

ABSTRACT

With the rapid development of online information in today's era, it is now easier for people to obtain information instantly. People's habits have changed from just reading text and viewing images to watching videos such as YouTube, TikTok, Instagram Facebook etc. There are 213 million internet users or almost 77% of the total population in Indonesia. Of that number, there are 167 million social media users in January 2023. Generation Z, who predominantly dominate social media platforms, are poised to drive the digital economy in the future. This study investigates the influence of Perception, Similarity, Expertise, Trust, and Openness on Purchase Intention, with Parasocial Interaction serving as a mediating variable. The research sample comprised 103 respondents born between 1997 and 2012. Data were collected using a Simple Random Sampling method and analyzed with SmartPLS SEM (Partial Least Squares Structural Equation Modeling). The findings reveal that Perception of Similarity and Perception of Trust positively impact Parasocial Interaction. However, Perceived Expertise and Self-Disclosure do not demonstrate a significant effect on Parasocial Interaction. Parasocial Interaction itself positively influences Purchase Intention. This study makes a meaningful contribution to the development of parasocial interaction theory, particularly in the realms of social media and influencer marketing. The results underscore the critical role of perceptions of similarity, trust, and parasocial interactions in fostering emotional connections between audiences and media figures, ultimately shaping their purchase intentions..

Keywords: *Perceive Similiarities, Perceive Expertiness, Perceive Credibility, Parasocial Interaction and Purchase Intention.*