

# THE INFLUENCE OF TRUSTWORTHINESS, PERCEIVED EXPERTISE AND PARASOCIAL RELATIONSHIP ON PURCHASE INTENTION FOR SOMETHINC BRAND COSMETIC PRODUCTS AT TIKTOK SHOP BY THE PEOPLE OF LHOKSEUMAWE CITY

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## Abstract

The uniqueness of each social media platform creates creative and innovative marketing methods, using the characteristics of a social media platform, where product marketers can adapt content to suit consumer needs. People's needs and lifestyles are becoming more diverse day by day, one of which is the need to care for themselves through cosmetic products. The development of the times has resulted in more and more cosmetic products appearing. This research aims to determine the influence of trustworthiness, perceived expertise and parasocial relations on purchase intention for Somethinc brand cosmetic products at the Tiktok Shop by the people of Lhokseumawe City. This type of research is quantitative research with the community population in Lhokseumawe City. Respondents totaled 100 people, taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis tests and coefficients of determination as well as correlation tests and analyzed with the help of the SPSS 23 application program. The results of the research show that simultaneously trustworthiness, perceived expertise and parasocial relations have a positive and significant effect on purchase intention for Somethinc brand cosmetic products at the Tiktok Shop by the people of Lhokseumawe City. Partially, trustworthiness, perceived expertise and parasocial relations also have a positive and significant effect on the purchase intention of Somethinc brand cosmetic products by the people of Lhokseumawe City. Perceived expertise is the variable that most dominantly influences purchase intention with a value of 7,895

Keywords: *Trustworthiness, Perceived Expertise, Parasocial Relationship, Purchase Intention*

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## 1. INTRODUCTION

As time goes by, social media has become a place to market a product with a wide set of tools where consumers can reach the product more easily. The uniqueness of each social media platform creates creative and innovative marketing methods, using the characteristics of a social media platform, where product marketers can adapt content to suit consumer needs. The world of marketing is experiencing changes, influenced by developments in technology and digital media communication, including social media.

People's needs and lifestyles are becoming more diverse day by day, one of which is the need to care for themselves through beauty products. The development of the times has resulted in more and more beauty products appearing. According to the Ministry of Industry of the Republic of Indonesia, changes in the lifestyle of Indonesian people have encouraged an increase in the local cosmetics industry. The news also stated that there are three things that can encourage increased growth of cosmetics in Indonesia. First, Indonesia has a relatively large young population with an average age of 28 years. Second, economic growth in Indonesia is categorized as good enough to be able to support industry. Third, social media has a big role in increasing the growth of cosmetics in Indonesia (Ministry of

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Industry, 2020).

One of them is the Somethinc brand cosmetic product. Somethinc, which is a local Indonesian cosmetics brand that emerged in 2019 and continues to grow until now, where according to data from Kompas.id, Somethinc has succeeded in occupying first position as the best-selling local beauty brand in Indonesia in 2022, with sales of hundreds of thousands of transactions. . Not only are their products very popular on the market, but all their products are also Halal certified. The strategy used by Somethinc in marketing its products is artists and influencers and providing attractive promotions (lakuu.id, 2022). If you remember the Somethinc brand, it is closely related to influencers. Somethinc promotes its products through influencers ranging from influencers with thousands, tens of thousands, tens of thousands, hundreds of thousands, to millions of followers.

According to (Hermanda et al., 2019) an Influencer is someone who has a large number of followers or fans on the internet who often share their daily lives, opinions and experiences they have experienced. Using the services of influencers has proven effective in influencing consumer buying interest. Influencers have a very strong influence in building and changing public opinion, especially their followers. Therefore, using influencer services is very important in influencing other people's opinions in order to get a positive impression in society. The statement above is supported by the opinion (Dwidienawati et al. 2020) which says that influencers who have a large number of followers make it possible to reach a larger audience and can influence someone's opinion, in this case consumer buying interest. Somethinc exploits this by using influencers to influence the public, especially influencing consumer buying interest in Somethinc products.

