

**Pengaruh Physical Attraction, Emotion, Social Attraction Terhadap Buying
Intention Sceptre Clothing Co Melalui Mediasi Parasocial Interaction**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Social Attraction terhadap Parasocial Interaction di Sceptre Clothing co, untuk mengetahui pengaruh Physical Attraction terhadap Parasocial Interaction di Sceptre Clothing co, untuk mengetahui pengaruh Emotion terhadap Parasocial Interaction di Sceptre Clothing co, untuk mengetahui pengaruh Parasocial Interaction terhadap Buying Intention di Sceptre Clothing co. Sampel pada penelitian ini adalah 210 responden calon konsumen Sceptre Clothing Co. Teknik analisis yang digunakan adalah analisis dengan SEM PLS. Berdasarkan hasil analisa pada bagian sebelumnya maka dapat ditarik kesimpulan sebagai berikut:(1) Hipotesis 1 diterima, hal ini berarti bahwa Social Attraction berpengaruh terhadap Parasocial Interaction. Hal tersebut dapat dibuktikan dengan koefisien jalur positif. Artinya semakin tinggi Social Attraction akan meningkatkan parasocial interaction pada konsumen bisnis Sceptre. (2) Hipotesis 2 diterima, hal ini berarti bahwa Physical Attraction berpengaruh terhadap Parasocial Interaction. Hal tersebut dapat dibuktikan dengan koefisien jalur positif. Artinya semakin tinggi Physical Attraction akan meningkatkan parasocial interaction pada konsumen bisnis Sceptre. (3) Hipotesis 3 diterima, hal ini berarti bahwa Emotion berpengaruh terhadap Parasocial Interaction. Hal tersebut dapat dibuktikan dengan koefisien jalur positif. Artinya semakin tinggi emotion akan meningkatkan parasocial interaction pada konsumen bisnis Sceptre. (4) Hipotesis 4 diterima, hal ini berarti bahwa Parasocial Interaction berpengaruh terhadap Buying Intention. Hal tersebut dapat dibuktikan dengan koefisien jalur positif. Artinya semakin tinggi parasocial interaction maka akan meningkatkan buying intention pada konsumen bisnis Sceptre.

Kata Kunci : buying intention, emotion, parasocial interaction, physical attraction, Sceptre Clothing co, social attraction.

The Effect of Physical Attraction, Social Attraction, Emotion on Purchase Intention of Sceptre Clothing Co through Parasocial Interaction Mediation

ABSTRACT

The purpose of this research is to find out the effect of social attraction on parasocial interaction at Sceptre Clothing co, to find out the effect of physical attraction on parasocial interaction at Sceptre Clothing co, to find out the effect of emotion on parasocial interaction at Sceptre Clothing co, to find out the effect of parasocial interaction on buying intention at Sceptre Clothing co. The sample in this research is 210 respondents of Sceptre Clothing co prospective consumers. The analysis technique that is used is analysis with SEM PLS. Based on the previous analysis result therefore can be drawn conclusion as follow: (1) Hypothesis 1 is accepted, this thing means that social attraction affects on parasocial interaction. That thing can be proved with positive path coefficient. It means the higher social attraction will increase parasocial interaction on consumers of Sceptre business. (2) Hypothesis 2 is accepted, this thing means that physical attraction affects on parasocial interaction. That thing can be proved with positive path coefficient. It means the higher physical attraction will increase parasocial interaction on consumers of Sceptre business. (3) Hypothesis 3 is accepted, this thing means that emotion affects on parasocial interaction. That thing can be proved with positive path coefficient . It means the higher emotion will increase parasocial interaction on consumers of Sceptre business. (4) Hypothesis 4 is accepted, this thing means that parasocial interaction affects on buying intention. That thing can be proved with positive path coefficient. It means the higher parasocial interaction, therefore will increase buying intention of Sceptre business.

Keywords : buying intention, emotion, parasocial interaction, physical attraction, Sceptre Clothing co, social attraction.