

ABSTRAK

**PENGARUH ATTRACTIVENESS, TRUSTWORTHINESS PADA BRAND
AMBASSADOR SOMETHINC TERHADAP PURCHASE INTENTION
MELALUI PARASOCIAL INTERACTION DAN CREDIBILITY
SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui pengaruh *attractiveness* terhadap *purchase intention*, pengaruh *trustworthiness* terhadap *purchase intention*, pengaruh *attractiveness* terhadap *parasocial interaction*, pengaruh *attractiveness* terhadap *credibility*, pengaruh *trustworthiness* terhadap *parasocial interaction*, pengaruh *trustworthiness* terhadap *credibility*, pengaruh *parasocial interaction* terhadap *purchase intention*, pengaruh *credibility* terhadap *purchase intention*, pengaruh *attractiveness* terhadap *purchase intention* melalui mediasi *parasocial interaction*, pengaruh *attractiveness* terhadap *purchase intention* melalui mediasi *credibility*, pengaruh *trustworthiness* terhadap *purchase intention* melalui mediasi *parasocial interaction*, dan pengaruh *trustworthiness* terhadap *purchase intention* melalui mediasi *credibility*. Penelitian ini menggunakan teknik *non-probability sampling* dan metode *purposive sampling*. Jumlah sampel 100 responden yang diperoleh dari kuesioner *online* dalam *Google Form*. Teknik analisis data menggunakan *Partial Least Square* dengan aplikasi *SmartPLS*. Hasil penelitian bahwa *attractiveness* secara langsung berpengaruh terhadap *purchase intention*, *trustworthiness* secara langsung berpengaruh terhadap *purchase intention*, *attractiveness* secara langsung tidak berpengaruh terhadap *parasocial interaction*, *attractiveness* secara langsung berpengaruh terhadap *credibility*, *trustworthiness* secara langsung berpengaruh terhadap *parasocial interaction*, *trustworthiness* secara langsung berpengaruh terhadap *credibility*, *parasocial interaction* secara langsung tidak berpengaruh terhadap *purchase intention*, *credibility* secara langsung berpengaruh terhadap *purchase intention*, *attractiveness* secara langsung tidak berpengaruh terhadap *purchase intention* melalui mediasi *parasocial interaction*, *attractiveness* secara langsung berpengaruh terhadap *purchase intention* melalui mediasi *credibility*, *trustworthiness* secara langsung berpengaruh terhadap *purchase intention* melalui mediasi *parasocial interaction*, *trustworthiness* secara langsung berpengaruh terhadap *purchase intention* melalui mediasi *parasocial interaction*.

Kata kunci: *Attractiveness, Trustworthiness, Credibility, Parasocial Interaction, Purchase Intention, Brand Ambassador, Something*

ABSTRACT

THE EFFECT OF ATTRACTIVENESS AND TRUSTWORTHINESS OF SOMETHINC BRAND AMBASSADORS ON PURCHASE INTENTION THROUGH PARASOCIAL INTERACTION AND CREDIBILITY AS MEDIATION VARIABLES

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This study aims to examine the effect of attractiveness on purchase intention, the effect of trustworthiness on purchase intention, the effect of attractiveness on parasocial interaction, the effect of attractiveness on credibility, the effect of trustworthiness on parasocial interaction, the effect of trustworthiness on credibility, the effect of parasocial interaction on purchase intention, the effect of credibility on purchase intention, the effect of attractiveness on purchase intention mediated by parasocial interaction, the effect of attractiveness on purchase intention mediated by credibility, the effect of trustworthiness on purchase intention mediated by parasocial interaction, and the effect of trustworthiness on purchase intention mediated by credibility. This study employed non-probability sampling and a purposive sampling method. The sample consisted of 100 respondents obtained through an online questionnaire using Google Forms. Data analysis was conducted using Partial Least Squares (PLS) with the SmartPLS software. The results of the study indicate that attractiveness has a direct effect on purchase intention, trustworthiness has a direct effect on purchase intention, attractiveness has no direct effect on parasocial interaction, attractiveness has a direct effect on credibility, trustworthiness has a direct effect on parasocial interaction, trustworthiness has a direct effect on credibility; parasocial interaction has no direct effect on purchase intention; credibility has a direct effect on purchase intention; attractiveness has no direct effect on purchase intention through the mediation of parasocial interaction; attractiveness has a direct effect on purchase intention through the mediation of credibility; trustworthiness has a direct effect on purchase intention through the mediation of parasocial interaction; trustworthiness has a direct effect on purchase intention through the mediation of parasocial interaction.

Keywords: Attractiveness, Trustworthiness, Credibility, Parasocial Interaction, Purchase Intention, Brand Ambassador, Something.