Until now, Somethinc is still active in carrying out promotional activities by using the services of influencers to promote its products. Somethinc has expanded into Tiktok social media by using Tiktok influencers as a means of conveying Somethinc products. This was done by Somethinc to be able to reach more people through existing social media. Somethinc has grown and is well-known, but they still have to look for more creative and different ways and ideas to be able to compete with other local brands, one of which is collaborating with influencers who are able to convey appropriate product information.

Social media, which is closely related to millennials, is the right forum for influencers to influence public opinion, especially their followers. Promotional activities involving influencers often use social media platforms to carry out these activities. The social media that are more often used for promotional activities are Tiktok Shop and Instagram. Use of social media tends to get a positive impression from the audience.

TikTok is one of the social media platforms used by influencers to market products or services to their audience. As with other social media platforms, influencer marketing via Tiktok Shop also requires high trust between consumers and influencers, in order to successfully and efficiently reach the target market (Graves & Darien, 2022). To match the increasingly diverse role of influencers as social media develops, businesses must consider not only existing criteria such as sales, profits, growth rates, customer satisfaction and loyalty, but also new marketing strategies and value propositions for customers such as value, brand, and relationship equity between influencers and target customers (Kannan dan Li, 2019).

Apart from selecting the right social media, selecting influencers is also important in the sustainability of this promotional activity. Consumers' views of the Somethinc product will be good with the support of influencers who promote the product. Somethinc products, which tend to be beauty products, require Somethinc to use influencers that are appropriate for the beauty product. This is interpreted as harmony between the product being promoted and the influencer as the promoting party.

Somethinc appointed Tasya Farasya as an influencer who promotes their products in accordance with the statement above. The selection of influencers must be in accordance with the brand. Tasya Farasya is an influencer who often reviews cosmetic or beauty products. It is on this

basis that Somethinc appointed Tasya Arasya as an influencer who promotes their products.

Somethinc promotes its products using all digital media platforms but they also use influencers, namely Tasya Farasya, to help the Somethinc brand maintain its existence and not only through video content, Tasya also reviews and sells products using the Live Tiktok Shop on the Somethinc account.

Tasya Farasya also sometimes does this on her personal account, Tasya Farasya also invites followers of Somethinc and her followers to join live and viewers can get quite a big discount. The purpose of this live event is to promote the product, and invite viewers and followers to see and listen directly to reviews of the products they use. Influencers as people who can influence other people's opinions also need trustworthiness, perceived expertise, and parasocial relationships which are attributes of influencers as provisions for influencers to influence consumers and increase consumer buying interest.

According to (Edyansyah et al, 2022) Purchase interest occurs before the purchase decision. Purchase intention is an effective response or process of feeling like a product but not yet reaching the purchase stage. Interest in buying arises after going through the viewing process so that there is a desire to try a product and ultimately want to buy it to own it. Trustworthiness refers to the honesty, integrity and trustworthiness of an endorser (Rameez and Ahmed, 2019). According to (Farraj et al. 2021) perceived expertise is defined as the extent to which an influencer has the knowledge, experience and skills to be able to promote a product. In other words, an influencer who has special abilities in this field can create a special attraction for his followers. New technologies provide opportunities for audiences to consume media in new ways, parasocial relationships have emotional value and significance, and have the potential to impact a person's attitudes, beliefs, and behavior. In detail, individual feelings such as face-to-face relationships, interpersonal involvement, and liking for actors in the media. Parasocial relationships can be used as a promotional tool by influencers for advertising purposes and disseminating product information (Yuan et al., 2016)

Trustworthiness, perceived expertise and parasocial relationships play an important role in purchase intention. The three components possessed by influencers in promoting products can increase purchase intention. In research conducted by (Yilmazdoğan et al. 2021) it was found that trustworthiness, perceived expertise, and parasocial relationship influence purchase intention. Apart from that, purchase intention or interest in buying according to (Kim et al. 2019) is a stage that consumers have gone through immediately before making a purchase decision where this interest or desire is built from the accumulation of communication activities. The trustworthiness, perceived expertise, and parasocial relationships that an influencer has in carrying out promotions can enable interaction in cyberspace where this interaction allows followers to understand about the influencer's personal life. The interactions between influencers and their followers can also build their followers' buying interest in the products promoted by the influencer.

