INCREASING PURCHASE INTENTION AND E-WOM USING THE ANTECEDENTS OF PARASOCIAL INTERACTION

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ARTICLEINFO	ABSTRACT
Keywords: *Social media influencer;* *Parasocial interaction;* *Purchase intention;* *e-WOM.*	The purpose of this study to examines the antecedents of parasocial interaction on purchase intention and e-WOM. This study tested a model that assesses parasocial interaction formed by social media influencer to increase purchase intention and e-WOM. Data were collected from 267 respondents who use social media and purchase coffee. Data analysis has been conducted using AMOS-Structural Equation Modelling (SEM). The result shows that there is a significant effect of social attractiveness on parasocial interaction, parasocial interaction on purchase intention and parasocial interaction on e-WOM. Another result shows that there is no significant effect of openness and interactivity on parasocial interaction. Among variable tested, the interactivity is the lowest. It indicates that social media influencer must upgrade their level of interactivity to their followers by creating a connection with their followers because the way social media influencer interact will make them feel important.
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1. INTRODUCTION

Presently, social media plays an essential part in the daily lives of Indonesians. Internet accessibility comes out as one of the most notable features. Internet accessibility facilitates the rise of social media users in Indonesia. The current number of social media users in Indonesia is around 191 million, or approximately 68% of the country's total population. The number of social media users in Indonesia has increased by 21 million during the previous year, from 170 million to 21 million. In Indonesia, the four most popular social media sites are YouTube, Instagram, Facebook, and Tiktok. Currently, many social media users seek knowledge, ideas, and innovation via social media[5]. Users can watch movies, images, reviews, advertising, and tutorials on social media. Social media allows individuals to share their experiences and expertise. Social media reviews appear more authentic and engaging, therefore they might generate a desire to purchase among consumers [15].

By creating beautiful social media accounts, social media users have gained a big number of followers in recent years. By expressing their hobbies and opinions on their personal social media profiles, they establish a strong online personality [10]. Social media influencers are individuals with a large number of followers who have the ability to affect the decisions of their followers. This is an extra benefit for product owners who collaborate to boost their brand or product . Marketers use social media influencers as a communication channel with customers and a platform to promote their products. Social media influencers are regarded as a novel and successful marketing method for establishing strong relationships with target audiences.
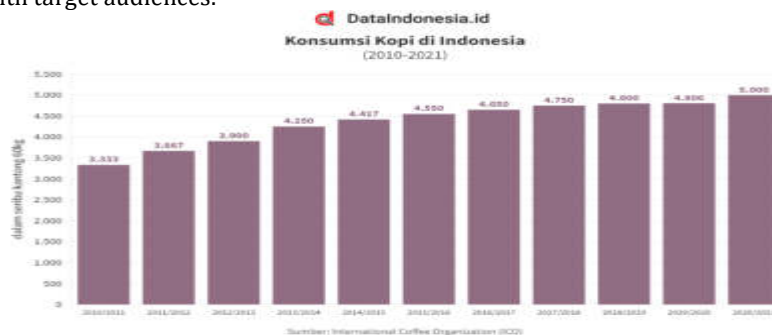

Figure 1. The Growth of Coffee Consumption in Indonesia

The phenomena of rising coffee consumption in Indonesia presents an opportunity for coffee industry participants in Indonesia to transition to digital communication in an effort to launch and market their coffee goods. Coffee consumption is becoming increasingly popular over time. Within a decade, coffee consumption climbed by twenty percent. In recent years, the number of coffee shops in Indonesia has also increased rapidly. In modern coffee marketing strategies, social media and social media influencers are a reference because video reviews posted by social media influencers on their social media can shape opinions and influence followers' attitudes and decisions, as well as alter references and interest in purchasing coffee [21].

The coffee products that they evaluate are quite reliable. Social media influencers as information sources can enhance purchase intentions for coffee products by fostering parasocial interaction, which is exemplified by openness, interactivity, and social attractiveness, in order to strengthen connections with their followers [9]. Furthermore, positive reviews from social media influencers on their social media pages can increase purchase intention and produce more effective e-WOM [6].

2. LITERATURE REVIEW
Social Media Influencer
Influencers on social media are those with many followers and a prominent social media presence [6]. Influential social media users with a large following build strong identities by expressing their interests and opinions [10].Influencers on social media can affect the actions and attitudes of others online .Prior to making a purchase, buyers constantly consider how social media influencers connect with their followers and build credibility [9].

