

The Effect of Trustworthiness, Parasocial Relationship, Physical Attractiveness, and Social Attractiveness on Purchase Intention and Brand Trust

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Abstract

This study aims to examine the effects of trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness on purchase intention and brand trust in the context of social media marketing, focusing on influencer Tasya Farasya. The research employed a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among the proposed variables. The findings reveal that trustworthiness has a positive and significant effect on both purchase intention and brand trust, indicated by highly significant p-values. Parasocial relationship also demonstrates a significant positive influence on purchase intention, although with a relatively smaller effect size. Furthermore, physical attractiveness significantly affects trustworthiness and parasocial relationship, while social attractiveness positively influences both trustworthiness and parasocial relationship. These results indicate that influencer characteristics play a crucial role in shaping consumer perceptions and behavioral intentions within digital marketing environments. The study highlights that consumers are more likely to trust brands and develop purchase intentions when influencers are perceived as credible, attractive, and socially engaging. Therefore, companies should carefully consider influencer credibility and attractiveness dimensions when developing social media marketing strategies to enhance consumer trust and strengthen brand performance.

Keywords: Trustworthiness, Parasocial Relationship, Physical Attractiveness, Purchase Intention, Brand Trust



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INTRODUCTION

The rapid development of global business competition has encouraged companies to continuously improve their marketing strategies in order to maintain competitiveness and achieve sustainable growth. Companies that are able to survive and expand in increasingly dynamic markets generally possess strong managerial capabilities and adaptive strategic orientations. In Indonesia, the level of business competition has shown positive progress, as reflected in the Business Competition Index issued by the Business Competition Supervisory Commission. According to the report, Indonesia's 2024 Business Competition Index has approached the national target established in the 2024 Medium Term Development Plan, namely a perception index score of 5.0 points (Ahdiat, 2024). This condition indicates that companies are increasingly required to develop innovative marketing approaches that are capable of influencing consumer behavior and strengthening market positioning amid intense industrial competition.

In the contemporary digital era, consumer purchasing behavior has undergone substantial transformation due to technological advancement and the widespread use of social media platforms. Consumers are no longer solely dependent on conventional advertising when making purchasing decisions, but instead tend to seek product information and recommendations from individuals perceived as credible and trustworthy on social media. Previous studies have demonstrated that brand trust plays a significant role in shaping purchase intention, where a higher level of consumer trust toward a brand tends to increase the likelihood of purchasing a product or service (Febriyanti et al., 2024). Consequently, companies are increasingly encouraged to adopt marketing strategies that are capable of fostering consumer trust and emotional attachment toward brands. One of the most widely implemented strategies is influencer marketing, which utilizes social media influencers as intermediaries between brands and consumers. Influencers are considered capable of enhancing brand awareness, strengthening customer relationships, and encouraging consumers' willingness to purchase products (Chang et al., 2018).

The effectiveness of influencer marketing is strongly associated with several important attributes possessed by influencers, including trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness. Trustworthiness reflects the extent to which consumers perceive influencers as honest, reliable, and credible sources of information. Meanwhile, parasocial relationship refers to the psychological closeness and emotional connection formed between audiences and influencers through repeated interactions on social media platforms. Physical attractiveness and social attractiveness also contribute significantly to shaping consumer perceptions and influencing purchasing decisions. Recent studies have highlighted that consumers are more likely to develop favorable attitudes toward brands when influencers are perceived as authentic, relatable, and socially appealing (Lou & Yuan, 2019; Sokolova & Perez, 2021). These dimensions are increasingly recognized as strategic determinants in influencing consumer trust and purchase intention within digital marketing environments.

The beauty industry represents one of the sectors most significantly influenced by social media marketing and influencer endorsements. Products such as skincare, makeup, body care, and hair care have become highly popular among consumers, particularly among younger generations

who actively engage with digital platforms. Beauty brands frequently collaborate with influencers and celebrities to promote products through endorsement activities. Endorsements involve brands compensating influencers to communicate positive product information and recommendations to their audiences. However, selecting appropriate influencers is a critical managerial decision because unsuitable endorsements may negatively affect brand image and consumer trust (Ban et al., 2025). Furthermore, the increasing saturation of promotional content on social media has intensified the need for brands to collaborate with influencers who possess strong credibility and emotional influence over their followers (Wu, 2026).