In terms of dishonest delivery of product information by influencers, it will affect the quality of information and consumers' views of a brand. This is supported by research from (Lou & Kim, 2019) which states that Trustworthiness is things related to honesty, integrity, and how an influencer can be trusted. Trustworthiness was found to be positively related to perceived expertise and parasocial relationships between teenage followers (aged 19-25 years) and their favorite influencers, which in turn was associated with purchase intention.

The influencer's lack of expertise in conveying accurate product information or what is also called perceived expectation will influence consumer buying interest. This is supported by research that has been conducted (Till & Busler, 2020) which states that perceived expertise has a positive influence on buying interest. Credibility, including expertise, is positively related to purchase intention.

Apart from trustworthiness and perceived expertise, there is Parasocial relationship which is another important factor. Parasocial relationships are perceived as interpersonal relationships between two parties. However, most of the time this is only felt on one side because no reciprocity occurs and the characters in the media basically don't know the existence of the other party. Unfavorable parasocial relationships created by influencers are thought to influence purchasing interest, this is in line with research from (Chung & Cho, 2017). With increasing parasocial relationships, consumers will consider an influencer as a friend and tend to use the products

promoted by the influencer.

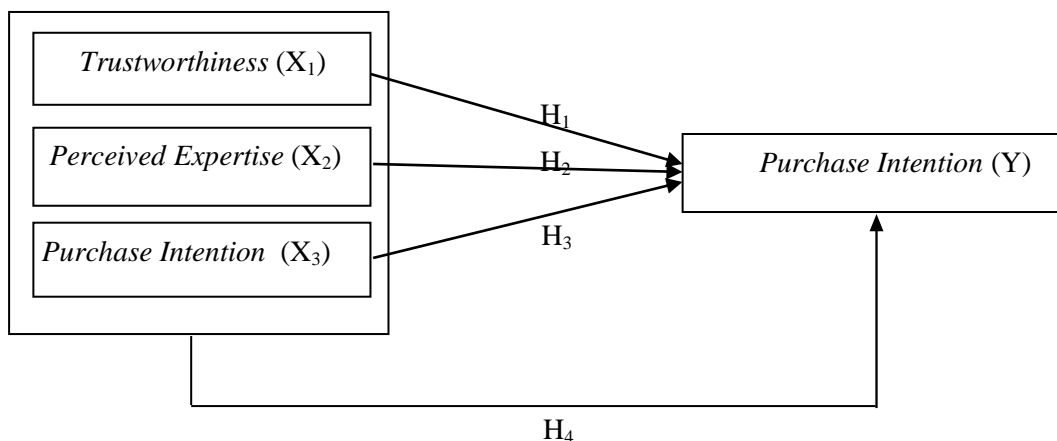
However, there are inconsistencies that occur in other research conducted by (Tandayong et al. 2022). In the results of the research, trust or trustworthiness and expertise were found to have no significant effect on purchase intention. This proves that there are still research gaps so that more in-depth research still needs to be carried out.

The phenomenon that occurs is the widespread use of TikTok among the public, making it easier for them to search for product information before buying, some of them is through review content uploaded by influencers on Tiktok and the problem that they often complain about is dishonesty and inappropriate delivery of product information by influencers on Tiktok. This is also experienced by the people of Lhokseumawe City.

Based on the explanation above, this research aims to find out the influence of Trustworthiness, Perceived Expertise and Parasocial Relationship on Purchase Intention for Somethinc Brand Cosmetic Products at the Tiktok Shop by the People of Lhokseumawe City.

**2. IMPLEMENTATION METHOD**

The population in this study is the general public or users of Somethinc products in Lhokseumawe City. This research uses a Non Probability Sampling technique where the sample does not provide the same chance or opportunities for each member of the population (Sugiyono, 2016). Determination of the sample size refers to (Yamin and Kurniawan, 2019). Which states that the number of cases using SPSS is more moderate with a minimum of 30-100 cases. The sample size in this study used 100 community respondents in Lhokseumawe City. Sampling used purposive sampling with the criteria for respondents being people who live in Lhokseumawe City, who have purchased Somethinc brand cosmetic products through the Tiktok Shop after watching review content created by Tasya Farasya. The sample was then divided into sub-districts according to the percentage of population in each sub-district. This research is quantitative in nature with primary data sources obtained through distributing questionnaires. The Likert scale is used in this research, the data will later be processed and analyzed using SPSS 23 software to determine the results of hypothesis testing. The research model is presented below in more detail:



**Figure 1** Research Model

H<sub>1</sub>: Trustworthiness has a significant effect on Purchase Intention.

