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Abstract

This study aims to analyze whether the attitude homophily and physical attractiveness influencers affect the purchase intention of beauty products on YouTube, which is mediated by trustworthiness on beauty influencer Tasya Farasya. This research uses quantitative methods with the sampling technique in this study is non-probability sampling with purposive sampling method. The population in this study were active users of YouTube social media to view content on beauty products, while the research sample was people who had watched Tasya Farasya videos on YouTube with as many as 140 respondents. The results of this study indicate that attitude homophily has a positive and significant effect on trustworthiness, physical attractiveness has a positive and significant effect on trustworthiness, attitude homophily has no effect on purchase intention, physical attractiveness has a positive and significant effect on purchase intention.

Keywords: attitude homophily, physical attractiveness, trustworthiness, purchase intention.

INTRODUCTION

In the current era, information technology has rapidly evolved and undergone significant changes. This advancement in information technology has simplified various tasks for humans. Information technology is now utilized to acquire, process, and manage data, enabling the quick retrieval of relevant and clear information. The emergence of an interactive communication era, where telephones, radios, televisions, and computers converged, led to the formation of a technology known as the internet. This, in turn, spurred the birth of social media as the latest information technology (Siregar & Nasution, 2020). The internet has become an essential human necessity. Its role in daily life has increased, transforming how people interact and seek information. Individuals can easily find diverse information on social media, with YouTube being one platform for such information retrieval.

YouTube serves as a platform for entertainment, offering content such as podcasts, short films, and news. Additionally, it can be utilized to gather a wealth of information, including details about beauty products. Currently, numerous YouTubers provide information and reviews related to beauty products via their channels. These individuals are commonly known as beauty influencers or beauty vloggers. One prominent beauty influencer in Indonesia is Tasya Farasya. Based on data collected and cited by INSG.Go in their "Top 10 Beauty Influencers in 2024" report, Tasya Farasya ranks first as the most influential beauty influencer in Indonesia, consistently making a significant impact with every review she provides (Taslaud, 2024).

Tasya Farasya's prominence as a beauty influencer has garnered the interest of many companies seeking collaborations. This is evident from the numerous beauty products sold on e-commerce platforms bearing the "Tasya Farasya approved" label or endorsement, such as OMG (Oh My Glam) Two Way Cake, moisturizers from Somethinc and Skintific, Wardah lip cream, and others. This indicates the occurrence of purchase intention after viewers watch videos on Tasya Farasya's YouTube channel.

In the current digital era, individuals can analyze and select products from various brands through social media platforms, particularly via influencers on YouTube. Purchase intention represents the customer's choice made after analyzing several similar products, leading to a selection based on their behavior, analysis of product functions, and habits (Purwianti & Ricarto, 2018). Several factors influence purchase intention, including attitude homophily, physical attractiveness, and trustworthiness. Attitude homophily is the audience's perception of similarity between



an admired endorser and themselves, based on shared attitudes such as appreciation, respect, and responsibility (Eyal et al., 2010). Physical attractiveness refers to something appealing to observe, which can manifest as friendliness, pleasantness, and physical appearance (Maghfiroh et al., 2022). Trustworthiness is the level of trust consumers place in an influencer's endorsement, which in turn generates interest in the advertised product.

LITERATURE REVIEW AND HYPOTHESES

Attitude Homophily

According to Sokolova & Kefi (2020) attitude homophily refers to the similarities that exist between individuals regarding beliefs, social status, and education. This explains why followers tend to hold influencers in higher regard, as people are more likely to connect with and trust those who share similarities with them. Individuals also tend to interact more frequently with others who have similar preferences and views, such as age, gender, and interests. Similarities in various aspects like beliefs, education, and social status play a significant role in building relationships between social media influencers and their followers; the more similarities followers perceive, the more intense their interaction, attachment, and trust in the influencer become (Santiago & Serralha, 2022)

Physical Attractiveness

According to Rosyidani et al. (2024) attractiveness refers to the ability to draw consumers to desire something because of its uniqueness and quality. An influencer's appearance is one of the important first impressions for consumers. Influencers who are physically attractive and possess an engaging personality tend to gain consumers' trust (Rahma et al., 2023). Physical attractiveness refers to the degree to which a person's physical characteristics, such as weight, height, body shape, and overall appearance, are considered appealing or beautiful by others (Vahid & Muhammad, 2022). Influencer attractiveness, supported by their credibility, effective communication skills, and high public attention, has proven effective in strengthening branding and boosting product marketing.

