

**PENGARUH ISYARAT *SOURCE CREDIBILITY (ATTRACTIVENESS, EXPERTISE, TRUSTWORTHINESS, HOMOPHILY) INFLUENCER* INSTAGRAM TERHADAP *MILLENNIAL BUYING INTENTIONS* DENGAN *PARASOCIAL INTERACTION* SEBAGAI VARIABEL MODERASI
(STUDI PADA AKUN INSTAGRAM @ANANZAPRILI)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Isyarat *Source Credibility (Attractiveness, Expertise, Trustworthiness, Homophily) Influencer* Instagram Terhadap *Millennial Buying Intentions* Dengan *Parasocial Interaction* Sebagai Variabel Moderasi (Studi Pada Akun Instagram @Ananzaprili) data diperoleh dari kuesioner dengan 110 responden. Olah data dilakukan menggunakan Smart-PLS versi 4. Hasil penelitian menunjukkan bahwa terdapat 2 hipotesis yang berpengaruh yaitu (*Expertise* berpengaruh terhadap *Buying Intention*, *Trustworthiness* berpengaruh pada *Buying Intention*), dan terdapat 6 hipotesis yang tidak berpengaruh yaitu (*Attractiveness* tidak berpengaruh terhadap *Buying Intention*, *Homophily* tidak berpengaruh terhadap *Buying Intention*, *Parasocial Interaction* tidak memoderasi hubungan *Attractiveness* dan *Buying Intention*, *Parasocial Interaction* tidak memoderasi hubungan *Expertis* dan *Buying Intention*, *Parasocial Interaction* tidak memoderasi hubungan *Trustworthiness* dan *Buying Intention*, *Parasocial Interaction* tidak memoderasi hubungan *Homophily* dan *Buying Intention*).

Kata Kunci : *Source Credibility, Attractiveness, Expertise, Trustworthiness, Homophily, Buying Intention, Parasocial Interaction.*

**“THE EFFECT OF INSTAGRAM SOURCE CREDIBILITY
(ATTRACTIVENESS, EXPERTISE, TRUSTWORTHINESS, HOMOPHILY)
INFLUENCER SIGNS ON MILLENNIAL BUYING INTENTIONS WITH
PARASOCIAL INTERACTION AS A MODERATION VARIABLE
(STUDY ON INSTAGRAM ACCOUNT @ANANZAPRILI)”**

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ABSTRACT

This study aims to determine the effect of Instagram Influencers' Source Credibility Cues (Attractiveness, Expertise, Trustworthiness, Homophily) on Millennial Buying Intentions with Parasocial Interaction as a Moderation Variable (Study on the Instagram Account @Ananzaprili). Data were obtained from a questionnaire with 110 respondents. Data processing was performed using Smart-PLS version 4. The results showed that there were 2 hypotheses that had an positive effect (Expertise had an effect on Buying Intention, Trustworthiness had an effect on Buying Intention), and there were 6 hypotheses that had no effect (Attractiveness had no effect on Buying Intention, Homophily does not affect Buying Intention, Parasocial Interaction does not moderate Attractiveness and Buying Intention relationships, Parasocial Interaction does not moderate Expertise and Buying Intention relationships, Parasocial Interaction does not moderate Trustworthiness and Buying Intention relationships, Parasocial Interaction does not moderate Homophily and Buying Intention relationships).

Keyword : Source Credibility, Attractiveness, Expertise, Trustworthiness, Homophily, Buying Intention, Parasocial Interaction.