H<sub>2</sub>: Perceived Expertise has a significant effect on Purchase Intention.

H<sub>3</sub>: Parasocial Relationship has a significant effect on Purchase Intention.

H<sub>4</sub>: Trustworthiness, perceived expertise and parasocial relationship together have a significant effect on Purchase Intention.

### 3. RESULTS AND DISCUSSION

#### 3.1 Respondent Characteristics

Based on Table 1, which shows responses from 100 respondents, there were significantly more female respondents than male respondents. This can be seen from only 17 male and 83 female respondents. The majority of respondents in this study were between 17-25 years old, 59 people

(59%), the largest number of respondents came from Muara Satu sub-district, totaling 30 people (30%), 51 respondents (51%) in this study had the status of students, as many as 100 respondents (100%) who buying Somethinc products via Tiktok Shop after seeing the review made by Tasya Farasya.

**Table 1** Respondent Profile

	Frequency (N)	Percentage (%)
<b>Gender</b>		
Male	17	17%
Female	83	83%
<b>Age</b>		
17-25	59	59%
25-40	39	39%
>40	2	2%
<b>Domicile District</b>		
Muara Satu	30	30%
Mura Dua	19	19%
Blang Mangat	25	25%
Banda Sakti	26	26%
<b>Purchase via Tiktok Shop</b>		
Yes	100	100%
<b>Work</b>		
Students	51	51%
Housewife	21	21%
Employees/Private Employees	19	19%
Entrepreneur/Entrepreneur	9	9%
<b>Monthly Income</b>		
< Rp 1.000.000	18	18%
Rp 1.000.000- Rp 2.000.000	32	32%
Rp 2.000.000- Rp 3.000.000	31	31%
> Rp 4.000.000	19	19%

Source: Primary data processed, 2023

#### 3.2 Descriptive Statistics

In accordance with the descriptive statistics results in table 2, it shows that the mean value exceeds the standard deviation value in each variable, which indicates that the data deviation value is small. Therefore, the results of descriptive statistics can be used to provide a comprehensive picture of the data.

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**Table 2** Descriptive Statistics

Items	N	Mean
Trustworthiness (X1)		
1. P1	100	4,46
2. P2	100	4,32
3. P3	100	4,39
4. P4	100	4,44
5. P5	100	4,48
Perceived Expertise (X2)		
1. P1	100	4.13
2. P2	100	3.91
3. P3	100	4,12
4. P4	100	4,12
5. P5	100	3,97
Parasocial Relationship (X3)		
1. P1	100	4,18
2. P2	100	3,96
3. P3	100	3,98
4. P4	100	3,96
5. P5	100	3,86
Purchase Intention (Y)		
1. P1	100	3,37
2. P2	100	4,05
3. P3	100	3,97
4. P4	100	4,09
5. P5	100	4,02

Source: Primary data processed, 2023

**3.3 Validity test**

The validity test is used to measure the validity or validity of a questionnaire Ghozali (2018). The test criteria are: If the calculated R value is greater than the table R, it can be concluded that the data in the study is valid, on the other hand, if the calculated R value is smaller than the table R, then the question is invalid . Large (df) = 100-2 then get the number 98, and alpha = 0.05 get Rtable 0.1966. The results of validity testing can be seen in the table:

**Table 3** Validity Test Results

Variable	Item Code	Rcount	Rtable	Note
<i>Trustworthiness (X<sub>1</sub>)</i>	P1	0.623	0.1966	Valid
	P2	0.639	0.1966	Valid
	P3	0.630	0.1966	Valid
	P4	0.749	0.1966	Valid
	P5	0.661	0.1966	Valid
<i>Perceived</i>	P1	0.798	0.1966	Valid

