DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v7i2.6713
https://creativecommons.org/licenses/by/4.0/
Received: 12 April 2026 | **Revised:** 26 April 2026 | **Accepted:** 12 May 2026

The Influencer of Authenticity Attributes and Celebrity Congruence on Purchase Intention: The Mediating Role of Parasocial Relationship

Aisya Tsuraya[1*], Erlita Ridanasti[2]
[1]Universitas Islam Indonesia, Daerah Istimewa Yogyakarta, Indonesia, aisyats03@gmail.com
[2]Universitas Islam Indonesia, Daerah Istimewa Yogyakarta, Indonesia, erlita.ridanasti@uii.ac.id

*Corresponding Author: aisyats03@gmail.com[1]

Abstract: This study examines the influence of authenticity attributes and celebrity congruence on purchase intention through parasocial relationship. The purpose of this research is to understand how influencer characteristics and perceived congruence shape emotional attachment and influence consumer purchase intention in the context of self-branding. This study adopts a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. Data were collected through an online questionnaire from 299 respondents who follow Sashfir and have been exposed to Lafiye promotional content. The findings indicate that expertise, truthful endorsement, and uniqueness have a positive and significant effect on purchase intention, while sincerity and visibility do not show significant effects. Celebrity congruence has a positive and significant effect on purchase intention. Furthermore, authenticity attributes and celebrity congruence significantly influence parasocial relationship, which in turn significantly affects purchase intention. These findings highlight the importance of emotional bonds between influencers and audiences in driving consumer behavior.

Keywords: Influencer marketing, authenticity attributes, celebrity congruence, parasocial relationship, purchase intention.

INTRODUCTION

The rapid development of social media has significantly transformed how consumers access information and make purchasing decisions. Social media platforms allow users to interact with various content creators, including influencers who actively share product-related information. As a result, influencer marketing has become an important strategy for companies to reach and engage consumers in the digital era.

The effectiveness of influencer marketing is not solely determined by the popularity of the influencer, but also by their perceived characteristics, particularly authenticity attributes. Authenticity reflects how genuine and credible an influencer is perceived by their audience, which can be represented through dimensions such as expertise, sincerity, truthful

endorsement, uniqueness, and visibility (Agnihotri et al., 2023). When influencers are perceived as authentic, audiences are more likely to trust the information they provide, which can lead to higher purchase intention (Kim & Song 2020).

In addition, celebrity congruence plays a crucial role in shaping consumer responses. Congruence refers to the degree of fit between the influencer and the promoted brand. A higher level of congruence enhances message credibility and positively influences consumer evaluation of the product (Belanche et al. 2021).

However, the influence of authenticity and congruence is not always direct. In the context of social media, parasocial relationship becomes an important psychological mechanism. Parasocial relationship refers to a one-sided emotional connection between audiences and influencers, where audiences feel personally connected despite limited real interaction (Su et al. 2021). This emotional attachment can strengthen trust and increase the likelihood of purchase.

Although influencer marketing has been widely studied, limited research explains the psychological mechanism linking authenticity attributes and celebrity congruence to purchase intention, particularly in the context of self-branding. Therefore, this study aims to examine the influence of authenticity attributes and celebrity congruence on purchase intention with parasocial relationship as a mediating variable.

Therefore, this study seeks to address several research questions related to influencer marketing effectiveness. Specifically, this study examines whether authenticity attributes influence parasocial relationship and purchase intention, whether celebrity congruence affects parasocial relationship and purchase intention, and whether parasocial relationship influences purchase intention.

By answering these questions, this study aims to provide a clearer understanding of the mechanisms through which influencer characteristics shape emotional attachment and ultimately influence consumer purchase intention in the context of social media marketing. The conceptual framework developed in this research is presented below.

