

## ABSTRAK

*Para-social interaction* dipelajari dalam bidang pemasaran terkait seorang *influencer*. Penelitian ini adalah emulasi dari penelitian sebelumnya di mana media sosial adalah suatu wadah di mana seorang *influencer* dan konsumen membangun suatu hubungan daya tarik dan sikap. Penelitian ini berbeda secara lokasi penelitian, yaitu Indonesia dan *brand* tas yang di-*endorse*, yaitu Celine oleh seorang *influencer* melalui media sosial Instagram. Suatu model dibangun untuk memahami apakah *luxury brand perceptions* dan *purchase intention* dari konsumen dipengaruhi oleh *para-social interaction* antara konsumen dan *influencer* suatu *brand*. Metode *sampling* yang digunakan adalah *non-probability, purposive sampling* dalam mengumpulkan 223 responden dari acara-acara yang diadakan selama April dan Mei 2018 oleh berbagai kelompok *arisan* di Jabodetabek. Data diolah menggunakan Structural Equation Modeling dengan AMOS 22. Hasil menunjukkan bahwa seorang *influencer* berperan dalam mempengaruhi *luxury brand perceptions* dan *purchase intention* melalui *social attractiveness, attitude homophily* yang terdapat dengan konsumen, dan juga *physical attractiveness* yang kemudian membentuk *para-social interaction*. Secara keseluruhan, *influencer* yang sesuai dapat digunakan perusahaan *luxury brand* untuk mencapai target market.

**Keywords:** *Influencer, Luxury Brand Perceptions, Para-Social Interaction, Purchase Intention, Social Comparison*

## ABSTRACT

Para-social interaction is studied in the area of marketing for the object of an influencer. This research is an emulation of earlier study in which social media is a platform where the influencer and the audience form para-social interaction through the bonding of attraction and attitude. The differences in this research are the location of study, which is Indonesia, the handbag brand, which is Celine, as well as the influencer that endorses it and the social media being used, Instagram. A model is built to understand whether para-social interaction between consumers and the influencer herself influences the luxury brand perceptions and purchase intention of consumers. A sampling method of non-probability, purposive sampling is used for collecting 223 respondents out of the events in April and May 2018 from several *arisan* (household community gatherings) groups in Jabodetabek. The data is processed with Structural Equation Modeling using AMOS 22. Results show that an influencer plays a part in affecting the luxury brand perceptions and purchase intention of consumers through their social attractiveness, attitude homophily, and physical attractiveness, which subsequently forms para-social interaction. Overall, luxury brands are able to use the right influencers to reach their target market.

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