Trustworthiness

According to Al-Mu'ani et al. (2023), trustworthiness is the degree to which consumers perceive an influencer as honest, reliable, and worthy of belief when endorsing, recommending, or providing opinions about products and services. Trust is a crucial factor in influencer marketing because it directly impacts consumers' perceptions of the influencer's message. According to Tandayong & Palumian (2022) trustworthiness is how consumers feel about an influencer's ability to deliver messages honestly, kindly, and reliably on social media. Trust is both an emotional and logical aspect of marketing that emerges when individuals feel they've found truth. It becomes a crucial factor for consumers when considering product reviews from influencers, whether those reviews offer objective assessments or positive endorsements as part of a company's promotion (Supriyanto et al., 2023).

Purchase Intention

According to Ong & Firdausy (2023) purchase intention refers to an individual's behavior as a reaction to a product, which creates a desire to buy it. It represents a consumer's intent to purchase a certain quantity of a product within a specific timeframe, the act of buying a product, and the desire to acquire it. If consumers have a strong desire to own a product, they will take steps to order and purchase it (Maman et al., 2020). Purchase intention is a situation where prospective consumers decide to buy a product or service either because they are considering the purchase, or because they have a positive attitude and appreciation for that product (Riansyah et al., 2023).

Hypothesis

H1: Attitude homophily has a positive and significant effect on trustworthiness.

- H2: Physical attractiveness has a positive and significant effect on trustworthiness.
- H3: Attitude homophily has a positive and significant effect on purchase intention.
- H4: Physical attractiveness has a positive and significant effect on purchase intention.
- H5: Trustworthiness has a positive and significant effect on purchase intention.



Conceptual Framework



RESEARCH METHODS

Location and Time

Data collection was conducted online using Google Forms from February 2025 until completion.

Research Methods

The sampling technique for this study was non-probability sampling, specifically using the purposive sampling method. According to Sugiyono (2013), purposive sampling involves selecting data sources based on specific criteria. This typically includes individuals deemed most knowledgeable about the required information, which can facilitate the researcher's exploration of the object or situation under study. The criteria for selecting the research sample were as follows:

- 1. Respondents were at least 17 years old.
- 2. Respondents had watched Tasya Farasya's content at least twice.

Population and Sample

The population for this study consisted of YouTube viewers of beauty influencer Tasya Farasya, with an unknown exact number. The sample size for this research was determined using Hair's formula, due to the unknown population size. The guideline for sample size depends on the number of indicators, multiplied by 5 to 10. In this study, there are 14 indicators, which, when multiplied by 10, resulted in 140 respondents who are viewers of Tasya Farasya's YouTube channel.

Data Analysis Techniques

Data was collected using questionnaires to measure the variables. Each employee respondent received five questionnaire instruments, which served as the source for measuring the variables under investigation. The questionnaire method was chosen because research subjects are considered the most knowledgeable about themselves, and their statements are assumed to be truthful and accountable. Responses to the questionnaire items were recorded using a Likert scale ranging from 1 to 5, where 1 represented "strongly disagree" and 5 represented "strongly agree". This study uses the Data Quality Test, Classical Assumption Test, Linear Regression Test, and Hypothesis Test to analyze the data.

RESULTS AND DISCUSSION

Results Validity Test

Table 1.	Validity Test	Results
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Variabel Item R value R table Descriptions



	V1 1	0.700	0.1660	V-1:1
	A1.1	0.790	0.1000	vand
Attitude	X1.2	0.827	0.1660	Valid
Homophily (X1)	X1.3	0.576	0.1660	Valid
	X1.4	0.758	0.1660	Valid
Dlucateral	X2.1	0.612	0.1660	Valid
Physical Attendetion	X2.2	0.765	0.1660	Valid
(X2)	X2.3	0.800	0.1660	Valid
(A2)	X2.4	0.754	0.1660	Valid
Turneturentliteren	Z1.1	0.832	0.1660	Valid
(7)	Z1.2	0.829	0.1660	Valid
(Z)	Z1.3	0.730	0.1660	Valid
Dunchago	Y1.1	0.784	0.1660	Valid
Furchase Intention (V)	Y1.2	0.799	0.1660	Valid
Intention (Y)	Y1.3	0.796	0.1660	Valid

Source: Primary data, 2025

Based on the validity test, the calculated r-values for the variables attitude homophily, physical attractiveness, trustworthiness, and purchase intention were all greater than the r-table value of 0.1660 (df=138). Therefore, the statements in this research questionnaire are deemed "valid" making these variables suitable for data collection.