Openness
According to the social representation theory, humans should be able to respect others in order to form kinship. Being a person who is open and able to relate to others is crucial for maintaining relationships [4]. Individuals with an open personality are more likely to discover new experiences and opportunities. Additionally, they focus on emotions and interior experiences. According to research conducted by [22], one of the personality qualities, namely openness, shows a favorable correlation with social media use. Openness is the accessibility of social media influencers' information to their followers [7]. In this instance, openness has an intimate connotation associated with friendship fulfillment, which might contribute to a favorable view of trust [12].

Interactivity
Interactivity generates emotional empathy with unified feelings and characters. Interactivity can induce emotional impacts associated with more profound shifts in attitudes, values, and beliefs [20]. Interactivity was developed by [19] as an indivisible variable. Interactivity is described as communication in both directions. In this instance, interaction on social media relates not just to websites or other social media platforms, but also to the message that social media influencers wish to send in order to establish a favorable impression of themselves. Interactivity also gives the impression to followers that they play a significant role in every message transmitted. Influencers on social media with a high level of interaction may make their followers feel heard and like they are communicating directly with them [7]. Interactivity with social media material can alter emotions by heightening curiosity and interest. Therefore, interaction has no effect on the emotional experience induced by social media information, although it can influence its intensity [20].

Social Attractiveness
Social attractiveness is described as the ability to approach other individuals based on their good conduct and appraisal by followers. Social attractiveness is a method for identifying social media influential personalities' followers [8]. Social attractiveness may be seen as the desire to identify others based on an evaluation of good conduct and the number of followers. followers believe that a person's social attractiveness is based on their number of social media followers. Social media influencers are more valuable when they communicate with their fans more frequently.

Parasocial Interaction
Parasocial interaction is characterized as a one-way relationship with followers; in this scenario, the followers know the character, but not vice versa . One such example is the relationship between fans and

TV media figures, such as celebrities and news anchors . Followers have an emotional connection to media figures as though they personally know them, making them more accessible [2]. In the past fifty years, several research have examined how media have left a legacy of parasocial connection, and more recent studies have increased the scope of parasocial interaction in relation to social media [8].

as by trading messages, commenting on one other, or debating anything in uploaded material, parasocial contact has evolved into a two-way relationship. Followers and social media influencers engage in parasocial interaction when followers feel a part of the social media influencer .Content released by social media influencers can play an increasingly important role with followers, such that social media influencers are viewed as a reputable source of information and their recommendations can affect followers' decisions [8].

Purchase Intention

Acquire intention refers to a consumer's willingness to purchase a product or service. Purchases have a crucial part in determining sales growth and product market share [1]. Purchase intention or the desire to acquire a thing results from a combination of trust in the product and the ability to purchase it. Purchase intent is the intentional desire to make acquisitions . The current definition of buy intention is a consumer's intent to make purchases based on social media recommendations. Since the objective of a business is to increase profits through social networks, it is crucial to increase the number of transactions by sharing user information and suggestions on social media .

e-WOM

Word of Mouth (WOM) is a kind of interpersonal communication between individuals with informal, non-commercial objectives and the capacity to hold a variety of product-related opinions [13]. Electronic word of mouth (eWoM) has emerged as a result of the evolution of information, communication, and technology in general, known as word of mouth . e-WOM is a review from a customer through internet media . E-WOM is a platform for customers to discuss product brands. Typically, consumer reviews provide prospective consumers with information before they make a purchasing choice. If prior consumer comments were favorable, this is obviously valuable social media information that will impact future consumer decisions .Therefore, all items are always eager to provide positive feedback about their products and companies and create favorable conditions for additional target markets .

E-WOM develops when sources and receivers communicate through social media. The e-WOM indication is characterized by the sharing of information on social media, such as the sharing of the most recent information on various matters, the sharing of information that is deemed fascinating, and the belief that information shared on social media is a true experience. On product sites on social media, user evaluations are more reliable and engaging than written product information from other sources, which might influence purchase decisions [16].