One of the most influential beauty influencers in Indonesia is Tasya Farasya, who is widely recognized for her credibility and strong influence within the beauty industry. Her substantial number of followers across Instagram, TikTok, and YouTube demonstrates her extensive audience reach and popularity among consumers. According to Mirza & Abdurrahman (2024), Tasya Farasya is regarded as one of the most dominant figures in the Indonesian beauty industry, to the extent that the phrase “Tasya Farasya Approved” has become a benchmark for consumers when evaluating beauty products. This phenomenon reflects the existence of strong parasocial relationships and high levels of trust between influencers and their followers, which may significantly influence consumer purchase intention and brand trust. The growing influence of beauty influencers in shaping consumer attitudes indicates the importance of examining how influencer characteristics contribute to consumers’ cognitive and emotional responses toward brands (Kim & Kim, 2021).

Based on the preceding discussion, this study aims to analyze the effects of trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness on purchase intention and brand trust within the context of social media marketing, particularly focusing on the influence of Tasya Farasya. This research is expected to provide both theoretical and practical contributions. Theoretically, the study contributes to the development of consumer behavior and digital marketing literature by examining the role of influencer characteristics in shaping brand trust and purchase intention. Practically, the findings are expected to provide valuable insights for companies and marketers in selecting appropriate influencers and designing more effective social media marketing strategies. In addition, this study may serve as a strategic reference for businesses seeking to strengthen consumer engagement and brand credibility in increasingly competitive digital marketplaces.

LITERATURE REVIEW

Brand Trust

Brand Trust refers to consumers willingness to rely on a brand based on positive expectations regarding its reliability, integrity, and ability to deliver promised value. According to Ballester & Munuera-Alemán (2001) and Larasati & Perkasa (2026), brand trust reflects consumers’ confidence that a brand can consistently fulfill its functions and act in the customers’ best interests. In the context of digital marketing and influencer endorsement, brand trust becomes an essential determinant of long-term consumer relationships and purchasing behavior. Consumers who trust a brand are more likely to perceive lower risk, demonstrate loyalty, and engage in positive word-of-mouth communication. Previous studies also indicate that trust contributes

significantly to customer retention and sustainable competitive advantage (Azizan & Yusr, 2019). Brand trust is commonly measured through indicators such as reliability, honesty, credibility, safety, and consumers' confidence in the brand's performance and promises. Therefore, establishing strong brand trust is crucial for companies seeking to maintain customer commitment in highly competitive digital markets.

Purchase Intention

Purchase Intention describes consumers' conscious plans or willingness to purchase a particular product or service in the future. According to Kotler et al., (2019), purchase intention represents a behavioral tendency that emerges after consumers evaluate product information, perceived value, and marketing stimuli. In influencer marketing, purchase intention is strongly influenced by the credibility and attractiveness of influencers who communicate product-related information to audiences. Consumers tend to develop stronger purchase intentions when influencers are perceived as trustworthy, authentic, and persuasive (Coutinho et al., 2023). Moreover, social media interactions and recommendations significantly shape consumer perceptions and decision-making processes. Purchase intention generally consists of several dimensions, including transactional intention, preferential intention, exploratory intention, and referential intention, which reflect consumers' readiness and desire to purchase and recommend products. High purchase intention indicates that consumers possess favorable attitudes toward a product and perceive it as capable of satisfying their needs and expectations.

Trustworthiness

Trustworthiness refers to the extent to which an influencer or communicator is perceived as honest, reliable, sincere, and dependable in delivering information. According to Ohanian (1990), trustworthiness is one of the primary dimensions of source credibility that significantly influences audience attitudes and behavioral responses. In social media marketing, influencers who provide transparent, factual, and authentic product reviews are more likely to gain audience trust and positively influence purchasing decisions. Consumers generally evaluate whether influencers genuinely use and understand the promoted products before accepting their recommendations. Chekima et al., (2020) further explain that trustworthy influencers can reduce consumer uncertainty and strengthen confidence toward endorsed brands. The dimensions commonly used to measure trustworthiness include honesty, integrity, sincerity, dependability, and credibility in delivering product-related information. Consequently, influencers with high trustworthiness are considered more persuasive and effective in shaping positive consumer perceptions and enhancing marketing outcomes.