Reliability Test

Table 2. Reliability Test Results					
Variabel	Cronbach's Alpha	Keterangan			
Attitude Homophily	0.726	Reliabel			
Physical Attractiveness	0.713	Reliabel			
Trustworthiness	0.715	Reliabel			
Purchase Intention	0.705	Reliabel			
Sources	Drimory data 2025				

Source: Primary data, 2025

The reliability test results, with an alpha value greater than 0.6 in this study, indicate that the instrument used in this research is reliable.

Classic Assumption Test

- 1. Normality Test
 - a. Equation 1

Table 3. Normality Test Results					
One-Sample K	olmogrov-Smirr	nov Test			
		Unstandardized			
Ν	140				
Normal Parameters ^{a,b} Mean		.0000000			
Std.		1.20743820			
	Deviation				
Most extreme	Absolute	.056			
Differences	Positive	.039			
	Negative	056			
Test Statistic	.056				
Asymp. Sig (2-tailed)	.200 ^{c,d}				
a. Test distribution is No	ormal.				

Source: Primary data, 2025

It can be concluded that the variables attitude homophily and physical attractiveness regarding trustworthiness show a significant result of 0.200 > 0.05, indicating that the data is normally distributed.

b. Equation 2



Table 4. Normanty Test Results				
One-Sample Kolmogrov-Smirnov Test				
		Unstandardized		
		residual		
Ν		140		
Normal Parameters ^{a,b}	Mean	.0000000		
	Std.	1.04198307		
	Deviation			
Most extreme	Absolute	.051		
Differences	Positive	.022		
	Negative	051		
Test Statistic		.051		
Asymp. Sig (2-tailed)		.200 ^{c,d}		
a. Test distribution is N	lormal.			

Table 4 Normality Test Results

Source: Primary data, 2025

It can be concluded that the variables attitude homophily, physical attractiveness, and trustworthiness regarding purchase intention show a significant result of 0.200 > 0.05, indicating that the data is normally distributed.

2. Multicollinearity Test

a. Equation 1

Tuble 5. WhiteCommenting Test Results						
	Coefficients ^a					
Model		Collinearity	v Statistics			
		Tolerance	VIF			
1	(Constant)					
	Attitude Homophily	.741	1.350			
	Physical	.741	1.350			
	Attractiveness					
a.	a. Dependent variable: Trustworthiness					

Table 5. Multicollinearity Test Results

Source: Primary data, 2025

The multicollinearity test results show a VIF value of 1.350 with a tolerance value greater than 0.1. This means that the VIF value for each variable in this study meets the criteria, as the VIF value is less than 10 and the tolerance value is > 0.1. Thus, it can be concluded that there is no multicollinearity between the variables attitude homophily (X1) and physical attractiveness (X2).

·

b. Equation 2

	Table 6. Multicollinearity Test Results						
	Coefficients ^a						
	Modal	Collinearity	Statistics				
widdei		Tolerance	VIF				
1	(Constant)						
	Attitude Homophily	.705	1.418				
	Physical	.534	1.871				
	Attractiveness						
	Trustworthiness	.561	1.782				



a. Dependent variable: Purchase Intention

Source: Primary data, 2025

The multicollinearity test results show a VIF value of less than 10 with a tolerance value greater than 0.1. This means that the VIF value for each variable in this study meets the criteria, as the VIF value is less than 10 and the tolerance value is > 0.1. Thus, it can be concluded that there is no multicollinearity between the variables attitude homophily (X1), physical attractiveness (X2), and trustworthiness (Z)

3. Heteroscedasticity Test

a. Equation 1

	Table 7. Heteroscedasticity Test							
	Coefficients ^a							
Standardized								
		Unstandardized	Coefficients	Coefficients				
Model		В	Std. Error	Beta	t	Sig.		
1	(Constant)	2.766	.546		5.061	.000		
	Attitude							
	Homophily	013	.030	042	445	.657		
	Physical							
	Attractiveness	045	.050	126	900	.370		
a.	Dependent Vari	able: Trustworthin	ess					

Source: Primary data, 2025

Based on the heteroscedasticity test, the significance values for the variables attitude homophily (X1) and physical attractiveness (X2) are greater than 0.05. Therefore, it's concluded that the data does not exhibit heteroscedasticity.