Based on the discussion above, further research on the linkages to these variables will be carried out. Therefore this study aims to determine the influence of openness, interactivity, and social attractiveness at the level of parasocial interaction in increasing purchase intention and e-WOM.
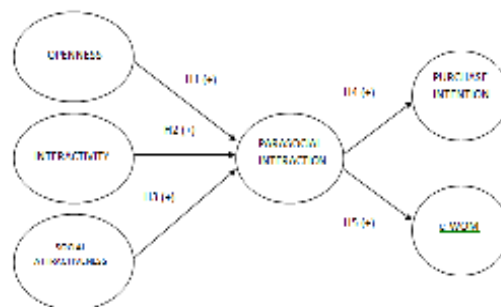

Figure 2 Conceptual Framework
Source: (Reza et al., 2022)

HYPOTHESIS

The concept of openness refers to information that represents consumers or audiences on social media platforms. Openness is related with relationship-forming entities. The link between social media

influencers and their respective following. The openness of social media influencers is evident in the way in which they distribute information and feedback to their followers , Openness in the degree of relationship satisfaction helps foster a trusting relationship [12] . In this instance, it pertains to creating relationships and interacting with social media followers who have a tight relationship of trust and candor regarding the material delivered .

H1 : The Positive Effect of Openness on Parasocial Interaction

Interactivity is known to be seen in how they provide reviews and information to their followers as users depend on two-way communication with social media influencers [19]. In this sense, interactivity focuses not only on website and social media features, but also on the content of messages and cues that appear in the resulting content, which is used to create the perception that the power of listening to and interacting with followers is important. Social media influencers who have high interactivity will make their followers feel heard and feel they are interacting directly [7]. Social media users do not feel that only they are paying attention to social media influencers, but they will also produce feelings of being cared for by social media influencers .There is an indication that the level of interaction carried out by social media influencers has a positive influence on parasocial interactions [7].

H2 : The Positive Effect of Interactivity on Parasocial Interaction

The social attractiveness possessed by social media influencers can be seen from the number of photos, comments from followers, and profile photos on social media pages. Therefore, social attractiveness can also be interpreted as an impression that can be seen directly based on the number of their followers on social media accounts .Social attractiveness is defined as the reliability of one's possessions that can arouse followers' interest in relating as friends. Parasocial interaction describes a unilateral relationship in which the viewer seems to have a relationship with a media figure, but a relationship that is only one-sided .Social media influencer's good and fast communication skills on social media produce an image to followers where they behave like someone who is in the same social sphere. When social media influencers have a good level of social attractiveness, this has an impact on other people which is closely related to parasocial interaction .

H3 : The Positive Effect of Social Attractiveness on Parasocial Interaction

One-way communication when followers feel like they have a relationship with someone, but in fact the relationship is only recognized unilaterally is known as parasocial interaction. The definition of parasocial interaction is a viewer reaction produced by a figure when both parties communicate through media channels. Viewers have the view that a figure they admire is a friend. In other words, a viewer who experiences parasocial interaction with their ideal figure will feel more familiar, thereby encouraging followers to buy products because of the feelings felt by followers of. [8] found that followers are more likely to develop parasocial interactions with social media influencers who are perceived to have the same relationship. According to [16] Every social media influencer produces content that is useful in educating and communicating messages about a product . This creates a deeper desire to influence follower attitudes. The majority of products produced create confusion for someone in determining their purchase intention. The influence generated by social media influencers interpersonally can provide recommendations in making purchase intentions. The development of social media creates direct communication that can influence purchase intention. In particular, current followers have used their online media channels to search for information based on the resulting product reviews, therefore it implies someone's purchase intention.

H4: The Positive Effect of Parasocial Interaction on Purchase Intention

The positive messages that social media influencers have with a large number of followers on social media can increase consumer purchase intentions and produce more effective e-WOM [6]. E-WOM occurs when positive or negative feedback on a product or service is posted in online media. If social media influencers through their social media platforms are able to form strong bonds with their followers, then followers will have more opportunities to share information about coffee products advertised by social media influencers via e-WOM to their friends or relatives via social media, meaning the better the experience. the followers with social media platforms owned by social media influencers, the more likely they will share information about coffee products with friends or relatives on social media. The close relationship between followers and social media influencers' social media platforms encourages familiarity as if they were friends, making followers indirectly encouraged to help coffee products in sharing

information with friends or relatives they have on social media. Social media influencers can post their comments online to create a positive view of a product in their purchase intention or what we know as e-WOM [22].