<i>Expertise (X<sub>2</sub>)</i>	P2	0.743	0.1966	Valid
	P3	0.796	0.1966	Valid
	P4	0.828	0.1966	Valid
	P5	0.772	0.1966	Valid
	<hr/>			
<i>Parasocial Relationship (X<sub>3</sub>)</i>	P1	0.826	0.1966	Valid
	P2	0.886	0.1966	Valid
	P3	0.834	0.1966	Valid
	P4	0.788	0.1966	Valid
	P5	0.852	0.1966	Valid
<hr/>				
<i>Purchase Intention (Y)</i>	P1	0.517	0.1966	Valid
	P2	0.696	0.1966	Valid
	P3	0.825	0.1966	Valid
	P4	0.736	0.1966	Valid
	P5	0.757	0.1966	Valid

Source: Primary data processed, 2023

### 3.4 Reliability Tests

In Table 4 it can be seen that the Cronbach's Alpha value for all variables is above 0.60. This means that the data obtained from the questionnaire answers in this study are reliable and trustworthy, so they are suitable for use in the final stage of the questionnaire. Thus all points the questionnaire indicators were stated to meet very good reliability.

**Table 4 Reliability Test Results**

Variabel	Cronbach's alpha	Standar alpha	Keterangan
Trustworthiness (X <sub>1</sub> )	0.676	0.60	Reliabel
Perceived Expertise (X <sub>2</sub> )	0.846	0.60	Reliabel
Parasocial Relationship(X <sub>3</sub> )	0.892	0.60	Reliabel
Purchase Intention (Y)	0.720	0.60	Reliabel

Source: Primary data processed, 2023

### 3.5 Multiple Linear Regression

Data analysis in this research is quantitative analysis with multiple linear regression equations which function to determine whether or not there is an influence of the dependent variable on the independent variable. The results of the analysis are as follows:

**Table 5 Regression Test Results**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6.259	1.640		3.815	.000
Trustworthiness (X <sub>1</sub> )	.216	.061	.142	3.543	.001
Perceived Expertise (X <sub>2</sub> )	.479	.061	.481	7.895	.000

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Parasocial Relationship (X <sub>3</sub> )	.417	.054	.473	7.707	.000
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a. Dependent Variable: Purchase Intention

Source: Primary data processed, 2023

Based on the table 5, it can be seen that the constant value (a) is 6,259 and the regression coefficient value for the trustworthiness variable (X<sub>1</sub>) is 0.142, the regression coefficient value for the perceived expertise variable (X<sub>2</sub>) is 0,481 and the regression coefficient value for the parasocial relationship variable is 0,473(X<sub>3</sub>). The constant values and regression coefficients (a and b) are entered into the equation:

$$Y = 6,259 + 0.142X_1 + 0,481X_2 + 0,473X_3$$

The description of the multiple linear regression equation above is as follows:

1. The value of the trustworthiness coefficient (X<sub>1</sub>) is **(0.142)**, so it can be interpreted that if trustworthiness is increased by 1 value unit, it is predicted that Purchase Intention (Y) among people in Lhokseumawe City will increase by 0.142.
2. The perceived expertise coefficient (X<sub>2</sub>) is **(0,481)**, so it can be interpreted that if perceived expertise is increased by 1 value unit, it is predicted that Purchase Intention (Y) among people in Lhokseumawe City will increase by 0,481.
3. The parasocial relationship coefficient value (X<sub>3</sub>) is **(0,473)**, so it can be interpreted that if the parasocial relationship is increased by 1 unit value, it is predicted that Purchase Intention (Y) among people in Lhokseumawe City will increase by 0,473.

**3.6 Determination and Correlation Test**

The coefficient of determination test (R<sup>2</sup>) is used to determine how much the dependent variable (endogenous) can be explained by variations in the independent variables (exogenous). Because the independent variables in this study are more than 2, the coefficient of determination used is Adjusted R Square.

Based on the results of testing the coefficient of determination in table 6 below, it is known that the coefficient of determination (R<sup>2</sup>) value was 0.849. This value shows that the independent variables consisting of trustworthiness, perceived expertise and practical relationship can explain their influence on the dependent variable, namely purchase intention of 84.9%, while 15.1% is influenced by other variables not included in this research model.