Parasocial Relationship

Parasocial Relationship refers to a one-sided psychological bond formed between audiences and media personalities or influencers through repeated mediated interactions. The concept was initially introduced by Stever (2017), who explained that audiences may develop feelings of intimacy and friendship despite the absence of real reciprocal interaction. In social media environments, influencers frequently share personal experiences, emotions, and daily activities, enabling followers to perceive a sense of closeness and emotional attachment. Ao et al., (2023)

state that parasocial relationships can increase consumer engagement, emotional trust, and loyalty toward influencers and endorsed brands. Parasocial relationships are generally measured through dimensions such as perceived intimacy, emotional connection, identification, friendship illusion, and interaction frequency between audiences and influencers. As audiences become emotionally attached to influencers, they are more likely to adopt influencer recommendations, trust promoted products, and develop stronger purchase intentions in digital consumption contexts.

Physical Attractiveness

Physical Attractiveness refers to the extent to which an individual's physical appearance is perceived as appealing, attractive, and aesthetically pleasing by others. According to Mello et al., (2020), physical attractiveness is an important aspect of source attractiveness that can influence persuasion effectiveness and consumer attitudes. In influencer marketing, attractive influencers are often perceived as more credible, charismatic, and persuasive, which enhances audience attention toward promoted products. Fathurrahman et al., (2026) emphasize that physically attractive influencers can positively shape consumers' perceptions regarding product quality and desirability. Consumers frequently associate attractiveness with competence, success, and trustworthiness, creating favorable evaluations toward endorsed brands. Physical attractiveness is commonly measured through indicators such as facial attractiveness, body appearance, elegance, style, and overall visual appeal presented by influencers. Therefore, influencers with strong physical attractiveness may significantly increase consumers' emotional responses and strengthen their intention to purchase recommended products.

Social Attractiveness

Social Attractiveness refers to an individual's ability to create positive interpersonal relationships and generate feelings of friendliness, warmth, and likability among others. In influencer marketing, social attractiveness reflects how effectively influencers establish emotional closeness and social engagement with their followers. Kharisma & Kurniawati (2021) explain that socially attractive influencers are more likely to encourage audiences to interact, communicate, and develop long-term attachment within digital communities. Influencers who demonstrate empathy, authenticity, humor, and responsiveness tend to be perceived as more approachable and relatable. This perception can strengthen followers' emotional involvement and increase trust toward both influencers and endorsed brands. The dimensions frequently used to measure social attractiveness include friendliness, sociability, empathy, interpersonal communication ability, and perceived similarity with followers. Consequently, social attractiveness plays an important role in increasing audience engagement, strengthening parasocial interactions, and influencing consumers' purchase intentions in social media environments.

METHOD

This study employed a quantitative research method with an explanatory approach to examine the relationships among trustworthiness, parasocial relationship, physical attractiveness, social attractiveness, purchase intention, and brand trust. The research subjects consisted of followers of influencer Tasya Farasya who actively engage with beauty and skincare related content on

social media platforms. The study utilized primary data obtained through questionnaire distribution using a purposive sampling technique, in which respondents were selected based on specific criteria relevant to the research objectives. The criteria included respondents who followed the influencer's social media account and had experience viewing promotional content delivered by the influencer. A total of 125 respondents participated in this study. The questionnaire consisted of 25 statement items measured using a five point Likert scale ranging from strongly disagree to strongly agree. The determination of sample size referred to the recommendation proposed by Hair et al., (2019), which suggests that an adequate sample size is necessary to support multivariate analysis.

Data collection was conducted through an online questionnaire distributed directly to respondents. The collected data were analyzed using the Structural Equation Modeling Partial Least Squares method with the assistance of SMART PLS 4 software. The analysis procedure included outer model testing through validity and reliability assessments, as well as inner model evaluation to examine the relationships among variables and hypothesis testing. Convergent validity was assessed using factor loading and Average Variance Extracted values, while reliability was evaluated through Composite Reliability and Cronbach's Alpha values. The use of SEM PLS was considered appropriate because this method is capable of analyzing complex relationships among variables and is suitable for studies with relatively limited sample sizes (Hair et al., 2019; Henseler et al., 2015).

ANALYSIS AND DISCUSSION

This study aims to analyze the effect of trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness on purchase intention and brand trust in the context of social media marketing conducted by Tasya Farasya. In the current digital marketing era, influencers play an important role in shaping consumer perceptions and purchasing decisions through the credibility and attractiveness they demonstrate on social media platforms. Therefore, understanding the factors that influence consumer trust and purchase intention becomes increasingly relevant for companies and marketers in developing effective promotional strategies.

The data used in this study were collected through the distribution of online questionnaires using Google Forms to 125 respondents who were familiar with and followed the social media activities of Tasya Farasya. The collected data were then analyzed using the Structural Equation Modeling (SEM) approach with the assistance of the SmartPLS application. In addition, descriptive statistical analysis was also conducted to identify the characteristics of respondents and to provide a comprehensive overview of the research variables.