H5 : The Positive Effect of Parasocial Interaction on e-WOM

3. METHOD

Research refers to previous research produced by (Reza et al., 2022). The research was conducted with a quantitative approach through questionnaires. The unit of analysis studied was social media users who had purchased coffee as many as 267 respondents. The research is a descriptive survey and hypothesis testing which explains that research in general can describe a number of interrelated characteristics in a group or independence from the presence of two or more factors under certain conditions. Cross sectional data is the type of data chosen because the research is only done at one time. Each instrument in distributing the questionnaire uses a Likert scale (1 = strongly disagree – 5 = strongly agree). The study used the Structural Equation Modeling (SEM) analysis technique in the AMOS software.

Table 1. Respondent Criteria

Category	Classification	Frequency	Percentage
Social media users	Yes	267	100%
Frequency of using social media in a day	< 5 times	25	9,4%
	5 - 10 times	115	43,0%
	> 10 times	127	47,6%
	Total	**267**	**100%**
The most used social media	Instagram	171	64%
	Youtube	24	9%
	Tiktok	64	24%
	Facebook	8	3%
	Total	**267**	**100%**
Purchase of coffee at the outlet	Kopi Tuku	55	20,6%
	Kopi Kenangan	109	40,8%
	Kopi Janji Jiwa	63	23,6%
	Fore Coffee	32	12%
	Kopi Animo Bakery	8	3%
	Total	**267**	**100%**
Frequency of buying coffee in a week	1 - 2 times	150	56,2%
	3 - 4 times	91	34,1%
	> 4 times	26	9,7%
	Total	**267**	**100%**

Source: Data processed with AMOS

From the test results above, it can be found that the majority of respondents' criteria based on social media are Instagram, which consists of 171 respondents or 64% of the total respondents with the majority of the frequency of using social media > 10 times a day or 47. 60%. Furthermore, Kopi Kenangan became the most popular coffee brand by 109 respondents or 40.8% with the majority frequency of buying coffee 1-2 times a week by 150 respondents or 56.2% of the total respondents. Memories coffee is the coffee of choice for the majority of respondents. This is motivated by the incessant promotion carried out through social media which is able to increase awareness and desire to buy their coffee products.

Table 2. Respondents' Characteristics

Category	Classification	Frequency	Percentage
Gender	Male	151	56,6%
	Female	116	43,4%
	Total	**267**	**100%**
Age	< 20 years	3	1,1%
	20 - 25 years	108	40,4%
	26 - 30 years	139	52,1%
	> 30 years	17	6,40%

		Total	267	100%
Employment		Student	29	10,8%
		Employee	185	69,3%
		Entrepreneur	53	19,9%
		Total	267	100%
Income per Month (Rp)		< 2.500.000	19	7,1%
		2.500.000 - 5.000.000	85	31,8%
		5000001 - 10.000.000	101	37,8%
		> 10.000.000	62	23,3%
		Total	267	100%

Source: Data processed with AMOS

From table 2, it can be found that the characteristics of respondents based on gender are the majority being male as many as 151 respondents or 56.5% with the majority of respondents aged 26-30 years as many as 139 respondents or 52.1%. The majority of jobs are employees of 185 respondents or 69.3% with the majority of respondents having an income of IDR 5,000,000 – 10,000,000 as many as 101 respondents or 37.8%. In relation to the majority of respondents who are male in productive age who have jobs as employees, this is a condition of meaning for Kopi Kenangan products. Employees who have high productivity need quality coffee intake. Kopi Kenangan comes with quality coffee that has affordable prices. Working while consuming coffee is a new trend nowadays. This creates an opportunity for Kopi Kenangan to expand their outlets in the office building area.

4. RESULT AND DISCUSSION
RESULT
Validity Test, Reliability Test and Descriptive Statistics

Based on table 3, it produces 27 indicators that contain a significance value above 0.35 which means that the 27 indicators are considered valid. On this basis, the remaining indicators can be used for further analysis. In the reliability test, the resulting variables as a whole have a Cronbach's alpha value of more than 0.60, meaning that they have reached the reliability criteria or there is internal consistency between indicators in a variable. The results of the descriptive statistical processing test on each variable, the respondents gave a good assessment of the instrument studied as evidenced by the mean value of the variable openness of 4.1223, interactivity of 3.7163, social attractiveness of 3.8521, parasocial interaction of 3.9245 , purchase intention of 4.0539 and e-WOM of 3.9326. The results of the respondents' answers varied quite a lot, as can be seen from the standard deviation value of the openness variable of 0.53920, interactivity of 0.782027, social attractiveness of 0.61472, parasocial interaction of 0.62010, purchase intention of 0.56337 and e-WOM of 0.68533.

