

Influencer Self-Disclosure, Attractiveness, and Expertise: Exploring Their Effects on Purchase Intention through Parasocial Relationship

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Abstract

The rapid development of digital technology and social media has changed consumer purchasing behavior, making influencers a key part of digital marketing strategies. In smartphone marketing among young social media users, influencers play an important role in building parasocial relationships. This study aims to analyze the effect of professional self-disclosure, attractiveness, and expertise on purchase intention, both directly and indirectly through parasocial relationship as a mediating variable. Using a quantitative approach with a survey method and purposive sampling, the study involved 100 smartphone users in Semarang who follow at least one smartphone influencer. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM- PLS) with SmartPLS 4.0. The results show that professional self-disclosure, attractiveness, and parasocial relationship significantly affect purchase intention, while expertise does not. Additionally, parasocial relationship mediates the effects of professional self-disclosure, attractiveness, and expertise on purchase intention.

Keywords: Professional Self-Disclosure, Attractiveness, Expertise, Parasocial Relationship, Purchase Intention