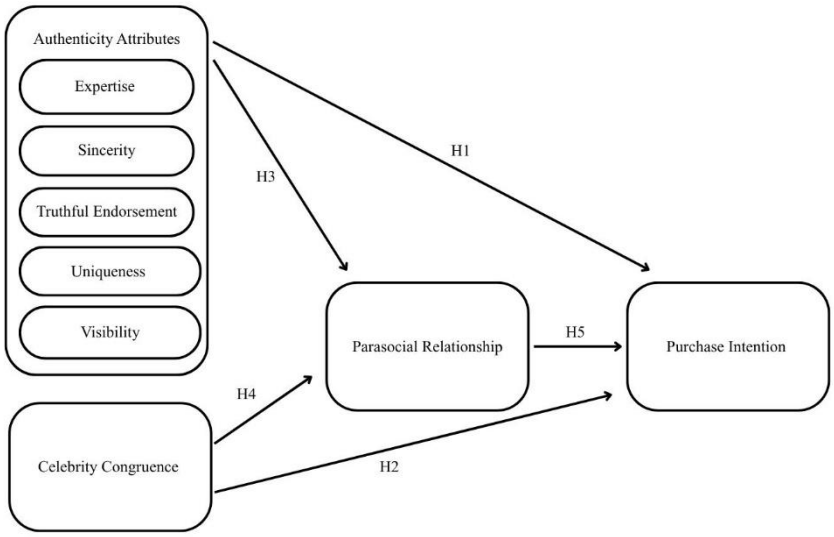


Figure 1. Conceptual Framework

METHODS

Research Design

This study employs a quantitative research approach to examine the factors influencing consumer purchase intention in the context of influencer marketing. The research is designed

to analyze causal relationships between several variables, namely authenticity attributes, celebrity congruence, parasocial relationship, and purchase intention through hypothesis testing. The quantitative approach enables the researcher to statistically analyze the relationships among variables and test the proposed research model. The data used in this study are primary data collected directly from respondents through an online questionnaire. This approach allows the researcher to capture respondents' perceptions regarding influencer characteristics and their impact on purchase intention in a structured and measurable manner.

Population and Sample

The population of this study consists of social media users in Indonesia who follow the influencer Sashfir and have been exposed to Lafiye promotional content. Sashfir is used as the contextual reference as she represents a self-brand influencer relevant to this study. The sampling technique used is non-probability sampling, specifically convenience sampling, which selects respondents based on accessibility and willingness to participate (Sekaran & Bougie, 2016) . The questionnaire was distributed online through digital platforms such as WhatsApp and Instagram. The total sample size in this study is 299 respondents. This number meets the minimum requirement for Structural Equation Modeling (SEM), which suggests that the sample size should be at least five to ten times the number of indicators used in the research model (Hair et al., 2019).

Research Instrument and Data Collection

Data were collected using an online questionnaire designed to measure the constructs included in the research model. The questionnaire consists of several indicators representing authenticity attributes, celebrity congruence, parasocial relationship, and purchase intention.

Authenticity attributes were measured through five dimensions: expertise, sincerity, truthful endorsement, uniqueness, and visibility (Agnihotri et al. 2023). Celebrity congruence reflects the perceived fit between the influencer and the promoted brand (Belanche et al. 2021). Parasocial relationship refers to the emotional connection between audiences and influencers (Su et al. 2021), while purchase intention represents the likelihood of consumers purchasing the promoted product (Sokolova & Kefi 2020). All items were measured using a six-point Likert scale ranging from strongly disagree (1) to strongly agree (6), which helps reduce neutral responses and improve data accuracy (Hair et al. 2019).

Data Analysis

The data analysis in this study consisted of descriptive analysis and statistical analysis. Descriptive analysis was conducted to describe the characteristics of respondents and to provide an overview of responses for each variable in the study without making generalizations (Ghozali, 2013). Meanwhile, statistical analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0. PLS-SEM was chosen because it is suitable for analyzing complex research models involving multiple latent constructs and is widely used in predictive and exploratory research (Hair et al. 2019). The analysis procedure consisted of two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

RESULTS AND DISCUSSION

Results

Profile of Respondents

This section contains data (in brief form), data analysis, and interpretation of the results. Results can be presented in tables or graphs to clarify the results verbally because sometimes

the display of an illustration is more complete and informative than the display in narrative form.

