

**PENGARUH KREDIBILITAS SUMBER *INFLUENCER* TIKTOK
@bellaclrs_ TERHADAP NIAT BELI PRODUK *FASHION* DENGAN
INTERAKSI PARASOSIAL SEBAGAI VARIABEL MEDIASI (Survei pada
Pengikut Akun TikTok @bellaclrs_)**

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ABSTRAK

Menurunnya tingkat kepercayaan audiens terhadap *influencer*, terutama *mega influencer*, menimbulkan pertanyaan mengenai kemampuan figur dengan jangkauan luas dalam membangun kedekatan dan mendorong niat beli. Fenomena ini menarik karena akun TikTok @bellaclrs_ sebagai *mega influencer* justru memiliki *engagement rate* sebesar 8,92%, tertinggi di antara sepuluh *fashion influencer* TikTok yang dibandingkan. Penelitian ini bertujuan menganalisis pengaruh kredibilitas sumber *influencer* terhadap niat beli produk *fashion*, baik secara langsung maupun melalui interaksi parasosial. Teori kredibilitas sumber digunakan untuk menjelaskan bahwa efektivitas pesan persuasif ditentukan oleh persepsi audiens terhadap daya tarik, keahlian, dan kepercayaan komunikator. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan *non-probability sampling (purposive sampling)* dengan populasi 1,1 Juta dan sampel 400 responden. Data dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan *disjoint two-stage approach* karena kredibilitas sumber diposisikan sebagai konstruk multidimensi. Hasil menunjukkan bahwa kredibilitas sumber berpengaruh positif dan signifikan terhadap niat beli ($\beta=0,151$; $t=2,745$; $p=0,006$) dan interaksi parasosial ($\beta=0,613$; $t=14,630$; $p<0,001$). Interaksi parasosial juga berpengaruh positif dan signifikan terhadap niat beli ($\beta=0,548$; $t=11,249$; $p<0,001$) serta memediasi secara parsial komplementer pengaruh kredibilitas sumber terhadap niat beli ($\beta=0,336$; $t=9,378$; $p<0,001$). Temuan ini mendukung teori kredibilitas sumber bahwa persepsi terhadap daya tarik, keahlian, dan kepercayaan *influencer* meningkatkan efektivitas pesan persuasif. Peran mediasi interaksi parasosial memperluas penjelasan teori dengan menunjukkan bahwa kredibilitas juga mendorong niat beli melalui kedekatan psikologis (kognitif, afektif, dan perilaku) yang dirasakan audiens terhadap *influencer*.

Kata kunci: *Influencer*, Interaksi Parasosial, Kredibilitas sumber, Niat beli, TikTok

**THE EFFECT OF TIKTOK INFLUENCER @bellaclrs_'S SOURCE
CREDIBILITY ON FASHION PRODUCT PURCHASE INTENTION WITH
PARASOCIAL INTERACTION AS A MEDIATING VARIABLE (Survey of
TikTok Account @bellaclrs_ Followers)**

SYARIFAH HANAN KHANSA

ABSTRACT

Declining audience trust in influencers, particularly mega influencers, raises questions about the ability of figures with a broad reach to build closeness with their audiences and encourage purchase intention. This phenomenon is noteworthy because the TikTok account @bellaclrs_, despite being categorized as a mega-influencer, has an engagement rate of 8.92%, the highest among the ten TikTok fashion influencers compared. This study aims to analyze the effect of influencer source credibility on fashion product purchase intention, both directly and through parasocial interaction. Source Credibility Theory is employed to explain that the effectiveness of persuasive messages is determined by audience perceptions of a communicator's attractiveness, expertise, and trustworthiness. This study adopts an explanatory quantitative approach using non-probability sampling with a purposive sampling technique. The study population consisted of 1.1 million followers, with a sample of 400 respondents. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with a disjoint two-stage approach because source credibility was positioned as a multidimensional construct. The results indicate that source credibility has a positive and significant effect on purchase intention ($\beta = 0.151$; $t = 2.745$; $p = 0.006$) and parasocial interaction ($\beta = 0.613$; $t = 14.630$; $p < 0.001$). Parasocial interaction also has a positive and significant effect on purchase intention ($\beta = 0.548$; $t = 11.249$; $p < 0.001$) and provides complementary partial mediation in the relationship between source credibility and purchase intention ($\beta = 0.336$; $t = 9.378$; $p < 0.001$). These findings support Source Credibility Theory by demonstrating that perceptions of an influencer's attractiveness, expertise, and trustworthiness enhance the effectiveness of persuasive messages. The mediating role of parasocial interaction extends the theoretical explanation by showing that credibility also encourages purchase intention through the psychological closeness (cognitive, affective, and behavioral) experienced by audiences toward the influencer.

Keywords: *Influencer, Parasocial Interaction, Purchase Intention, Source credibility, TikTok*