**Table 6** Determination and Correlation Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 <sup>a</sup>	.849	.845	1.274

Source: Primary data processed, 2023

**4. Hypothesis Testing**

**4.1 Partial Test (t Test)**

The t test has a significance value of α = 5%. The criteria for hypothesis testing using the t statistical test is if the significance value of t (p-value) is <0.05, then the alternative hypothesis is accepted, which states that an independent variable individually and significantly influences the dependent variable (Ghozali, 2019). The results of the partial significance test in this study are as in



table 7 below:

**Table 7 t Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.259	1.640		3.815	.000
Trustworthiness	.216	.061	.142	3.543	.001
Perceived Expertise	.479	.061	.481	7.895	.000
Parasocial Relationship	.417	.054	.473	7.707	.000

a. Dependent Variable: Purchase Intention

Source: Data processed 2023

From table 7, the t-count value for each independent variable is obtained. By looking at the criteria that have been determined,  $\alpha = 0.05$  table (100-4 = 96), the t table value is 1.98498. From this description the following conclusions can be drawn:

1. The significant value of Trustworthiness ( $X_1$ ) on Purchase Intention (Y) is  $0.001 < 0.05$  and the t value  $3,543 > t$  table 1.984, so it can be concluded that  $H_1$  is accepted, which means the effect of Trustworthiness ( $X_1$ ) on Purchase Intention (Y).
2. The significant value of Perceived Expertise ( $X_2$ ) on Purchase Intention (Y) is  $0.000 < 0.05$  and the t value  $7,895 > t$  table 1.984, so it can be concluded that  $H_2$  is accepted, which means there is an influence between Perceived Expertise ( $X_2$ ) on Purchase Intention (Y).
3. The significant value of Parasocial Relationship ( $X_3$ ) on Purchase Intention (Y) is  $0.000 < 0.05$  and the t value  $7,707 > t$  table 1.984, so it can be concluded that  $H_3$  is accepted, which means the influence of Parasocial Relationship ( $X_3$ ) on Purchase Intention (Y).

#### 4.2 Simultaneous Test (F Test)

The F test in this study was carried out with a confidence level of 95% ( $\alpha = 0.05\%$ ) with  $df_1 = k-1 = 3$ ;  $df_2 = nk-1 = 100-4 = 96$  then the Ftable value is 2.47. Based on table 8 above, it can be explained that the value of Fcount  $180,427 > 2.47$ .

Then, with a significance level of  $0.000 < 0.05$ , it can be concluded that together the variables Trustworthiness, Perceived Expertise and Parasocial Relationship influence Purchase Intention ( $H_4$  is accepted).

**Table 8 F Test (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	879.088	3	293.029	180.427	.000 <sup>b</sup>
	Residual	155.912	96	1.624		
	Total	1035.000	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Parasocial Relationship, Trustworthiness, Perceived Expertise

Source: Primary Data processed, 2023

## 5. CONCLUSION

Based on the results of the analysis that has been carried out in testing trustworthiness, perceived expertise and parasocial relations on purchase intention, it can be concluded that:

1. Trustworthiness has a positive and significant influence on Purchase Intentions in the community in Lhokseumawe City. This shows that Trustworthiness greatly influences Purchase Intention among people in Lhokseumawe City. This also proves that people who use the Tiktok platform rely more on the level of trust in influencers to get credible information regarding their interest in making purchases.
2. Perceived Expertise has a positive and significant influence on Purchase Intentions in the community in Lhokseumawe City. This shows that Perceived Expertise greatly influences Purchasing Intention among people in Lhokseumawe City. This also proves that people who use the TikTok platform rely more on the perceived level of expertise of the influencer to obtain credible information regarding their interest in making a purchase.
3. Parasocial Relationship has a positive and significant influence on Purchase Intentions in the community in Lhokseumawe City. This shows that Parasocial Relationships greatly influence Purchasing Intention among people in Lhokseumawe City. This also proves that people who use the TikTok platform rely more on parasocial relationships with influencers to get credible information regarding their interest in making purchases.
4. Together Trustworthiness, Perceived Expertise and Parasocial Relationship are able to influence Purchase Intention among people in Lhokseumawe City.

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