Table 3. Construct Reliability, Validity and Descriptive Statistics

Variables / Indicators	Factor Loading	Cronbach Alpha	Conclusion	Mean	Std Deviation
Openness		0,664	*Reliabel*	4,1223	0,53920
Social Media Influencers (coffee vloggers) are very open in sharing information.	0,808		*Valid*	4,2022	0,68573
Social media influencers (coffee vloggers) always provide the latest information.	0,763		*Valid*	4,1348	0,66363
Social media influencers (coffee vloggers) never withhold information they have.	0,751		*Valid*	4,0300	0,74025
Interactivity		0,845	*Reliabel*	3,7163	0,78027
Social media influencer (coffee vlogger) will reply to my messages.	0,856		*Valid*	3,7116	0,93951
Social media influencer (coffee vlogger) will respond quickly to my message.	0,846		*Valid*	3,5768	1,03542
Social media influencer (coffee vlogger) allows me to communicate directly.	0,783		*Valid*	3,8277	0,93002

Social media influencers (coffee vloggers) listen to what I have to say.	0,824	*Valid*	3,7491	0,86317
Social Attractiveness	0,837	*Reliabel*	3,8521	0,61472
Social media influencers (coffee vloggers) have the same opinion as me.	0,772	*Valid*	3,8989	0,82778
Social media influencers (coffee vloggers) have many interests in common with me.	0,772	*Valid*	3,9176	0,78085
Social media influencers (coffee vloggers) have the same ideas and thoughts as me.	0,681	*Valid*	3,8577	0,85531
Social media influencers (coffee vloggers) appreciate me.	0,687	*Valid*	3,8502	0,80414
Social media influencers (coffee vloggers) have something in common with me.	0,794	*Valid*	3,8390	0,82278
Social media influencers (coffee vloggers) make me want to message each other.	0,752	*Valid*	3,7491	0,87184
Parasocial Interaction	**0,842**	**Reliabel**	**3,9245**	**0,62010**
Social media influencers (coffee vloggers) make me comfortable like their close friends.	0,817	*Valid*	4,0112	0,82936
When I interact with social media influencers (coffee vloggers), I feel appreciated.	0,804	*Valid*	3,8914	0,76052
I have an attachment to social media influencers (coffee vlogger).	0,734	*Valid*	3,8165	0,90114
I am interested in what social media influencers (coffee vloggers) have to say.	0,732	*Valid*	3,9925	0,79468
I care whatever happens to social media influencers (coffee vloggers).	0,732	*Valid*	3,7266	0,92387
I hope social media influencers (coffee vloggers) can achieve their goals.	0,679	*Valid*	4,1086	0,75056
Purchase Intention	**0,810**	**Reliabel**	**4,0539**	**0,56337**
When a social media influencer (coffee vlogger) feels positive emotions on a coffee product, it can help me choose coffee products.	0,736	*Valid*	4,1461	0,72885
I will buy coffee products advertised by social media influencers (coffee vloggers) in the future.	0,784	*Valid*	4,0337	0,75766
I will invite many friends or relatives to buy coffee products advertised by social media influencers (coffee vloggers).	0,693	*Valid*	4,0187	0,75320
I will choose to buy coffee products that work with social media influencers (coffee vloggers).	0,793	*Valid*	3,9775	0,77524
When there is a new coffee product that works with social media influencers (coffee vlogger), I will be interested in buying it.	0,761	*Valid*	4,0936	0,72199
e-WOM	**0,776**	**Reliabel**	**3,9326**	**0,68553**
I always share my experiences when interacting with social media influencers (coffee vloggers) on my social media pages.	0,823	*Valid*	3,8165	0,90530

