

**THE EFFECT OF SOURCE CREDIBILITY, TRUST, AND  
PARASOCIAL INTERACTION TO PURCHASE INTENTION  
(CASE OF ABEL CANTIKA)**

**THESIS**

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen (S1) in International Business Management Program Faculty of  
Business and Economics Universitas Atma Jaya Yogyakarta



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**APPROVAL PAGE**

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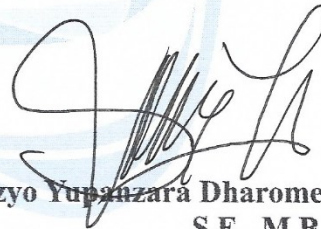


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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Maria Kandela Aristawati, the undersigned, hereby declare that I have compiled the undergraduate thesis titled:

**THE EFFECT OF SOURCE CREDIBILITY, TRUST, AND PARASOCIAL  
INTERACTION TO PURCHASE INTENTION  
(CASE OF ABEL CANTIKA)**

I declare that the thesis is my own work as a researcher. All statements, ideas, and direct or indirect quotations sourced from the writings or ideas of others are appropriately cited in this thesis in the bibliography with academic standards.

Yogyakarta, 13<sup>th</sup> June 2024

A handwritten signature in black ink, consisting of a large, stylized 'A' followed by a horizontal line and some smaller scribbles.

Maria Kandela Aristawati

## PREFACE

I express my deepest gratitude to God Almighty, for His blessings enabled me to pursue my studies and complete this thesis successfully. The thesis titled "**THE EFFECT OF SOURCE CREDIBILITY, TRUST, AND PARASOCIAL INTERACTION ON PURCHASE INTENTION (CASE OF ABEL CANTIKA)**" has been prepared to fulfil the requirements for obtaining a bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta. The completion of this thesis was made possible through the support of various parties. Therefore, I would like to extend my sincere thanks to:

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I fully recognize that this thesis is far from perfect. Therefore, I appreciate any constructive feedback or suggestions for future improvements. I hope that this research will be useful to anyone who reads it, as well as future researchers.

Yogyakarta, 13<sup>th</sup> June 2024

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Maria Kandela Aristawati

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**ABSTRACT**

This research aims to analyze the effect of source credibility, trust, and parasocial interaction on purchase intention. This study employs quantitative research with a purposive sampling data collection method. Data collection was conducted online using Google Forms. A total of 173 respondents participated in the survey who met the criteria of (1) being followers of Abel Cantika on Instagram and (2) having purchased products recommended by Abel Cantika. The research data was processed using SmartPLS 3 software, employing the Structural Equation Model (SEM). Source credibility has a positive and significant effect on trust, but not on purchase intention. Source credibility has an indirect effect on purchase intention through trust as a mediator. Parasocial interaction is confirmed to have a positive and significant effect on purchase intention.

**Keywords** Source Credibility, Trust, Purchase Intention, Parasocial Interaction, Beauty Influencer