

The Effect of Trustworthiness to Increase Brand Trust and Purchase Intention on Social Media Promotion based on Theory of Persuasion in Generation Z

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ABSTRACT

This study aims to examine social media users against the background that the concept of trustworthiness has not been optimized to increase brand trust and purchase intention on social media promotions among generation Z. Trustworthiness positively influences purchase intention, indicating that feeling confident in brand trust and trustworthiness, amak is inclined to make purchase intentions for the promoted product or service. Persuasion Theory is an approach that aims to change a person's beliefs and ways of thinking through strong and effective arguments. The research method uses quantitative with purposive sampling technique and uses 225 respondents to be tested Structural Equation Modeling (SEM) analysis was conducted using IBM SPSS Statistic 27 and SEM AMOS24. The main research results show that all hypotheses have a significant positive relationship. New findings in this study show that social attractiveness has a significant negative relationship with parasocial relationships. The results explain that trust can increase brand trust and purchase intention on social media promotions. This research can provide assistance to companies regarding factors that can create purchase intentions for promotions on social media. This study has an update on the variables, namely the addition of brand trust variables to increase purchase intention.

1. INTRODUCTION

People with the power to influence others through social media endorsements and promotions of products and brands are known as social media influencers (Dwivedi et al., 2021). Instagram influencers were originally ordinary people who documented their daily lives through a series of photos they are now increasingly emerging as intermediaries between advertisers and consumers (van Driel & Dumitrica, 2021). The rapid increase in social media users has spawned a new form of advertising for businesses called social media advertising (Sriram et al., 2021). Advertisers can also choose influencers with a large following on a particular social networking platform that are popular among the target audience they want to reach (Kostygina et al., 2020)

This study conducted a mini research, based on the data confirmed that the average age of respondents is generation Z there are people who choose the age of 15-23 years. The results show that the average age of the respondents is generation Z, which is the group born between 1997 and 2012. This highlights how significant a role this generation plays in using and interacting with social media. From the results of the mini research data, it shows that there are several social media for ranking 1 social media, namely YouTube, second is Instagram, third is Tiktok. The results of this mini research determine the subjects and objects in this study are generation Z, the objects in this study are Youtube, Instagram, Tiktok which in the mini research results show that many respondents choose these social media, these three platforms have the advantage of being the most informative and updated social media for various latest information. Social media is a significant component of Gen Z's life as a digital generation (H. Liu et al., 2021) The influence of social media on Gen Z's life is very significant, impacting many aspects starting from social interaction. Research conducted by Databoks proves that YouTube is the most informative media in providing product explanations; Youtube, Instagram, and Tiktok occupy the top 3 as the most informative media in providing product explanations. Using a similar scale reference, namely a scale of 1 (very uninformative) to 5 (very informative), respondents chose YouTube with a value of 4.46; Instagram and TikTok with the same value, 4.29. (Santika, 2023)

Factors that cause the concept of trustworthiness to increase brand trust in purchase intention on social media promotions, because many individuals tend to have different choices according to the level of trust and purchasing decisions in social media promotions. Based on these problems, researchers have the aim of knowing whether there is a positive influence on social media promotions on the relationship between each trust variable, parasocial relationships, physical attractiveness, social attractiveness, brand trust and purchase intention.

The research conducted by the researcher is a discussion of a model inspired by (Masuda et al., 2022) entitled "*Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations*". The research model uses 7 variables, including Purchase Intention, Trustworthiness, Perceived Expertise, Parasocial Relationship, Homophily Attitude, Physical Attractiveness, Social Attractiveness. The researcher examined related to clarifying the characteristics of PSR, which is considered an important construct in

social media influencer marketing. The object of this study describes Korean consumers who have purchased products/services after watching influencer advertising videos on YouTube.

Brand Trust is an element of novelty or novelty in research, it is hoped that this can add new insights into consumer choices regarding product purchase intentions and efforts are made to find out the relevance and various sources obtained. The main purpose of advertising and marketing promotions is to build brand trust and stimulate consumer purchasing behavior (Hainaysha, 2022)

Table 1 Research Gap

Relationship	(Karakurt, 2021)	(Sokolova & Kefi, 2020)	(Ngo et al., 2020)	(AlFarraj et al., 2021)
Trust-PI	significant			
PA-PSR	insignificant			
Trust - BT	significant			
Trust - Pi	unsignficant			

Source : Primary Data, 2023

Based on the description of table 1, it shows that *trustworthiness* has a positive impact on *purchase intention*. "Trust has a positive effect on purchase intention" trust issues should also be an indispensable element for companies (Karakurt, 2021). While (AlFarraj et al., 2021) shows Trustworthiness with purchase intention There is no significant relationship between trust and purchase intention. Consumers or followers do not necessarily have a purchase intention if they do not have good trust. (Sokolova & Kefi, 2020) showing Physical attractiveness with psr (physical attraction → para-social interaction) was rejected for all cases in both tests mainly because the statistical results were not significant. On the *Trustworthiness* variable (Ngo et al., 2020) shows that only system trust has a positive direct effect on brand trust.