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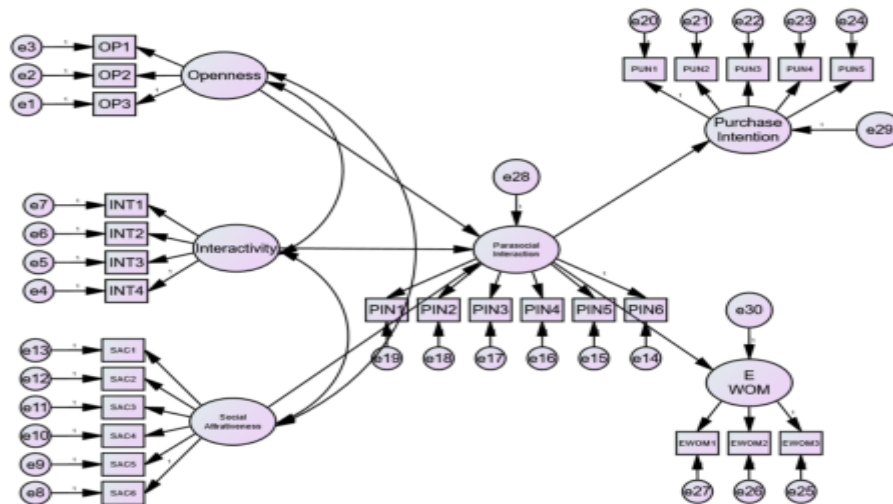|				
I will follow the recommendations given by social media influencers (coffee vloggers) on my social media pages.	0,837	*Valid*	3,9288	0,81261
I will provide positive information about social media influencers (coffee vloggers) to friends or relatives on my social media pages.	0,840	*Valid*	4,0524	0,74910

Model Fit Test

Figure 2. SEM Research Model

The goodness of fit test was carried out using Structural Equation Modeling (SEM) using AMOS software. The processing results for goodness of fit are shown in table 4. The information in the table shows that there are 8 criteria for testing the fit model resulting in 3 criteria sufficient to test the conditions for fit model, namely RMSEA, IFI and CMIN/DF. A total of 4 other criteria resulted in a marginal fit model conclusion, namely GFI, NFI, TLI and CFI and 1 criterion, namely the p-value of chi-square resulted in a poor fit model conclusion. Most of the fit model criteria that meet criteria are only 3, it is necessary to make improvements using modification indices.

Table 4. Goodness of Fit Test Results

Measurement Type	Measurement	Model Fit Decision	Processed Results	Keputusan
	Chi-square	low Chi Square	26,199	
	p-value Chi-Square	≥ 0,05	0,000	Poor fit
	GFI	≥ 0,90	0,880	Marginal fit
Absolute fit measures	RMSEA	≤ 0,10	0,046	Model fit
	NFI	≥ 0,90	0,876	Marginal fit
	IFI	≥ 0,90	0,952	Model fit
	TLI	≥ 0,90	0,946	Model fit
	CFI	≥ 0,90	0,951	Model fit
Parsimonius fit meassure	CMIN/DF	Between 1 to 5	1,553	Model fit

The results of the goodness of fit test produce 5 criteria that meet the fit model test. The 5 criteria referred to are RMSEA, IFI, TLI, CFI and CMIN/DF. While the other criteria result in a poor fit model conclusion and 2 criteria produce a marginal fit model. Because most of the fit model criteria are met, hypothesis testing can be carried out.

Hypothesis testing

Table 5. Research Hypothesis Testing Results

	Hypothesis Description	Estimate	C.R.	p-value	Conclusion
H1	Openness Has a Positive Effect on Parasocial Interaction	0,053	0,530	0,298	Not supported
H2	Interactivity Has a Positive Effect on Parasocial Interaction	0,040	0,538	0,295	Not supported
H3	Social Attractiveness Has a Positive Effect on Parasocial Interaction	0,623	5,202	0,000	Supported
H4	Parasocial Interaction Has a Positive Effect on Purchase Interaction	0,949	8,357	0,000	Supported
H5	Parasocial Interaction Has a Positive Effect on e-WOM	1,152	9,449	0,000	Supported

Discussion

Openness Has a Positive Effect on Parasocial Interaction

This test was conducted with the aim of testing the positive effect of Openness on Parasocial Interaction. The results show that the estimated coefficient value is 0.053, which means that increasing Openness will increase Parasocial Interaction and vice versa, decreasing Openness will decrease Parasocial Interaction. The p-value of the t statistic is 0.298 (>0.05), then Ho is accepted so it can be concluded that Openness is not proven to have a positive effect on Parasocial Interaction. The results of this hypothesis test show different results from previous studies conducted by several previous researchers such as [12] and [16]. The results of hypothesis testing in this study show that openness has no positive effect on parasocial interaction. This indicates that currently the ease of obtaining culinary information on social media is very easy and complete. So followers don't need to interact with social media influencers to ask them for various information about products.

