

ABSTRAK

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Program Studi : Magister Ilmu Manajemen
Judul : Pengaruh *Perceived Authenticity, Narrative Appeal, Interactivity Cues* terhadap *Impulse Buying* pada Platform Media Sosial dengan *Parasocial Interaction* sebagai variabel mediasi

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived authenticity, narrative appeal*, dan *interactivity cues* terhadap *impulse buying* dengan *parasocial interaction* sebagai variabel mediasi pada audiens pengguna media sosial yang mengikuti konten kreator. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*. Jumlah sampel penelitian sebanyak 300 responden pengguna media sosial yang mengikuti konten kreator dalam aktivitas promosi produk. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *interactivity cues* berpengaruh signifikan terhadap *parasocial interaction*, sedangkan *perceived authenticity* dan *narrative appeal* tidak berpengaruh signifikan. Selain itu, *parasocial interaction, perceived authenticity*, dan *interactivity cues* berpengaruh signifikan terhadap *impulse buying*, sementara *narrative appeal* tidak berpengaruh signifikan. Hasil penelitian juga menunjukkan bahwa *parasocial interaction* memediasi secara parsial pengaruh *interactivity cues* terhadap *impulse buying*, namun tidak memediasi pengaruh *perceived authenticity* maupun *narrative appeal*. Temuan ini mengindikasikan bahwa interaktivitas konten kreator berperan penting dalam membentuk hubungan parasosial dan mendorong perilaku pembelian impulsif audiens di media sosial.

Kata Kunci: *Perceived Authenticity, Narrative Appeal, Interactivity Cues, Parasocial Interaction, Impulse Buying*

ABSTRACT

Name : M Dedy Rendra S
Study Program : Master of Sains Management
Tittle : *The Influence of Perceived Authenticity, Narrative Appeal, and Interactivity Cues on Impulse Buying in Social Media Platforms with Parasocial Interaction as a Mediating Variable*

This study aims to analyze the influence of perceived authenticity, narrative appeal, and interactivity cues on impulse buying, with parasocial interaction serving as a mediating variable among social media users who follow content creators. This study employed a quantitative approach using a purposive sampling technique. The sample consisted of 300 respondents who are social media users following content creators involved in product promotions. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4.0 software. The results indicate that interactivity cues have a significant effect on parasocial interaction, whereas perceived authenticity and narrative appeal do not have significant effects. Furthermore, parasocial interaction, perceived authenticity, and interactivity cues significantly influence impulse buying, while narrative appeal shows no significant effect. The findings also reveal that parasocial interaction partially mediates the relationship between interactivity cues and impulse buying, but does not mediate the effects of perceived authenticity or narrative appeal. These findings suggest that content creator interactivity plays an important role in developing parasocial relationships and encouraging impulsive buying behavior among social media audiences.

Keywords: *Perceived Authenticity, Narrative Appeal, Interactivity Cues, Parasocial Interaction, Impulse Buying*