Effect of Trustworthiness on Purchase Intention. This study reveals the influence of trust positively influences consumer attitudes towards advertisements and brands on the purchase intention of cosmetic products (Chekima et al., 2020). Trust in an influencer makes followers believe that they will benefit from their relationship with the influencer. As a result, customers seek to engage with the influencer and plan to buy the product that has been recommended (Ao et al., 2023). Consumer purchase intention is directly influenced by trust (Saima & Khan, 2020). The relationship between influencer marketing on social media and consumer purchase intention, and the role of credibility in mediating this relationship. Has a significant effect on trust and purchase intention (AlFarraj et al., 2021). Research shows that the number of followers has a positive effect on source trust, and purchase intention (Weismueller et al., 2020). The more followers an influencer has, the higher the level of attractiveness and trust felt by consumers

towards the influencer. The conclusion drawn from the studies mentioned above is that Trustworthiness has a positive impact on purchase intention.

H1 : There is an influence of *Trustworthiness* on *Purchase Intention*

Effect of *Parasocial Relationship* on *Purchase Intention*. Research reveals the more prominent role of parasocial relationships in influencing followers' purchase intentions (Farivar et al., 2021). The results of this study also support previous research that parasocial relationships have a positive effect on follower purchases (C. Yuan et al., 2021). (Fazli-Salehi et al., 2022) that parasocial interactions influence followers' purchasing decision making. Parasocial interaction has a significant positive effect on purchase intention (Gomes et al., 2022). The same thing with this study found that parasocial relationships and are positively and significantly related to purchase intention (Lu et al., 2023). The conclusion drawn from the studies mentioned above is that Parasocial relationships have a positive impact on purchase intention.

H2 : There is an influence of *Parasocial Relationship* on *Purchase Intention*.

Effect of *Physical Attractiveness* on *Trustworthiness*. Configuration of physical source appeal acts as a driver of consumer trust in AI influencers (Alboqami, 2023). Consumers who trust AI influencers tend to be more open and responsive to product recommendations provided by AI influencers. Attractiveness has an influence on trust, which leads to a positive effect (Appel et al., 2023). The same thing as this study found in research (Yeh et al., 2020). When having extrinsic physical attractiveness, customers will have a positive influence on trust in the company's brand, which is useful for promoting their business. The effect of physical attractiveness has a positive influence on trust (Soekmawati et al., 2022). Have a significant positive effect of celebrity physical attractiveness and trust on consumer purchase intentions (Onu et al., 2019). The conclusion drawn from the studies mentioned above is that Physical Attractiveness has a positive impact on Trustworthiness.

H3a: There is an influence of *Physical Attractiveness* on *Trustworthiness*

Effect of *Physical Attractiveness* on *Parasocial Relationship*. Physical Attractiveness has a positive influence on Parasocial relationships (W. Li et al., 2023). Endorsers must have physical attractiveness that can make consumers feel like friends, or demonstrate their capacity to assist customers in solving issues (C. Yuan et al., 2023). In research (Aw & Chuah, 2021) the parasocial relationship of followers with social media influencers has a positive influence, indicating that when perceived as physically attractive, consumers prefer to give influencers more time and attention and to interact with them more deeply, thus fostering parasocial relationships. In this study (W. Liu et al., 2023) high attractiveness will have a significant positive effect on positive relationships. The same thing as attractiveness has a significant positive effect on parasocial relationships (Zheng et al., 2022) The conclusion drawn from the studies mentioned above is that if Physical Attractiveness has a positive impact on Parasocial Relationship.

H3b: There is an influence of *Physical Attractiveness* on *Parasocial Relationship*

Effect of Social Attractiveness on Trustworthiness. This research has a positive influence on the social attractiveness and trustworthiness of digital influencers (Pereira et al., 2023). Has a significant positive influence on influencing perceived trust both directly and indirectly through perceived attractiveness, which is highly correlated with trust (Ert & Fleischer, 2020). The same thing is found that in this research study attractiveness has a positive effect on trust in Arabic restaurants (Leung et al., 2022). That social attractiveness is significantly positively related to relationship commitment (Chen et al., 2022). Additionally, attractiveness boosts followers' confidence in marketed material. The direct effect of attractiveness is influential and significant only on trust (von Mettenheim & Wiedmann, 2022). The conclusion drawn from the above-mentioned studies is that Social Attractiveness has a positive impact on Trustworthiness.

