

ABSTRACT

This research aims to understand the dynamics of interactions between JKT48 as brand ambassadors and consumers, as well as to identify the impact on consumer perceptions of the brand. This research was conducted on JKT48 fans with the aim of deepening understanding of how these interactions influence consumer behaviour and perceptions, considering self-congruity theory. The study was conducted on JKT48 fans to understand the dynamics of interactions between JKT48 as brand ambassadors and consumers and its impact on perceptions consumers towards the brand.

This research was conducted using a survey method of JKT48 fans throughout Indonesia and analysed using a correlation and regression analysis approach on data collected from JKT48 fans. This research explores the extent to which parasocial interactions and influencer credibility influence purchase intention. It is hoped that the results of this analysis will provide a deeper understanding of the dynamics of the relationship between brand ambassadors, influencers, and consumers in the context of the entertainment industry and their impact on consumer behaviour and brand perception. The analysis is carried out holistically, integrating these variables to provide a comprehensive understanding of the factors that influence purchasing decisions and brand perceptions in the context studied.

The research results show that parasocial interactions have a positive and significant impact on purchasing decisions, relationship quality, and product brand image. These findings provide a solid foundation for companies to develop more effective marketing strategies by leveraging parasocial interactions and collaboration with influencers. By better understanding the role of parasocial interactions in shaping consumer perceptions of brands, companies can design more targeted and relevant marketing campaigns. This allows companies to strengthen consumer engagement and improve the brand image of their products. Therefore, this research makes an important contribution to marketing practitioners in improving the effectiveness of their marketing efforts, in line with findings in previous literature that highlight the importance of parasocial interactions in the marketing context.

Keywords: Parasocial Interactions, Brand Ambassadors, Influencer Credibility, Purchase intention, Marketing strategy, and Self Congruence Theory

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