Table1. Demographic of Participants (N=299)

Classification	Items	Quantity	Percentage
Gender	Male	22	7%
	Female	277	93%
Age	17	1	0%
	18-25	272	91%
	26-30	25	8%
	>30	1	0%
Status	Students	6	2%
	College Students	251	84%
	Workers	42	14%

Source: Data Processed (2026)

This section must answer the problems or research hypotheses that have been formulated previously.

Outer Model

The evaluation of the outer model was conducted to assess the validity and reliability of the constructs used in this study. Convergent validity was evaluated through outer loading values and Average Variance Extracted (AVE), while discriminant validity was assessed using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). In addition, reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). The results of the outer model evaluation are presented in the following tables.

Table 2. Outer Loadings and Average Variance Extracted (AVE)

Variable	Indicator	Outer Loadings	AVE
Expertise	EX1	0.747	0.596
	EX2	0.776	
	EX3	0.830	
	EX4	0.731	
Sincerity	SI1	0.814	0.701
	SI2	0.833	
	SI3	0.863	
Truthful Endorsement	TE1	0.744	0.693
	TE2	0.895	
	TE3	0.851	
Uniqueness	UN1	0.760	0.609
	UN2	0.827	
	UN3	0.756	
	UN4	0.777	
Visibility	VI1	0.828	0.665
	VI2	0.857	
	VI3	0.758	
Celebrity Congruence	CC1	0.741	0.681
	CC2	0.904	
	CC3	0.900	
	CC4	0.740	
Parasocial Relationship	PSR1	0.753	0.613
	PSR2	0.831	
	PSR3	0.774	

	PSR4	0.788	
	PSR5	0.835	
	PSR6	0.711	
Purchase Intention	PI1	0.738	0.714
	PI2	0.816	
	PI3	0.935	
	PI4	0.935	
	PI5	0.783	

Source: Data Processed by SmartPLS (2026)

Table 2 presents the outer loading and AVE values for each construct. The results indicate that all indicator loadings exceed the recommended threshold of 0.70 (Hair et al., 2019), indicating that each indicator adequately represents its respective construct. Furthermore, the AVE values for all constructs are above the minimum threshold of 0.50, namely 0.596 for expertise, 0.701 for sincerity, 0.693 for truthful endorsement, 0.609 for uniqueness, 0.665 for visibility, 0.681 for celebrity congruence, and 0.613 for parasocial relationship. These results indicate that all constructs in this study meet the requirement for convergent validity (Fornell & Larcker, 1981).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	CC	EX	PI	PSR	SI	TE	UN	VI
CC								
EX	0.651							
PI	0.530	0.539						
PSR	0.301	0.187	0.480					
SI	0.503	0.711	0.463	0.322				
TE	0.416	0.499	0.586	0.481	0.598			
UN	0.529	0.565	0.553	0.431	0.442	0.662		
VI	0.202	0.155	0.264	0.750	0.304	0.376	0.248	

Source: Data Processed by SmartPLS (2026)

Table 4. Fornell-Larcker Criterion

	CC	EX	PI	PSR	SI	TE	UN	VI
CC	0.825							
EX	0.529	0.772						
PI	0.462	0.452	0.845					
PSR	0.258	0.153	0.427	0.783				
SI	0.409	0.553	0.389	0.273	0.837			
TE	0.335	0.390	0.493	0.397	0.478	0.833		
UN	0.434	0.443	0.465	0.358	0.349	0.516	0.781	
VI	0.157	0.118	0.216	0.608	0.235	0.287	0.192	0.815

Source: Data Processed by SmartPLS (2026)

Based on Tables 3 and 4, all constructs meet the discriminant validity requirements. The HTMT values among constructs are below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others (Henseler et al., 2015). In addition, the square root of the AVE for each construct is higher than its correlation with other constructs, satisfying the Fornell-Larcker Criterion (Fornell & Larcker, 1981). These findings indicate that the measurement model has adequate discriminant validity, as each construct represents a distinct concept within the research model.