H4a: There is an influence of Social Attractiveness on Trustworthiness

Effect of Social Attractiveness on Parasocial Relationship. Influencer marketing research focuses on the attachment of bond-based parasocial relationships and suggests a positive impact of attractiveness on parasocial relationships (Farivar et al., 2022). Social media platforms, celebrity attractiveness have a positive effect on parasocial relationships (Jenn Yang Associate Professor et al., 2022). Attractiveness also has a positive effect on the quality and intensity of parasocial relationships, this study investigates the determinants of parasocial relationships between social media influencers and their followers (S. Yuan & Lou, 2020). YouTuber fitness attributes significantly positively influence parasocial relationships (H. M. Kim et al., 2023). Anchor characteristics have a significant positive influence on consumer behavioral intentions in livestream shopping (Zhu et al., 2021). The conclusion drawn from the above-mentioned studies is that Social Attractiveness has a positive impact on Parasocial Relationships

H4b: There is an influence of Social Attractiveness on Parasocial Relationship

Effect of Trustworthiness on Brand Trust. Trust has a significant positive effect on safe vegetable brands (Ngo et al., 2020). Perceived trust positively influences news media brands (de Oliveira et al., 2022). Trust in branded products (brand trust) has a positive effect (Akram et al., 2023). Trust has a positive effect on travel brand trust (Torres-Moraga & Barra, 2023). The same thing with this study found that trust has an influence on brand trust (Myllylahti & Treadwell, 2022). The conclusion drawn from the studies mentioned above is that Trustworthiness has a positive impact on Brand Trust.

H5: There is an influence of Trustworthiness on Brand Trust

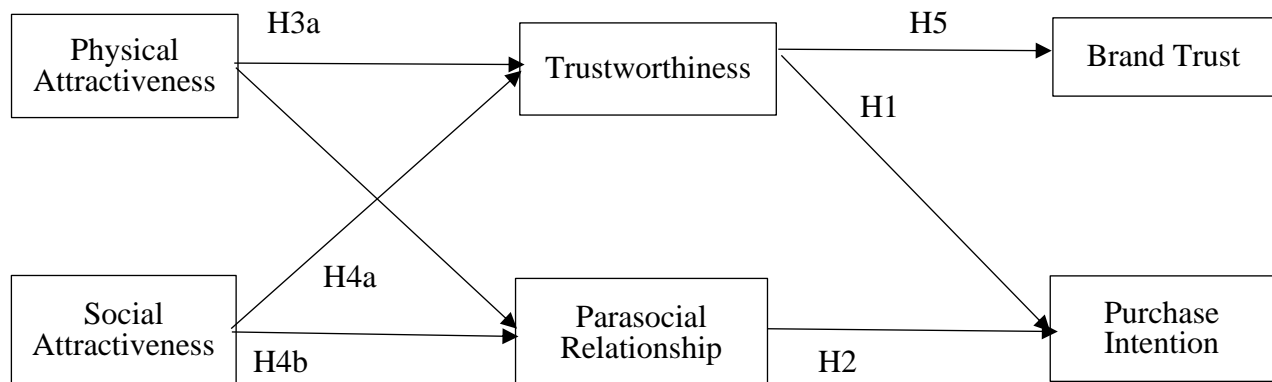


Figure 1. Conceptual Model

Source: Researcher, 2023

2. RESEARCH METHODS

This research uses quantitative research methods, the quantitative approach is also mentioned as an approach to test objective theories by testing the relationship between variables. Creswell said also said quantitative researchers write the form of research questions or hypotheses (Creswell & Creswell, 2022). A research question or hypothesis is a statement formulated to direct research and test the relationship between the variables under study that can be tested statistically.

A population is a collection of connected individuals, occurrences, and items that are intended for scientific study (Sekaran & Bougie, 2020). The population used by researchers is social media users in Indonesia. The sample is a respondent that will be needed by a researcher for research material. The *nonprobability sampling* method used in this study is described as research respondents selected based on availability because it requires large data collection and there is no data base, so it uses purposive sampling technique. Purposive sampling is a sampling strategy that demonstrates a pertinent connection to the data that the investigator needs to gather (Creswell & Creswell, 2022). The reason this study uses *purposive sampling* is to take samples it could demonstrate how the data to be gathered is related. so that later the samples used are more representative of the generation Z sample who uses social media. In the questionnaire that will be distributed later there are several questions and statements that will be filled in by respondents using google form. Social media users and at least 15 years old or included in the generation Z criteria, residing in Java, Yogyakarta, Jakarta. According to (Hair et al., 2019).