Furthermore, this study evaluates the direct relationships among the proposed variables to determine the extent to which trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness contribute to the formation of brand trust and purchase intention. The hypothesis testing results are presented in Table 1 below.

Table 1. Hypothesis Testing Results

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Trustworthiness → Purchase Intention	0.901	0.898	0.019	46.586	0.000
Parasocial Relationship → Purchase Intention	0.034	0.034	0.054	5.636	0.005
Physical Attractiveness → Trustworthiness	0.296	0.294	0.098	3.031	0.003
Physical Attractiveness → Parasocial Relationship	0.784	0.795	0.043	18.362	0.000
Social Attractiveness → Trustworthiness	0.417	0.427	0.082	5.092	0.000
Social Attractiveness → Parasocial Relationship	0.015	0.010	0.078	3.190	0.004
Trustworthiness → Brand Trust	0.208	0.118	0.230	4.904	0.001

Source: SmartPLS data processing results, 2025

Based on Table 1, the hypothesis testing results indicate that all proposed relationships in the research model are statistically significant because each variable has a p value below 0.05. These findings demonstrate that trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness play important roles in influencing purchase intention and brand trust within the context of influencer marketing.

The relationship between trustworthiness and purchase intention shows a positive and highly significant effect with an original sample value of 0.901, a t statistic of 46.586, and a p svalue of 0.000. This finding indicates that the higher the perceived trustworthiness of the influencer, the greater the consumers' intention to purchase the promoted products. Consumers tend to believe recommendations delivered by influencers who are perceived as honest, reliable, and credible. As a result, trustworthiness becomes a dominant factor in shaping consumer purchasing behavior through social media platforms. This result also confirms that credibility remains one of the most influential determinants in digital marketing communication because consumers are more likely to respond positively to promotional content that appears authentic and transparent.

Furthermore, based on Table 1, the parasocial relationship variable has a positive and significant effect on purchase intention, as indicated by the original sample value of 0.034, the t statistic of 5.636, and the p value of 0.005. This result suggests that emotional closeness and one sided psychological attachment between followers and influencers can encourage consumers to develop stronger purchase intentions. Followers who feel emotionally connected to influencers often perceive the recommendations as more personal and persuasive. Consequently, parasocial relationships contribute to increasing consumer willingness to purchase endorsed products. In the current digital era, interactions through social media content, live streaming, and daily

storytelling strengthen emotional engagement between influencers and followers, thereby enhancing marketing effectiveness.

The results in Table 1 also demonstrate that physical attractiveness has a positive and significant effect on trustworthiness, with an original sample value of 0.296, a t statistic of 3.031, and a p value of 0.003. This finding implies that influencers with appealing physical appearances are more likely to be perceived as trustworthy by consumers. Attractive influencers often create positive first impressions, which subsequently influence audience perceptions regarding credibility and professionalism. Therefore, physical attractiveness can indirectly support consumers' confidence in influencer recommendations. This phenomenon is consistent with the halo effect theory, where individuals who possess attractive physical characteristics are often assumed to have other positive attributes, including honesty and competence.

In addition, based on Table 1, physical attractiveness significantly affects parasocial relationships, as reflected by the original sample value of 0.784, the t statistic of 18.362, and the p value of 0.000. This result indicates that consumers are more likely to develop emotional attachment and admiration toward influencers who possess attractive physical appearances. Physical attractiveness can enhance audience attention, increase engagement intensity, and strengthen followers' emotional involvement with influencers. Consequently, consumers may feel more connected and familiar with influencers, even though the interaction primarily occurs through digital platforms. This finding highlights that visual presentation remains a crucial element in social media based marketing strategies because audiences are strongly influenced by aesthetic appeal and visual communication.

Moreover, Table 1 reveals that social attractiveness has a positive and significant effect on trustworthiness, with an original sample value of 0.417, a t statistic of 5.092, and a p value of 0.000. This finding suggests that influencers who are perceived as friendly, approachable, and socially appealing tend to gain higher levels of consumer trust. Social attractiveness allows influencers to create comfortable and relatable interactions with followers, thereby strengthening perceptions of sincerity and authenticity. As a result, consumers become more confident in accepting product recommendations delivered by socially attractive influencers.

