

PENGARUH INTERAKSI PARASOSIAL TERHADAP PURCHASE INTENTION DENGAN MENGGUNAKAN HEDONISME DAN UTILITARIANISME SEBAGAI VARIABEL INTERVENING PADA PENGGUNA TIKTOK

ABSTRAK

Abstract: This study examines the effect of parasocial interaction between TikTok users and influencers on hedonic behavior (which includes transparency and perceived enjoyment), utilitarian behavior (which includes credibility and informativeness), and purchase intention in Jabodetabek using a quantitative approach based on data of 182 TikTok users collected through a survey. Hypothesis testing was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results of the study show that: 1) Parasocial interactions have a significant effect on transparency, 2) There is no effect between parasocial interactions on perceived enjoyment, 3) Parasocial interactions have a significant effect on credibility, 4) Parasocial interactions have a significant effect on informativeness, 5) Parasocial interaction has a significant effect on purchase intention, 6) There is no effect between transparency on purchase intention, 7) There is no effect between perceived enjoyment on purchase intention, 8) Credibility has a significant effect on purchase intention, 9) Informativeness has a significant effect on purchase intention. These findings provide an understanding of the importance of parasocial interactions in shaping consumer behavior and intentions in the context of endorsement on TikTok platform.

Keywords: parasocial interaction, hedonic behavior, utilitarian behavior, transparency, perceived enjoyment, credibility, informativeness, purchase intention, TikTok, PLS-SEM

Abstrak: Studi ini menguji pengaruh interaksi parasosial antara pengguna TikTok dan influencer terhadap perilaku hedonisme (yang meliputi transparency dan perceived enjoyment), perilaku utilitarianisme (yang meliputi credibility dan informativeness), dan purchase intention (niat beli) di Jabodetabek dengan menggunakan pendekatan penelitian deskriptif kuantitatif berdasarkan data dari 182 pengguna TikTok yang dikumpulkan melalui survei. Uji hipotesis dilakukan menggunakan metode Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil dari studi yang dilakukan menunjukkan bahwa: 1) Interaksi parasosial berpengaruh secara signifikan terhadap transparency, 2) Tidak terdapat pengaruh antara interaksi parasosial terhadap perceived enjoyment, 3) Interaksi parasosial berpengaruh secara signifikan terhadap credibility, 4) Interaksi parasosial berpengaruh secara signifikan terhadap informativeness, 5) Interaksi parasosial berpengaruh secara signifikan terhadap purchase intention, 6) Tidak terdapat pengaruh antara transparency terhadap purchase intention, 7) Tidak terdapat pengaruh antara perceived enjoyment terhadap purchase intention, 8) Credibility berpengaruh secara signifikan terhadap purchase intention, 9) Informativeness berpengaruh secara signifikan terhadap purchase intention. Temuan ini memberikan pemahaman mengenai pentingnya interaksi parasosial dalam membentuk perilaku dan niat konsumen dalam konteks endorsement di platform TikTok.

Kata kunci : interaksi parasosial, perilaku hedonisme, perilaku utilitarianisme, transparency, perceived enjoyment, credibility, informativeness, purchase intention, TikTok, PLS-SEM