In the questionnaire there are scores or points on each answer given in this study using a Likert scale. According to (W.Zikmund, 2016), the Likert scale is a scale that is one of the characteristics in measuring respondents who show their attitudes or opinions towards research objects Structural equation modeling (SEM) was used as a research analysis tool with the help of the IBM SPSS 27 and AMOS 24 programs.

3. RESULTS & DISCUSSION

Theory of Persuasion. Persuasion theory suggests methods to improve educational communication. Power and attractiveness are source variables that can enhance persuasion (Raisch, n.d.). Although ELM tends to explain general attitude and behavior change through persuasion, TPM emphasizes achieving awareness as a state of mind for persuasion (Yu et al., 2023). Theoretical approaches to explain motivational impact have largely focused on the dual-process persuasion model of the Elaboration Likelihood Model (ELM)(Taylor et al., 2020).

Trustworthiness. Trustworthiness is an important ingredient in long-term buyer-seller relationships that reflects the willingness to rely on exchange partners (Sampet et al., 2023). A more refined definition of trust is "a consumer's perception of the honesty, integrity, and trustworthiness of an endorser"(Punjani & Kumar, 2021). Influencers make followers believe that they will benefit from their relationship with the influencer(Ao et al., 2023). Reputation can be gained from an influencer's expert qualifications within their area of specialization and consumers' trust in them (Wiedmann & von Mettenheim, 2020). Trust can change their perception of the product or service that has been reviewed on social media. Increasing trust can be done by connecting with followers by communicating through posts uploaded on social media.

Purchase Intention. Buying intentions can describe predictable consumer actions in purchasing in future decision making (Marsasi & Yuanita, 2023). Buying intentions are integral to consumer motivation and decisions for specific product brand choices (Bhattacharya et al., 2022).Determining the factors that influence customer purchase intentions is the first step for companies to establish long-term relationships with consumers (Pang & Wang, 2023). One of the factors that encourage consumers to buy goods and services is Purchase Intention (Ramadhanti & Marsasi,2023). Social media can influence purchase intention, through influencers who recommend or review products or services. Social media can influence purchase intention because audiences can seek information about products or services.

Parasocial Relationship. Parasocial relationships refer to intimate relationships between actors and audiences (C. L. Yuan et al., 2021). Parasocial relationships are relationships formed between individuals engaged in one-way interactions, such as between employees and their social media followers (Venciute et al., 2023). Parasocial relationships are defined as "interactions between mass media users and human representations that appear in the media (e.g. actors and celebrities) that give birth to a form of relationship, giving rise to user responses similar to those of typical social relationships (Koay et al., 2023). Posts that promote perceptions of intimacy, parasocial relationships were shown to have a direct and positive effect on intention to adopt recommendations (Conde & Casais, 2023).Social media can establish an interaction relationship with its followers and can exchange information with each other by replying to posts that are uploaded, this *parasocial relationship* can help to promote a product or service on social media.

Physical Attractiveness. Online reviews can be positive or negative in valence, and therefore. Several studies have shown that physical attractiveness acts as a heuristic cue in product assessment (Ozanne et al., 2019). Physically attractive endorsers not only increase the endorser's favorability but also product evaluation and opinion agreement (D. Y. Kim & Kim, 2023). According to lay theory, when the physical attractiveness of a host is too high, consumers tend to assume that the profile photo is too attractive, thus instinctively perceiving the host as untrustworthy (Y. Li et al., 2022). Physical attractiveness seems to play an important role in objectification on social media (Sokolova et al., 2022). Physical attractiveness on social media is an important influence in promoting a product or service by attracting attention because an attractive influencer when promoting a product or service can change the audience's perception by having an attractive physical attraction that can increase followers.

Social Attractiveness. Vloggers' social attractiveness motivates viewers' responses, positively influences the credibility of the blogger (vlogger), which in turn motivates consumers' social attractiveness and self-disclosure is an important precursor and collectively influences the relationship between viewers and vloggers (Chen et al., 2022). Social attractiveness is an important element in interpersonal communication (Le & Hancer, 2021). People with high social attractiveness can be famous athletes, celebrities, or vloggers with a high following (M. Kim, 2022). Social attractiveness can be said to be the extent to which a person has the ability to influence the state of mind of others and be socially accepted and approved by society (Serman & Sims, n.d.). Social attractiveness on social media can be a factor in the attractiveness of an influencer in promoting a product or service. Social attractiveness is a factor that can influence followers to believe in the information/argument that has been conveyed and can change the perception of followers on social media.

