience to comprehend the influencer's message.

The study has shown that Parasocial Interaction has a significant impact on Personal Value, which translates to an increase in consumers' Purchase Intention. The findings were based on respondents' perceptions of the indicators of parasocial interaction, personal value, and purchase intention. It was found that there is a positive correlation between parasocial interaction and personal value, specifically through physical attractiveness. This finding aligns with (Lee and Watkins, 2016) research on physical influencers such as facial posture, skin texture, and facial tone. The study also provides insights into selecting complementary colors or shades of secondary products for women with fair, brown, or dark skin.

From the Social Value that we discussed earlier, we can see that social value can influence consumer Purchase Intention. This finding is the same as Zhang and Hung's (2020) research. Consumers may buy secondate products not in terms of the brand, consumers may also have an interest in buying secondate products in terms

of product quality after seeing reviews from influencers. So, social value can be a factor that influences buying interest in secondate products.

In this study, the influence of respondents' personal value perceptions on consumer purchase intention is negligible, as there are observable differences in perceptions among respondents with various brand and other factor considerations. This discovery contradicts earlier research results found by Ellison et al. (2017). The figure of Titan Tyra also needs to be one of the figures or figures who can provide product information with honesty and commitment so that it can attract consumer buying interest. From the commitment and information provided by influencers, consumers will have more confidence in the information about secondate products, which can increase interest in buying one of the secondate products.

Regarding participants' perceptions of the parasocial interaction indicator in this study, it was found to have no impact on purchase intention. Therefore, parasocial interaction does not have an attitudinal influence on consumer purchase intention. This result contradicts the findings of Jansom and Pongsakornrunsilp (2021), research which reported a significant impact of parasocial interaction on purchase intention. Due to the discrepancy in findings resulting from variations in the studied products, specifically prior research utilizing luxury products versus current research utilizing beauty or makeup products. Another reason to consider is that there could be extraneous variables beyond the research framework that could better explain and impact the association between attitude and purchase intention, such as product usage experience or habits, product knowledge, brand image, and other factors.

In the latest discovery regarding the EWOM variable's moderating effect, it was observed that EWOM does not significantly enhance the correlation between parasocial interaction and purchase intent. This particular discovery contradicts the study conducted by Kim and Ko (2012). As for the reasons that can be concluded, it is possible that the respondent audience is not very familiar with secondate products because this is a product that was just launched during the pandemic. Another possible reason is that they do not see or hear information from product reviews by influencers very often, and the last reason is the possibility of incompatibility with ingredients that make consumers' skin problems or color choices that are not suitable for consumers.

## 5. CONCLUSION

Currently, it can be concluded that digital marketing today creates an emotional connection with the public through influencers, because the role of influencers can increase purchase intent and increase sales. Consumers are influenced by many different things, such as their social environment, which can further influence their interest in buying a product. This can be seen from the consumer's understanding of parasocial interaction, social value, personal value towards the influencer, which will affect a person's purchase interest, this research can show that the interrelation of these values is a strong factor in influencing to increase purchase interest.

Based on the formulation of problems, hypotheses, and research results, conclusions can be drawn. Respondents' assessment of Social Value can be categorized as having broadly the same perception. When influencers have social

value that can be used as a source of good and positive information, then from the influencer's side, they can also provide good and honest information. Consumers who are involved will give rise to purchasing intentions, otherwise if the information received is not good, then consumers will think twice about buying a product, which can frustrate consumers intentions who initially wanted to try to buy it into not wanting to buy the product because the information from the influencer was dishonest or a lie. Respondents' assessment of personal value can be concluded that consumers have consideration and awareness of products that are safe for themselves, for example, the benefits of the product, whether it is in accordance with the price offered, and from the characteristics of consumers who have different postures, skin, facial textures that must adjust to the color choices offered.

The observation of social value and personal value can influence an individual's buying interest. These values assist in determining the necessary and appropriate products for the consumer. For instance, consumers can make informed purchasing decisions when influencers present product results and discuss makeup techniques through video demonstrations. While personal value revolves around the influencer's physical appearance, such as facial posture, skin texture, and facial tone, guidance is also provided on coordinating colors or shades of secondary products suitable for women with different skin tones, including white, brown, and dark skin. Such objectivity will positively affect the two values of the content to attract audiences and encourage reconsideration of buying interests. The respondents' assessment of parasocial interaction and Electronic Word of Mouth (EWOM) is ineffective in generating purchase intention. This indicates that consumers have limited familiarity with the brand and influencer. Therefore, are reluctant to purchase the new product.

Based on the findings of the study, there are still shortcomings in the research that can be improved by future researchers. It is imperative to address these issues in future research to enhance its quality. Some of the respondents are unfamiliar with the product, leading to suboptimal data and inaccurate results. Because of variations in individual knowledge products, it is challenging for the author to acquire questionnaire respondents who can provide accurate and truthful answers. The study was inconclusive in proving the influence of personal values on purchase intention or the effect of parasocial interaction on purchase intention. Additionally, it could not establish whether there is modulation in this study with parasocial interaction and eWOM variables affecting purchase intention. It is hoped that this research can make a useful contribution and for further research to develop other factors that are seen to influence purchase intention and be able to provide other positive influences through other variables.

### **5.1. Managerial Implication**

Based on the analysis and discussion of the impact of social media and online word-of-mouth on purchasing interest for secondate makeup products, this study provides managerial implications for second-hand brand. These implications have the potential to benefit interested parties, particularly business owners who have made significant efforts to adapt and create new products during the COVID-19 pandemic.

The managerial implication is that Secondate can improve direct consumer service by opening a physical store. So, the consumers can physically experience

the product, determining what the colors is most suitable for them. By increasing the product knowledge of employees so that they can explain in more detail if there are buyers who want to ask questions related to the product, such as which color is suitable for yellow skin, which color is suitable for dark skin, and so on. So that consumers feel satisfied and well served, and that will increase consumer buying interest in using these products.

The opening a physical store will improve the brand image of Secondate and not solely focus on online sales. Having a store will allow consumers to see and try the products firsthand, which can contribute to promoting the brand and generating interest among potential buyers. Additionally, giveaways and free samples can also be offered to introduce Secondate to those unfamiliar with the brand.

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