b. Equation 2

Table 8. Heteroscedasticity Test

	Coefficients ^a						
				Standardized			
		Unstandardized	Coefficients	Coefficients			
Model		В	Std. Error	Beta	t	Sig.	
1	(Constant)	1.542	.497		3.105	.002	
	Attitude				-		
	Homophily	043	.027	163	1.618	.108	
	Physical						
	Attractiveness	023	.035	077	668	.505	
	Trustworthiness	.029	.045	.073	.648	.518	
	a. Dependent V	ariable: Purchase	Intention				

Source: Primary data, 2025

Based on the heteroscedasticity test, the significance values for the variables attitude homophily (X1), physical attractiveness (X2), and trustworthiness (Z) are greater than 0.05. Therefore, it's concluded that the data does not exhibit heteroscedasticity.

Linear Regression Test

1. Equation 1

Table 9. Linear Regression Test

Coefficients ^a						
	Unstandardized	Standardi				
	Coefficients	zed				
		Coefficien		Sig		
Model		ts	t			



		В	Std.	Beta		
			error			
1	(constant)	3.49	.901		3.88	.00
		8			5	0
	Attitude	.130	.049	.196	2.63	.00
	Homophily				6	9
	Physical	.411	.057	.541	7.27	.00
	Attractiveness				7	0
	a. Dependent Vari	able: Tr	ustworthine	ess		

Source: Primary data, 2025

- Z = 0.196AH + 0.541PA
- a. A regression coefficient of 0.196 for Attitude Homophily suggests a positive relationship: higher attitude homophily leads to greater trustworthiness, ceteris paribus.
- b. A regression coefficient of 0.541 for Physical Attractiveness suggests a positive relationship: higher physical attractiveness leads to greater trustworthiness, ceteris paribus.
- 2. Equation 2

Coefficients ^a									
		Unstandardized		Standardize					
		Coefficients		d					
				Coefficients					
		В	Std.	Beta					
Model			error		t	Sig.			
1	(constant)	2.41	.822		2.93	.00			
		2			5	4			
	Attitude	.022	.044	.034	.509	.61			
	Homophily					1			
	Physical	.454	.058	.611	7.88	.00			
	Attractiveness				2	0			
	Trustworthiness	.166	.074	.170	2.24	.02			
					6	6			
	a Dependent Variable: Purchase Intention								

 Table 10. Linear Regression Test

Source: Primary data, 2025

Y = 0.034AH + 0.611PA + 0.170TR

- a. A regression coefficient of 0.034 for Attitude Homophily suggests a positive relationship: higher attitude homophily leads to greater purchase intention, ceteris paribus.
- b. A regression coefficient of 0.611 for Physical Attractiveness suggests a positive relationship: higher physical attractiveness leads to greater purchase intention, ceteris paribus.
- c. A regression coefficient of 0.170 for Trustworthiness suggests a positive relationship: higher trustworthiness leads to greater purchase intention, ceteris paribus.

Hypothesis Test

- 1. F Test
 - a. Equation 1

Table 11. F Test Results								
Anova ^a								
Sum of Mean								
Model		Squares	Df	Square	F	Sig.		
1	Regression	158.572	2	79.286	53.601	.000 ^b		
	Residual	202.649	137	1.479				
	Total	361.221	139					





a. Dependent Variable: Trustworthiness

b. Predictors: (Constant), Attitude Homophily, Physical

Attractiveness

Source: Primary data, 2025

It is known that the calculated F-value is 53.601, while the F-table value at a 5% (0.05) significance level is 3.06. This means that the calculated F-value is greater than the F-table value (53.601 > 3.06). Additionally, the significance value is 0.000, which is less than 0.05 (0.000 < 0.05). This indicates that the variables attitude homophily and physical attractiveness simultaneously or jointly influence the trustworthiness variable.

b. Equation 2

Table 12. F Test Results									
	Anova ^a								
Sum of Mean									
Model		Squares	Df	Square	F	Sig.			
1	Regression	194.655	3	64.885	58.472	.000 ^b			
	Residual	150.916	136	1.110					
	Total	345.571	139						
a.	a. Dependent Variable: Purchase Intention								
b.	. Predictors: (Constant), Attitude Homophily, Physical								
	Attractiveness, Trustworthiness								

Source: Primary data, 2025

It is known that the calculated F-value is 58.472, while the F-table value at a 5% (0.05) significance level is 2.67. This means that the calculated F-value is greater than the F-table value (58.472 > 2.67). Additionally, the significance value is 0.000, which is less than 0.05 (0.000 < 0.05). This indicates that the variables attitude homophily, physical attractiveness, and trustworthiness simultaneously or jointly influence the purchase intention variable.