Brand Trust. Brand trust in social media environments as the audience's expectation of a reliable media product in an environment of limited risk (Zhang et al., 2022). The brand provides detailed information to consumers about the organic food menu, the perception of transparency is expected to increase trust in the restaurant brand (Konuk, 2023). Brand trust is an important construct, especially when it comes to purchase intentions (Han et al., 2023). Trust is positively and significantly influenced by the quality of information maintaining the quality of information is also the most crucial element in winning over customers' trust (Farhan & Marsasi, 2023). Brand trust in today's social media is important because it can make the audience more trusting and reliable as the attraction of followers on social media. Influencers on social media need brand trust in their promotions because it will be easier to convince followers or consumers of the brand.

Table 2. Validity Test Results

Variables	Indicator	Pearson correlation
Trustworthiness	TW1: I trust the advice of endorsers/influencers on social media	.748**
	TW2: I don't trust endorsers/influencers with product/service information.	.719**
	TW3: I find the endorser's/influencer's reviews trustworthy	.762**
	TW6: I do not believe endorsers/influencers provide honest information	.733**
Purchase Intention	PI1: I am interested in buying after watching this social media promotion.	.674**
	PI5: I will not intend to buy after watching a promotion on social media	.645**
	PI6: I will intend to buy a product/service after being recommended by an endorser/influencer.	.775**
	PI7: I will buy products recommended by endorsers/influencers on this social media.	.746**
Parasocial Relationship	PSR2: I think the endorser/influencer understands the information about the product/service	.673**
	PSR3: I think using endorsers/influencers on social networking is a useful tool for keeping in touch with customers.	.684**
	PSR5: I am helped by endorsers/influencers who show enthusiasm for using the product/service on social media.	.731**
	PSR6: I can judge products after watching promotions by endorsers/influencers on social media.	.665**
Physical Attractiveness	PA2: I feel that endorsers/influencers look attractive when reviewing products/services.	.686**
	PA5: I consider that my feelings have nothing to do with the endorser's/influencer's body appearance on social media.	.739**
	PA6: I consider endorsers/influencers who promote on social media to be physically attractive.	.668**
	PA7: I feel that endorsers/influencers on social media are attention-grabbing enough	.665**
Social Attractiveness	SA1: I want to interact with endorsers/influencers on social media.	.764**
	SA2: I think endorsers/influencers are not right if they are used as friends.	.766**
	SA5: This endorser/Influencer and I share similar thoughts and ideas.	.734**
	SA6: I do not get enough information about the function of the product/service from the endorser/influencer.	.694**
Brand Trust	SA7: I want to interact about product/service information with endorsers/influencers on social media	.712**
	BT4: I trust endorsers/influencers who review products and respond to their followers on social media.	.614**
	BT6: I believe the information on social media is promising about the product/service being reviewed.	.761**
	BT7: I think information on social media is less honest about product/service information	.729**

Source : Primary Data, 2023

Based on table 2, it explains that the validity test results are all valid because the pearson correlation value is above 0.5, so there are no indicators that must be dropped during further testing so that the indicators are still intact with a total of 39 items.

Table 3. Reability Test Results

No.	Variable	Cronbach's Alpha	Description
1	Trustworthiness (TW)	.796	Reliable
2	Purchase Intention (PI)	.764	Reliable
3	Parasocial Relationship (PSR)	.720	Reliable
4	Physical Attractiveness (PA)	.741	Reliable
5	Social Attractiveness (SA)	.815	Reliable
6	Brand Trust (BT)	.732	Reliable

Source : Primary Data, 2023

The validity test results in table 3 show that the reliability test on 225 respondents Cronbach's Alpha value for each variable the result is that the variables Trustworthiness, Purchase Intention, Parasocial Relationship, Physical Attractiveness, Social Attractiveness, and Brand Trust have a Cronbach alpha value of more than 0.70, so that this research variable can be considered reliable. To test at the next stage, all indicators can be used.