The findings in Table 1 further indicate that social attractiveness positively and significantly affects parasocial relationships, as evidenced by the original sample value of 0.015, the t statistic of 3.190, and the p value of 0.004. This result demonstrates that influencers with strong interpersonal appeal are more capable of building emotional closeness with followers. Consumers tend to feel psychologically connected to influencers who communicate warmly, actively interact with audiences, and display relatable personalities. Consequently, social attractiveness contributes to the formation of stronger parasocial relationships between influencers and consumers. This condition reflects the importance of interpersonal communication quality in maintaining audience loyalty and engagement on social media platforms.

Finally, based on Table 1, trustworthiness has a positive and significant effect on brand trust, with an original sample value of 0.208, a t statistic of 4.904, and a p value of 0.001. This finding indicates that consumers who perceive influencers as trustworthy are more likely to develop trust toward the promoted brand. Influencer credibility can transfer positive perceptions to the endorsed products or brands, thereby strengthening consumer confidence and reducing uncertainty in purchasing decisions. Thus, trustworthiness not only influences purchase intention directly but also contributes to the establishment of long term brand trust. These findings emphasize that companies should carefully select influencers who possess strong credibility, authenticity, and positive reputations in order to maximize consumer trust and strengthen brand performance in competitive digital markets.

Discussion

The Influence of Trustworthiness on Purchase Intention

The findings indicate that trustworthiness has a significant positive effect on purchase intention. This result demonstrates that the higher the audience's trust in Tasya Farasya as an influencer, the stronger their intention to purchase the promoted products. Trustworthiness is considered an essential dimension of source credibility because consumers tend to rely on influencers who are perceived as honest, reliable, and knowledgeable when evaluating products on social media platforms.

These findings support the Source Credibility Theory proposed by Bogoevska-Gavrilova & Ciunova (2022), which explains that highly credible communicators are more effective in influencing audience attitudes and behavioral intentions. The results are also consistent with Lou & Yuan (2019) and Sokolova & Perez (2021), who found that influencer trustworthiness positively affects consumer purchase intention through increased perceptions of authenticity and credibility.

Furthermore, trustworthiness not only influences consumers cognitively but also strengthens their emotional confidence in the promoted products. In the beauty industry, consumers generally seek trustworthy product recommendations before making purchasing decisions, making influencer credibility a crucial factor in enhancing marketing effectiveness and consumer conversion rates. Therefore, hypothesis H1 is accepted.

The Influence of Parasocial Relationship on Purchase Intention

The analysis results reveal that parasocial relationship has a positive and significant effect on purchase intention, although its influence is smaller compared to trustworthiness. This finding indicates that emotional attachment between influencers and followers contributes to consumers' willingness to purchase endorsed products. Followers often perceive influencers as close acquaintances, even though the interaction remains one sided.

These findings are in line with Tran et al., (2026), who explained that parasocial relationships can influence consumer behavior through emotional connection and admiration toward influencers.

Similar results were reported by Kim & Kim, (2021), which demonstrated that stronger emotional attachment to influencers increases audience engagement and purchase intention.

However, the relatively smaller effect suggests that emotional closeness alone may not fully determine purchasing decisions. Consumers also consider influencer credibility, expertise, and authenticity before deciding to purchase a product, indicating that parasocial relationships mainly function as a supporting factor in strengthening audience engagement. Therefore, hypothesis H2 is accepted.

The Influence of Physical Attractiveness on Trustworthiness

The findings show that physical attractiveness has a significant positive effect on trustworthiness. This result suggests that audiences tend to perceive physically attractive influencers as more credible and convincing. In influencer marketing, attractive appearances can increase audience attention and strengthen acceptance of promotional messages.

This finding supports the Source Credibility Model developed by Bogoevska-Gavrilova & Ciunova (2022), which states that physically attractive communicators are often perceived as more persuasive and trustworthy. The results are also consistent with Djafarova & Bowes (2021), who found that influencer attractiveness positively contributes to audience trust and favorable consumer attitudes.

In the beauty industry, physical attractiveness becomes particularly important because consumers frequently associate influencers' appearances with product effectiveness and expertise. Nevertheless, long term trust cannot rely solely on appearance, but also requires authenticity, transparency, and consistent communication with audiences. Therefore, hypothesis H3A is accepted.

The Influence of Physical Attractiveness on Parasocial Relationship

The analysis demonstrates that physical attractiveness has a highly significant effect on parasocial relationship. This finding indicates that attractive influencers are more capable of creating emotional closeness and feelings of familiarity among followers. Audiences tend to engage more intensively with visually appealing influencers and develop stronger emotional attachment to them.

