

ABSTRACT

This study aims to examine how attitude homophily and social attractiveness influence purchase intention, with parasocial relationship as a mediating variable in the context of the local fashion brand Erigo. This research highlights the role of attitude similarity and social attractiveness of an influencer in building a parasocial attachment, which subsequently drives consumers' purchase intention toward the promoted product.

The respondents in this study are individuals who follow influencer Oza Rangkuti and have an interest in Erigo products. The sampling technique used is purposive sampling, while data collection was conducted through an online survey using Google Forms. Data analysis was performed using Smart-PLS 4.1.0.9 software. The results indicate that attitude homophily and social attractiveness have a positive effect on parasocial relationship. Furthermore, parasocial relationship is proven to be a mediating variable that strengthens the relationship between the independent variables and purchase intention.

Keywords: *Attitude Homophily, Social Attractiveness, Parasocial Relationship, Purchase Intention, Influencer Marketing.*