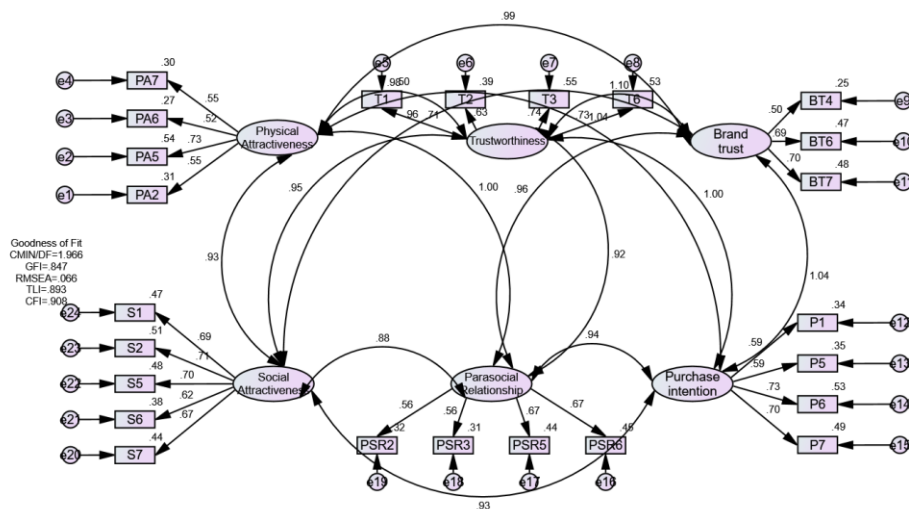


Figure 2. Measurement Model Testing CFA

Source : Primary Data, 2023

Figure 2 Measurement model testing is carried out using AMOS 24 data processing software. At this measurement stage using CFA (*Confirmatory Factor Analysis*) is by connecting all variables with two-way curved arrow lines (Hair et al., 2019)

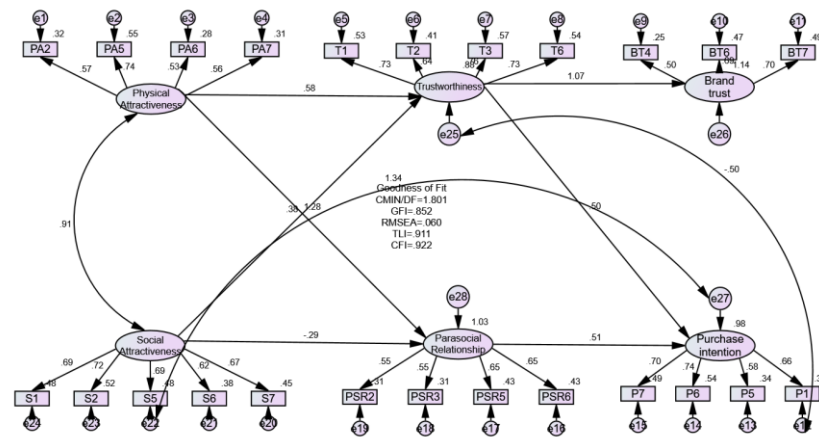


Figure 3. Modifications Model

Source : Primary Data, 2023

Figure 3 Modifications are made to identify possible incompatible findings that may appear in the study. Modifications are made by looking at the value of the modification index which can undermine some previously proposed theories (Hair et al., 2019). Modification can be accessed through AMOS output by looking at the *variance* section and selecting the modification index (MI) that has the highest value, then connecting it to the selected error correlation with a 2-way curved arrow.

Table 4. GoF test

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF < 3.0	1,801	Good Fit
2	RMSEA	RMSEA < 0.08	0,060	Good Fit
3	GFI	GFI 0.8 - 0.9	0,852	Marginal Fit
4	TLI	TLI 0.8 - 0.9	0,911	Good Fit
5	CFI	CFI 0.8 - 0.9	0,922	Good fit

Source : Primary Data, 2023

Table 4 shows the results of the goodness of fit test, that the structural model CMIN / DF is 1.801, meaning that the structural model can be said to be a *good fit* because the results are ≤ 3.00 . RMSEA in the structural model is 0.060, meaning that the structural model can be said to be a *good fit* because the RMSEA results < 0.08 . GFI is 0.852, meaning that the structural model can be said to be *marginal fit* because the GFI results have a value above 0.8. TLI is 0.911, meaning that the structural model can be said to be a *good fit* because the TLI result has a value above 0.9. this research. CFI is 0.922, meaning that the structural model can be said to be a *good fit* because the CFI result has a value above 0.9. The test results above show that the value of each index is considered to meet the suitability standards, so that the model used can be accepted.