Interactivity Has a Positive Effect on Parasocial Interaction

This test was conducted with the aim of testing the positive effect of Interactivity on Parasocial Interaction. The results show that the estimated coefficient value is 0.040, which means that increasing Interactivity will increase Parasocial Interaction and vice versa, decreasing Interactivity will decrease Parasocial Interaction. The p-value of the t statistic is 0.295 (>0.05), then Ho is accepted so it can be concluded that Interactivity is not proven to have a positive effect on Parasocial Interaction. The results of this hypothesis test show different results from previous studies conducted by several previous researchers such as [7]. The results of hypothesis testing in this study show that interactivity has no positive effect on parasocial interaction. Demographic factors become a differentiator in the results of this study. This research was conducted in Indonesia with the majority of respondents aged 26-30 years, whereas previous research was conducted in the United States with a majority of respondents 19-38 years. We imply that there is a difference in the age of the respondents. Ages 26-30 who are part of the current millennial generation have an interest in social media influencers having high interactivity with their followers. If social media influencers do not pay attention to interactivity as an important thing, it is possible that they will lose their followers.

Social Attractiveness Has a Positive Effect on Parasocial Interaction

This test was carried out with the aim of testing the positive effect of Social Attractiveness on Parasocial Interaction. The results show that the estimated coefficient value is 0.623, which means that increasing Social Attractiveness will increase Parasocial Interaction and vice versa, decreasing Social Attractiveness will decrease Parasocial Interaction. The p-value of the t statistic is 0.000 (<0.05), then Ho is rejected so it can be concluded that Social Attractiveness is proven to have a positive influence on Parasocial Interaction. The results of this hypothesis test show the same results as previous studies conducted by several previous researchers such as [9]. [18] and ([9] which show that social attractiveness has a positive effect on parasocial interaction. Social attractiveness refers to a person's tendency to determine an idol as a role model in interacting and working together. Followers will feel a kinship that is felt with their idol figure.

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Parasocial Interaction Has a Positive Effect on Purchase Interaction

This test was carried out with the aim of testing the positive effect of Parasocial Interaction on Purchase Intention. The results show that the estimated coefficient value is 0.949, which means that increasing Parasocial Interaction will increase Purchase Intention and vice versa, Parasocial Interaction will decrease Purchase Intention. The p-value of the t statistic is 0.000 (<0.05), then Ho is Rejected so that it can be concluded that Parasocial Interaction is proven to have a positive influence on Purchase Intention. The results of this hypothesis test show the same results as previous research conducted by several previous researchers conducted by [22] showing that parasocial interaction has a positive effect on purchase intention. Parasocial interaction plays an important role in increasing followers' positive emotions towards the products used and advertised by social media influencers. This has a tendency to trigger the emotion of followers to have by purchasing these items.

Parasocial Interaction Has a Positive Effect on e-WOM

This test was carried out with the aim of testing the positive effect of Parasocial Interaction on e-WOM. The results show that the estimated coefficient value is 1.152, which means that increasing Parasocial Interaction will increase e-WOM and vice versa, Parasocial Interaction will decrease e-WOM. The p-value of the t statistic is 0.000 (<0.05), then Ho is rejected so that it can be concluded that Parasocial Interaction is proven to have a positive influence on e-WOM. The results of this hypothesis test show the same results as previous research conducted by several previous researchers who conducted by [22] show that parasocial interaction has a positive effect on e-WOM. The greater the follower's intention to have a positive contribution regarding e-WOM regarding the product promoted by the social media influencer, the greater the amount of positive feedback generated on social media .

5. CONCLUSION

In an effort to promote its products, the coffee industry is currently beginning to adopt digital communication. Social media and social media influencers are used as a reference when developing marketing plans because social media influencers' video reviews on their social media can shape opinions, influence followers' attitudes and decisions, and change followers' references and buying interest. First, the findings of the research show that social media influencers are not very forthcoming with the knowledge they possess. Followers believe that social media influencers frequently suppress information. This should be a concern for social media influencers in Indonesia, who should not conceal the information they have so that their followers see openness and they may develop their reputation as social media influencers through the seamless transfer of information. The results of the survey also indicate that the amount of interaction between social media influencers and their followers is fairly low. Followers believe that social media influencers will not respond to their messages and will respond to their messages promptly. This is something that social media influencers should avoid. Positive feelings will result from the presence of effective communication and engagement between social media influencers and their followers. Nonetheless, interaction with followers is essential for followers to feel noticed and valued, including the exchange of messages. Marketers that will cooperate with social media influencers to present and promote their products can also benefit from this research. Marketers are urged to collaborate with social media influencers that exhibit openness in information sharing, active interaction with followers,

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