2. T Test

a. Equation 1

Table 13. 1 Test Results								
	Coefficients ^a							
		Unstandardized		Standardized				
		Coefficients		Coefficients		l		
			Std.			l		
Model		В	error	Beta	Т	Sig.		
1	(constant)	3.498	.901		3.885	.000		
	Attitude	.130	.049	.196	2.636	.009		
Homophily						L		
	Physical	.411	.057	.541	7.277	.000		
	Attractiveness							
a. Dependent Variable: Trustworthiness								

Source: Primary data, 2025

 Attitude Homophily on Trustworthiness The table shows that the t-calculated value for attitude homophily is 2.636. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (2.636) is greater than t-table (1.656), and the significance value (0.009) is less than 0.05.

2) Physical Attractiveness on Trustworthiness



The table shows that the t-calculated value for the variable physical attractiveness is 7.277. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (7.277) is greater than t-table (1.656), and the significance value (0.000) is less than 0.05.

b. Equation 2

	Table 14. T Test Results							
	Coefficients ^a							
		Unstandardized		Standardized				
		Coefficients		Coefficients				
			Std.					
Model		В	error	Beta	Т	Sig.		
1	(constant)	2.412	.822		2.935	.004		
	Attitude	.022	.044	.034	.509	.611		
	Homophily							
	Physical	.454	.058	.611	7.882	.000		
	Attractiveness							
	Trustworthiness	.166	.074	.170	2.246	.026		
	a Dependent Variable: Purchase Intention							

Source: Primary data, 2025

- Attitude Homophily on Purchase Intention
 The table shows that the t-calculated value for attitude homophily is 0.509. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (0.509) is less than t-table (1.656), and the significance value (0.611) is greater than 0.05.
- Physical Attractiveness on Purchase Intention The table shows that the t-calculated value for the variable physical attractiveness is 7.882. The ttable value at a 5% (0.05) significance level is 1.656. Since t-calculated (7.882) is greater than ttable (1.656), and the significance value (0.000) is less than 0.05.
- 3) Trustworthiness on Purchase Intention The table shows that the t-calculated value for the variable trustworthiness is 2.246. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (2.246) is greater than t-table (1.656), and the significance value (0.026) is less than 0.05.

3. Coefficient of Determination (Adjusted R²)

a. Equation 1

Table 15. Adjusted R ² Results								
Model Summary ^b								
Adjusted R Std. error of the								
Model	R	R Square	Square	Estimate				
1	.663ª	.439	9 .431 1.216					
a. Predictors: (Constant) Attitude Homophily, Physical								
Attractiveness								
Sources Drive and data 2025								

Source: Primary data, 2025 Based on the table above, the Adjusted R-squared value is 0.431. This indicates that the variables attitude homophily and physical attractiveness contribute 43.1% to the variation in trustworthiness. The

remaining 56.9% is influenced by other variables not included in this study.

b. Equation 2

Table 16. Adjusted R ² Results							
Model Summary ^b							
Adjusted R Std. error of the							
Model R R Square Est				Estimate			
1	.751ª	.563	3.554 1.03				
a. Predictors: (Constant), Attitude Homophily, Physical							
Attractiveness, Trustworthiness							

Source: Primary data, 2025



Based on the table above, the Adjusted R-squared value is 0.554. This indicates that the variables attitude homophily, physical attractiveness, and trustworthiness contribute 55.4% to the variation in purchase intention. The remaining 44.6% is influenced by other variables not included in this study.

4. Sobel Test

a. Attitude Homophily \rightarrow Trustworthiness \rightarrow Purchase Intention



Image 1: Sobel Test Results

The Sobel test statistic was 1.712, which is less than the critical value of 1.96 (for a two-tailed test at p < 0.05). Furthermore, the associated p-value of 0.086 is greater than 0.05. These results indicate that trustworthiness does not significantly mediate the relationship between attitude homophily and purchase intention.

b. Physical Attractiveness \rightarrow Trustworthiness \rightarrow Purchase Intention



Image 2: Sobel Test Results

The Sobel test statistic was 2.141, which is greater than the critical value of 1.96 (for a two-tailed test at p < 0.05). Furthermore, the associated p-value of 0.032 is less than 0.05. These results indicate that trustworthiness significantly mediate the relationship between physical attractiveness and purchase intention.