Table 5. Results of Hypothesis Testing After Modification

Hypothesis	Path	Std. Estimate	C.R.	P	Standard reg	Ket.
H1 (+)	TW-PI	0,429	2,245	0,025	0,497	H1 Supported
H2 (+)	PSR-PI	0,549	2,373	0,018	0,513	H2 Supported
H3a (+)	PA-TW	0,763	3,310	***	0,577	H3a Supported
H3b (+)	PA-PSR	1,363	2,941	0,003	1,277	H3b Supported
H4a (+)	SA-TW	0,399	2,331	0,020	0,383	H4a Supported
H4b (-)	SA- PSR	0,247	-0,724	0,469	-0,293	H4b Not Supported
H5 (+)	TW-BT	0,676	7,702	***	1,068	H5 Supported

Source : Primary Data, 2023

Table 5 explains the results of hypothesis testing after modification, namely 1 hypothesis out of 5 hypotheses that are not supported because it has a P value of more than 0.05. Making modifications to this structural model shows better results. The hypothesis results in table 5 are only H4b which has a negative insignificant effect while H1, H2, H3a, H4a, H4b, H5 have a significant positive effect.

Trustworthiness on purchase intention (H1) has a P value of 0.025, a C.R value of 2.245 and an estimate value of 0.429, which means that trustworthiness on purchase intention has a positive significant relationship. This supports previous research, this study reveals that trustworthiness positively influences consumer attitudes towards advertisements and brands on the purchase intention of cosmetic products (Chekima et al., 2020). The same thing with this study found that consumer purchase intention is directly influenced by trust is an important factor influencing their intention to buy (Saima & Khan, 2020) Shows source trust, has a positive effect on purchase intention (Weismueller et al., 2020). By watching promotions on social media, consumers will believe in the product/service recommendations promoted by influencers/endorsers. This trust will change consumer thinking into buying intentions for the recommended product/service.

Parasocial Relationship on purchase intention (H2) has a P value of 0.018, a C.R value of 2.373 and an estimate value of 0.549, which means that trustworthiness on purchase intention has a positive significant relationship. This supports this research which reveals that parasocial relationships build significance and positively influence followers' purchase intentions. The study revealed that the role of parasocial relationships is more prominent in influencing followers' buying intentions (Farivar et al., 2021) . The results of this study also support previous research that parasocial relationships have a positive effect on follower purchases (C. Yuan et al., 2021). The same thing with this study found that parasocial relationships and are positively and sig-

nificantly related to purchase intentions (Lu et al., 2023). Establishing an interaction relationship with influencers / endorsers on social media will indirectly exchange product / service recommendations with this will change consumer thinking into buying intentions for the recommended product / service.

Physical Attractiveness on Trustworthiness (H3a) has a P value of 0.001, a C.R value of 3.310 and an estimate value of 0.763, which means that physical attractiveness on trustworthiness has a positive significant relationship. This supports the previous results that this study was designed to understand the effect of physical attractiveness on trustworthiness. (Soekmawati et al., 2022). This study shows that celebrity physical attractiveness and trustworthiness significantly affect consumer purchase intentions (Onu et al., 2019) . The same thing as this study found that in research (Yeh et al., 2020) .When having extrinsic physical attractiveness customers will have a positive influence on trust which is useful for promoting their business. Having physical attractiveness is a characteristic of influencers / endorsers in promotions on social media will indirectly influence and believe in the promotion of products / services with this will change consumer thinking about the products / services recommended.

Physical Attractiveness on Parasocial Relationship (H3b) has a P value of 0.003, a C.R value of 2.941 and an estimate value of 1.363, which means that physical attractiveness on parasocial relationships has a positive significant relationship. This supports previous research, the results of which found support for a positive relationship between physical attractiveness and PSR. For this reason, endorsers must have physical attractiveness that can make consumers feel like friends, or show their ability to help consumers solve problems (C. Yuan et al., 2023). Research on followers' parasocial relationships with social media influencers provides a positive influence showing that when perceived as physically attractive, consumers tend to devote more attention and engage more intensively with influencers, thus fostering parasocial relationships (Aw & Chuah, 2021). The same thing as this study found that in research attractiveness has a significant positive effect on parasocial relationships (Zheng et al., 2022). Physical attractiveness can influence consumers' perceptions of endorsers and build parasocial relationships between them. Consumers tend to feel attracted and connected to endorsers who have attractive physical attractiveness, and this can affect their perception of the brand or product represented by the endorser.

