

## ABSTRAK

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### **ANALISIS PENGARUH *PHYSICAL ATTRACTIVENESS*, *ATTITUDE HOMOPHILY*, DAN *SOCIAL UNATTRACTIVENESS* TERHADAP *PURCHASE INTENTION* MELALUI *CREDIBILITY* DAN *PARASOCIAL INTERACTION* PADA SELEBGRAM MONIKA CHAI DI MEDAN**

(xvi + 197 halaman: 16 gambar, 40 tabel; 5 lampiran)

Internet dan sosial media saat ini sudah sangat maju dan canggih, tidak hanya mempermudah kegiatan sehari-hari tetapi juga telah bisa menghasilkan uang dan menciptakan beberapa pekerjaan baru yang sedang banyak diminati saat ini yaitu selebgram. Objek penelitian pada penelitian ini adalah selebgram Monika Chai. Penelitian ini dilakukan untuk mengetahui pengaruh *Physical Attractiveness*, *Social Unattractiveness* dan *Attitude Homophily* terhadap *Parasocial Interaction* dan *Credibility* dan pengaruh *Parasocial Interaction* dan *Credibility* terhadap *Purchase Intention* pada pengikut/follower Instagram Monika Chai di Medan, Indonesia.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan metode penelitian kausal-komparatif. Teknik pengumpulan data yang digunakan adalah dengan membagikan kuesioner melalui teknik *snowball sampling* (*non-probability sampling method*) dengan skala *Likert* berbasis 5 poin. Penelitian ini dilakukan pada 100 responden dengan karakteristik pria dan wanita, usia 18-60 tahun, berdomisili di Medan, dan Sudah mem-follow Instagram selebgram Monika Chai di akun Instagramnya minimal 3 bulan terakhir.

Hasil penelitian dari analisis Structural Equation Model (SEM) dengan menggunakan *software AMOS version 22.0* menunjukkan bahwa variabel *Credibility* berpengaruh tidak signifikan terhadap variabel *Purchase Intention*, variabel *Parasocial Interaction* berpengaruh signifikan terhadap variabel *Purchase Intention*, variabel *Physical Attractiveness* berpengaruh tidak signifikan terhadap variabel *Parasocial Interaction*, variabel *Social Unattractiveness* berpengaruh tidak signifikan terhadap variabel *Parasocial Interaction*, variabel *Attitude Homophily* berpengaruh tidak signifikan terhadap variabel *Parasocial Interaction*, *Physical Attractiveness* berpengaruh tidak signifikan terhadap variabel *Credibility*, *Attitude Homophily* berpengaruh signifikan terhadap variabel *Credibility*, dan *Social Unattractiveness* berpengaruh tidak signifikan terhadap variabel *Credibility*.

**Kata kunci:** *Physical Attractiveness*, *Social Unattractiveness*, *Attitude Homophily*, *Parasocial Interaction*, *Credibility*, *Purchase Intention*.

Referensi: 35 (2012-2022).

## **ABSTRACT**

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### ***ANALYSIS OF THE INFLUENCE OF PHYSICAL ATTRACTIVENESS, ATTITUDE HOMOPHILY, AND SOCIAL UNATTRACTIVENESS ON PURCHASE INTENTION THROUGH CREDIBILITY AND PARASOCIAL INTERACTION ON SELEBGRAM MONIKA CHAI IN MEDAN***

*(xvi + 197 pages: 16 figures, 40 tables; 5 attachments )*

*The internet and social media are now very advanced and sophisticated, not only facilitating daily activities but also being able to make money and create several new jobs that are currently in great demand, namely celebrity programs. The object of research in this study is the celebrity Monika Chai. This research was conducted to determine the effect of Physical Attractiveness, Social Unattractiveness and Attitude Homophily on Parasocial Interaction and Credibility and the effect of Parasocial Interaction and Credibility on Purchase Intention on Monika Chai's Instagram followers in Medan, Indonesia.*

*The approach used in this research is a quantitative approach with a causal-comparative research method. The data collection technique used was to distribute questionnaires through the snowball sampling technique (non-probability sampling method) with a Likert scale based on 5 points. This research was conducted on 100 respondents with male and female characteristics, aged 18-60 years, domiciled in Medan, and have followed Instagram celebrity Monika Chai on her Instagram account for at least the last 3 months.*

*The results of the analysis of the Structural Equation Model (SEM) using AMOS version 22.0 software show that the Credibility variable has no significant effect on the Purchase Intention variable, the Parasocial Interaction variable has a significant effect on the Purchase Intention variable, the Physical Attractiveness variable has no significant effect on the Parasocial Interaction variable, the Social Unattractiveness has no significant effect on the Parasocial Interaction variable, Attitude Homophily variable has no significant effect on the Parasocial Interaction variable, Physical Attractiveness has no significant effect on the Credibility variable, Attitude Homophily has a significant effect on the Credibility variable, and Social Unattractiveness has no significant effect on the Credibility variable.*

**Keywords:** *Physical Attractiveness, Social Unattractiveness, Attitude Homophily Parasocial Interaction, Credibility, Purchase Intention*

*References: 35 (2012-2022).*