Table 5. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (CR)
EX	0.773	0.771
SI	0.787	0.798
TE	0.775	0.781
UN	0.786	0.788
VI	0.746	0.752
CC	0.839	0.841
PSR	0.873	0.874
PI	0.897	0.904

Source: Data Processed by SmartPLS (2026)

Table 5 presents the results of Cronbach's Alpha and Composite Reliability tests. The results indicate that all constructs meet the reliability criteria, as both Cronbach's Alpha and Composite Reliability values exceed the recommended threshold of 0.70 (Hair et al., 2021). These findings suggest that the measurement instruments used in this study demonstrate good internal consistency and reliability.

Inner Model

The inner model is evaluated by examining the collinearity test, R-square (R^2), Q-square (Q^2), and p-values obtained from the bootstrapping procedure. These indicators are used to assess the explanatory power, predictive relevance, and significance of the relationships among the constructs in the research model.

Table 6. Collinearity Test (Variance Inflation Factor)

	CC	EX	PI	PSR	SI	TE	UN	VI
CC			1.539	1.523				
EX			1.834	1.807				
PI								
PSR			1.844					
SI			1.683	1.679				
TE			1.675	1.634				
UN			1.640	1.582				
VI			1.612	1.113				

Source: Data Processed by SmartPLS (2026)

Table 6 shows that all VIF values are below the recommended threshold of 5 (Hair et al., 2021). Most of the values are even below 3, indicating that there is no critical multicollinearity issue among the predictor variables. Therefore, the structural model is considered free from collinearity problems.

Table 7. R-Square (R^2)

Variable	R-Square	R-Square Adjusted
PSR	0.428	0.414
PI	0.458	0.446

Source: Data Processed by SmartPLS (2026)

Table 7 shows that authenticity attributes (expertise, sincerity, truthful endorsement, uniqueness, and visibility) and celebrity congruence explain 42.8% of the variance in parasocial relationship. Meanwhile, authenticity attributes, celebrity congruence, and

parasocial relationship explain 45.8% of the variance in purchase intention. These results indicate that the model has moderate explanatory power in explaining the endogenous constructs.

Table 8. Q-Square (Q^2)

Variabel	Q-Square (Q^2) Predict
PSR	0.422
PI	0.344

Source: Data Processed by SmartPLS (2026)

Based on Table 8, the Q^2 values for all endogenous constructs are greater than zero, indicating that the research model has predictive relevance. In particular, the Q^2 values for parasocial relationship (0.422) and purchase intention (0.344) suggest that the model has good predictive capability.

