

ABSTRAK

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Judul : Peran *Influencer Unboxing Gadgetin* Pada Platform *Youtube* Terhadap *Purchase Intentions* Di Mediasi Oleh *Parasocial Interaction*

Fenomena *unboxing* video di platform *YouTube* telah berkembang menjadi strategi pemasaran digital yang efektif dalam membentuk persepsi dan niat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh motivasi menonton video *unboxing* meliputi *pass time*, *entertainment*, dan *information seeking* terhadap *purchase intention* yang dimediasi oleh *parasocial interaction* pada kanal *GadgetIn*. Data dikumpulkan melalui survei *online* terhadap 159 responden yang merupakan penonton aktif kanal *GadgetIn* yang diseleksi menggunakan *purposive sampling* dan dianalisis menggunakan pendekatan kuantitatif dengan metode PLS-SEM Modeling dengan alat analisis *SmartPLS 4*. Hasil penelitian menunjukkan bahwa *information seeking* dan *entertainment* berpengaruh positif signifikan terhadap terbentuknya *parasocial interaction*, sementara *pass time* tidak menunjukkan pengaruh signifikan. Selanjutnya, *parasocial interaction* berpengaruh signifikan terhadap *purchase intention* serta memediasi hubungan antara *information seeking* dan *entertainment* terhadap *purchase intention*. Namun, hubungan mediasi antara *pass time* dan *purchase intention* tidak signifikan. Temuan ini menunjukkan bahwa hubungan para-sosial antara penonton dan *influencer* dapat memperkuat niat membeli produk yang diulas. Penelitian ini memberikan kontribusi dalam literatur pemasaran digital serta dapat menjadi referensi strategis bagi *influencer* dan pelaku bisnis dalam membangun komunikasi efektif dengan *audiens*.

Kata kunci : *Unboxing, unboxer, YouTube, pass time, entertainment, information seeking, parasocial interaction, purchase intention, GadgetIn*

ABSTRACT

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Title : *The Role of GadgetIn's Unboxing Influencer on YouTube in Influencing Purchase Intentions Mediated by Parasocial Interaction*

The phenomenon of unboxing videos on the YouTube platform has evolved into an effective digital marketing strategy for shaping consumer perceptions and purchase intentions. This study aims to analyze the influence of viewing motivations, namely pass time, entertainment, and information seeking on the development of parasocial interaction behavior with the GadgetIn channel, as well as its impact on purchase intention.. Data were collected through an online survey involving 159 respondents who are active viewers of the GadgetIn channel, selected using purposive sampling. The data were analyzed using a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, employing SmartPLS 4 as the analytical tool. The results reveal that information seeking and entertainment significantly and positively influence the formation of parasocial interaction, while pass time does not exhibit a significant effect. Furthermore, parasocial interaction significantly affects purchase intention and mediates the relationships between both information seeking and entertainment with purchase intention. However, the mediating effect between pass time and purchase intention was found to be insignificant. These findings underscore the role of parasocial relationships between viewers and influencers in enhancing consumers' purchase intentions toward reviewed products. This study contributes to the digital marketing literature and offers strategic insights for influencers and marketers aiming to build effective communication with their audiences.

Keywords : *Unboxing, unboxer, YouTube, pass time, entertainment, information seeking, parasocial interaction, purchase intention, GadgetIn*