Social Attractiveness on Trustworthiness (H4a) has a P value of 0.020, a C.R value of 2.331 and an estimate value of 0.399, which means that social attractiveness on Trustworthiness has a positive significant relationship. This supports previous research in this study (Pereira et al., 2023) This study has a positive influence on the social attractiveness and trustworthiness of digital influencers. The results of this study also support previous research (Ert & Fleischer, 2020)This study has a significant positive effect on influencing perceptions of trust both directly and indirectly through perceived attractiveness, which is highly correlated with trust. The same thing with this study found that in this research study attractiveness has a positive effect on trust in Arabic restaurants (Leung et al., 2022).Social attractiveness can be interpreted as the influencer's ability to build relationships with followers through social interactions, while perceived

trustworthiness can be interpreted as consumers' perception of the influencer's authenticity and integrity.

Social Attractiveness on Parasocial Relationship (H5) has a P value of 0.469, a C.R value of -0.724 and an estimate value of 0.247 which means that social attractiveness on parasocial relationships has a negative insignificant relationship. This supports this study that the impact of attractiveness on parasocial relationships has an insignificant effect (Aw et al., 2023) The results of this study also support previous research that social attractiveness is proven to have no impact on PSI in this study (Purnamaningsih & Rizkalla, 2020). The negative effect of the relationship between social attractiveness and parasocial relationships can be seen from social media users, the current world of social media may not be able to influence relationships or parasocial relationships on social media, social attractiveness has not been able to create parasocial relationships in promotion.

Brand Trust on Trustworthiness (H5) has a P value of 0.001, a C.R value of 7.702 and an estimate value of 0.676, which means that brand trust on trustworthiness has a positive significant relationship. This supports previous research this study has an effect of trust on brand trustworthiness (Myllylahti & Treadwell, 2022). The results of this study also support previous research, this study argues that perceived trustworthiness has a positive effect on news media brands (de Oliveira et al., 2022). The same thing with this study found that in this study that trust in branded products (brand trust) has a positive effect on brand trust (Akram et al., 2023). Trust in social media through accurate, trustworthy and relevant content, as well as through responsive interactions with consumers, can help build strong brand trust.

4. CONCLUSION & SUGGESTION

Trust will be gained when consumers watch influencer/endorser promotional content on social media. Through promotional content on social media, consumers will trust the product or service recommendations promoted by influencers or endorsers. This causes consumers to choose social media as a place where they look for product/service recommendations and causes that trust about promotions on social media has an influence on brand trust appropriate, trustworthy and relevant promotional content, can help build trust in social media platforms and strengthen brand trust and cause that trust about promotions on social media has an influence on purchase intentions.

The addition of research subjects may be able to use the percentage of the largest social media users in Indonesia, for example, generation Y and X are generations that have the largest number of social media or internet users in Indonesia. The research object used can be replaced with other social media which is the highest user trend, such as Twitter which is currently always crowded about product/service recommendations and is widely used by people.

The theory of *persuasion* has the ability to change a person's beliefs and mindset through the use of arguments. Future researchers can change with *similarity attraction theory*, which is a theory that provides an explanation of the relationship between the suitability of self-efficacy and parasocial relationships. Similarity and attraction theory plays a role in shaping content and promotion strategies on social media by emphasizing the importance of finding, highlighting and building similarities or linkages between brands, influencers and their audiences. Similarity and attractiveness theories have significant relevance in the context of social media promotion. The researcher also suggested about the development of the model to add *credibility* variables that can be connected to parasocial relationships and purchase intentions. This variable is one of the other factors that influence purchase intention in social media promotions. *Credibility* can influence choosing promotional content to view, or ignore, on social media due to the impact of the influencer's credibility and the para-social interactions the influencer can generate on their followers' intention to make a purchase intention. Followers may purchase the product because the influencer is perceived as reliable.

Based on the research, it can be seen that trust is an important factor in purchase intention, it is very important for companies to pay attention to. Adding features so that the performance of the social media platform page can meet user expectations, with features that make it easier for users to find the products/services they need with detailed information on these products/services. Using well-known influencers to increase consumer confidence can choose Rans entertainment to become an influencer on the Youtube platform because Rans entertainment has a high influence to recommend products / services has followers, a large audience and has fans throughout Indonesia, this can help in influencing trust and brand trust on purchase intentions. Tasya Farasya can become an influencer on the Instagram platform with a large number of followers and has her own characteristics in her promotional content. Fujianti Utami or commonly known as fuji as an influencer on Tiktok which until now she has always been in the spotlight because she has a fanatical and loyal audience of millions. Using these influencers can make physical attractiveness, social attractiveness and trust maintained so that users can feel brand trust in the platform. Consumers who choose their preferred social media as a form of trust, then companies need to maintain that trust and also innovate. Innovations that can be created such as adapting to technological developments improve, improve the way social media performs. This aims to maintain brand trust and trust in consumer purchase intentions on social media promotions.

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