Discussion

The effect of Attitude Homophily on Trustworthiness

The T test shows that the t-calculated value for attitude homophily is 2.636. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (2.636) is greater than t-table (1.656), and the significance value (0.009) is less than 0.05. Hypothesis 1, which states that "attitude homophily has a positive and significant effect on trustworthiness." is **accepted**. These findings are consistent with prior studies. For instance, Abdulaziz et al. (2024) demonstrated that attitude homophily impacts trust. Similarly, research by Kim & Kim (2021) and Putra & Wulandari (2023) further indicates a positive effect of homophily on trust.

The effect of Physical Attractiveness on Trustworthiness

The T test shows that the t-calculated value for the variable physical attractiveness is 7.277. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (7.277) is greater than t-table (1.656), and the significance value (0.000) is less than 0.05. Hypothesis 2, which states that "physical attractiveness has a positive and significant effect on trustworthiness." is **accepted**. These findings are consistent with prior research. Specifically, studies by Maghfiroh et al. (2022) and Rahma et al. (2023) both indicate that physical attractiveness positively influences trustworthiness. Furthermore, Putra & Wulandari, (2023) also reported a positive and significant effect of physical attractiveness on trustworthiness.



The effect of Attitude Homophily on Purchase Intention

The T test shows that the t-calculated value for attitude homophily is 0.509. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (0.509) is less than t-table (1.656), and the significance value (0.611) is greater than 0.05, Hypothesis 3, which states that "attitude homophily has a positive and significant effect on purchase intention (Y)," is **rejected**. This is consistent with the findings of Nityasewaka & Asih (2023), whose research indicated that attitude homophily does not significantly influence purchase intention

The effect of Physical Attractiveness on Purchase Intention

The T test shows that the t-calculated value for the variable physical attractiveness is 7.882. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (7.882) is greater than t-table (1.656), and the significance value (0.000) is less than 0.05. Hypothesis 4, which states that "physical attractiveness has a positive and significant effect on purchase intention." is **accepted**. These findings are consistent with previous research. Vahid & Muhammad (2022) found that physical attractiveness has a positive and significant effect on buy intention. Similarly, studies by Onu et al. (2019) and Khalid & Yasmeen (2019) also indicated a positive influence of physical attractiveness on purchase intention.

The effect of Trustworthiness on Purchase Intention

The T test shows that the t-calculated value for the variable trustworthiness is 2.246. The t-table value at a 5% (0.05) significance level is 1.656. Since t-calculated (2.246) is greater than t-table (1.656), and the significance value (0.026) is less than 0.05. Hypothesis 5, which states that "trustworthiness has a positive and significant effect on purchase intention." is **accepted**. This finding is consistent with previous research. Specifically, Afifah (2022) found that trustworthiness has a positive and significant impact on purchase intention. Supporting this, Purwanto (2021) also demonstrated a positive relationship between trustworthiness and purchase intention. Additionally, Supriyanto et al. (2023) similarly reported a positive and significant effect of trustworthiness on purchase intention.

CONCLUSION

The research findings indicate that **H1 was accepted**, meaning Attitude Homophily has a positive and significant effect on Trustworthiness. This demonstrates that a higher similarity in preferences and attitudes between an individual and Tasya Farasya leads to increased trust. **H2 was accepted**, indicating that Physical Attractiveness has a positive and significant effect on Trustworthiness. This demonstrates that the stronger Tasya Farasya's physical attractiveness, the greater the audience's trust in her. **H3 was rejected**, meaning Attitude Homophily does not have a positive and significant effect on Purchase Intention. This indicates that similarities in preferences and attitudes between the audience and Tasya Farasya are not a driving factor for an individual's purchase interest. **H4 was accepted**, indicating that Physical Attractiveness has a positive and significant effect on Purchase Intention. This indicates that similarities in preferences and attitudes between the audience and Tasya Farasya are not a driving factor for an individual's purchase interest. **H4 was accepted**, indicating that Physical Attractiveness has a positive and significant effect on Purchase Intention. This demonstrates that Tasya Farasya's physical attractiveness increases purchase interest in the products she reviews. **H5 was accepted**, indicating that Trustworthiness has a positive and significant effect on Purchase Intention. This demonstrates that the higher an individual's trust in Tasya Farasya, the greater their purchase interest in the products she reviews.

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