These findings support Kuo & Le (2025), who explained that physical attractiveness contributes to the formation of parasocial relationships between influencers and audiences. Similar findings were reported by Benevento et al., (2025), which showed that attractive influencers strengthen audience engagement and emotional resonance, especially on visually oriented social media platforms.

Moreover, continuous exposure to influencer content on platforms such as Instagram and TikTok may create a psychological illusion of friendship between influencers and followers. This

condition strengthens emotional attachment and indirectly enhances marketing effectiveness through increased audience engagement and loyalty. Therefore, hypothesis H3B is accepted.

The Influence of Social Attractiveness on Trustworthiness

The results indicate that social attractiveness positively and significantly affects trustworthiness. Influencers who are perceived as friendly, relatable, and communicative are more likely to gain audience trust. Followers generally trust influencers who demonstrate warm personalities and interactive communication styles.

These findings confirm Baharuddin et al., (2025), who found that socially attractive influencers are more capable of developing stronger audience trust. The results are also supported by Kim & Kim (2021) and Balaban et al., (2022), which revealed that influencer relatability and authentic communication positively influence audience trust and consumer attitudes.

Additionally, social attractiveness may reduce consumer skepticism toward promotional content because audiences perceive socially appealing influencers as more genuine and approachable. This perception increases audience acceptance of influencer recommendations and strengthens the effectiveness of social media marketing strategies. Therefore, hypothesis H4A is accepted.

The Influence of Social Attractiveness on Parasocial Relationship

The findings reveal that social attractiveness positively influences parasocial relationship, although the effect is smaller compared to physical attractiveness. This result indicates that followers are more likely to develop emotional attachment toward influencers who are perceived as relatable and socially appealing.

These findings support Naufal & Dewi (2025) Social Cognitive Theory, which explains that individuals tend to form connections with figures they perceive as similar and relatable. Similar findings were also reported by Balaban et al., (2022), who found that influencer relatability and communication style positively strengthen parasocial interaction and audience engagement.

Although the influence is relatively smaller, social attractiveness remains important in maintaining long term audience relationships. Influencers who actively interact with followers through comments, storytelling, and live sessions may gradually strengthen emotional closeness and increase follower loyalty over time. Therefore, hypothesis H4B is accepted.

The Effect of Trustworthiness on Brand Trust

The analysis shows that trustworthiness has a positive and significant effect on brand trust. This finding indicates that audiences who trust influencers are also more likely to trust the brands promoted by those influencers. Consumers generally perceive trustworthy influencers as reliable sources of product information, which positively affects brand evaluation.

These findings are consistent with Chekima et al., (2020), who explained that trustworthiness plays an important role in building brand trust and long term consumer relationships. Similar

results were also reported by Rizma & Marsasi (2024), which demonstrated that influencer credibility significantly strengthens consumer trust toward endorsed brands.

Furthermore, in the digital marketing environment, trustworthy influencers help reduce consumer uncertainty regarding product quality and brand reliability. This condition is particularly important in the beauty and skincare industry, where consumers often rely on influencer recommendations to evaluate product credibility before making purchasing decisions. Therefore, hypothesis H5 is accepted.

CONCLUSION

The findings of this study demonstrate that trustworthiness, parasocial relationship, physical attractiveness, and social attractiveness significantly influence purchase intention and brand trust in the context of social media marketing. Trustworthiness emerged as one of the strongest factors affecting both purchase intention and brand trust, indicating that consumers are more likely to trust and purchase products recommended by influencers who are perceived as honest, reliable, and credible. In addition, parasocial relationships were found to positively influence purchase intention, suggesting that emotional attachment between influencers and followers contributes to consumers' behavioral intentions. Furthermore, physical attractiveness and social attractiveness significantly enhanced trustworthiness and parasocial relationships, confirming that influencer characteristics play an important role in shaping audience perceptions and engagement.

The study also highlights that influencer marketing effectiveness is not determined solely by visual appearance, but also by authenticity, relatability, and the ability to establish emotional connections with audiences. In the beauty and skincare industry, consumers tend to rely heavily on influencer recommendations when evaluating product quality and brand credibility. Therefore, companies should carefully select influencers who possess strong credibility, effective communication skills, and positive audience relationships in order to maximize marketing outcomes and strengthen consumer trust toward brands. For future research, it is recommended to expand the study by involving different industries, social media platforms, and demographic characteristics to obtain broader generalizability. Future studies may also examine additional variables such as influencer expertise, electronic word of mouth, consumer engagement, or brand image as potential factors influencing purchase intention and brand trust.

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