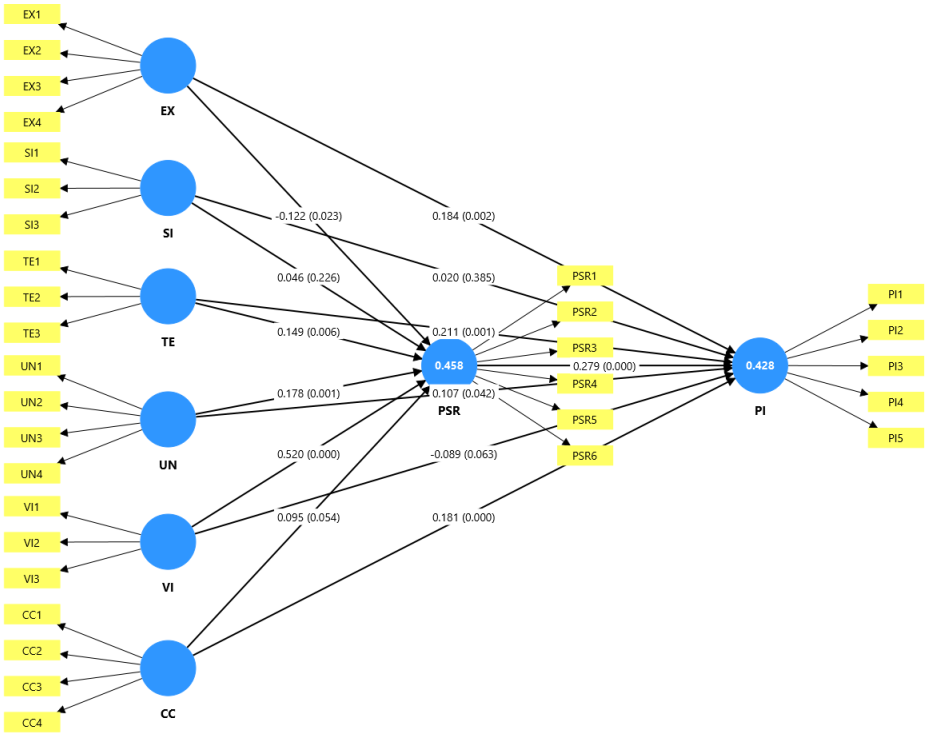
Hypothesis Testing

Hypostesis testing was conducted using the bootstrapping procedure in SmartPLS by examining the beta coefficient (β), T-statistic, and p-value. The hypothesis is considered significant if the T-statistic is greater than 1.65 and the p-value is less than 0.05.

Table 9. Hypothesis Testing

Hypothesis	Original Sample (O)	T-statistics (O/STDEV)	P-value	Conclusion
EX → PI	0.184	2.955	0.002	H1 Rejected
SI → PI	0.020	0.292	0.385	
TE → PI	0.211	3.186	0.001	
UN → PI	0.107	1.729	0.042	
VI → PI	-0.089	1.528	0.063	
CC → PI	0.181	3.302	0.000	H2 Accepted
EX → PSR	-0.122	1.995	0.023	H3 Rejected
SI → PSR	0.046	0.753	0.226	
TE → PSR	0.149	2.516	0.006	
UN → PSR	0.178	2.997	0.001	
VI → PSR	0.520	10.168	0.000	
CC → PSR	0.095	1.607	0.054	H4 Rejected
PSR → PI	0.279	3.990	0.000	H5 Accepted

Source: Data Processed by SmartPLS (2026)



Source: Data Processed by SmartPLS (2026)

Figure 1. Bootstraping Structural Model Testing

The bootstrapping results in Table 9 and Figure 1 indicate that most of the hypothesized relationships are statistically significant. The results show that several dimensions of authenticity attributes, namely expertise, truthful endorsement, and uniqueness, have a positive and significant effect on purchase intention, whereas sincerity and visibility do not show a significant effect. Furthermore, authenticity attributes and celebrity congruence are found to have significant effects on parasocial relationship. In addition, parasocial relationship has a positive and significant effect on purchase intention, indicating that a stronger emotional connection between the audience and the influencer can increase consumers' intention to purchase recommended products. Overall, these findings emphasize the important role of influencer characteristics, particularly authenticity attributes and celebrity congruence, in shaping consumer behavior. Moreover, parasocial relationship plays a crucial mediating role in explaining how these factors influence purchase intention.

Discussion

The Effect of Authenticity Attributes on Purchase Intention

The results show that not all dimensions of authenticity attributes have a significant effect on purchase intention. Specifically, expertise, truthful endorsement, and uniqueness have a positive and significant effect, whereas sincerity and visibility do not show significant effects. This finding suggests that consumers tend to place greater importance on the competence and honesty of influencers when evaluating product recommendations. Influencers who demonstrate expertise and provide truthful endorsements are perceived as more credible, which increases consumer trust and purchase intention (Kim & Song, 2020). On the other hand, sincerity and visibility do not significantly influence purchase intention. This indicates that perceived sincerity and exposure alone are not sufficient to directly drive purchasing decisions, as consumers may require more concrete cues such as knowledge and reliability.

The Effect of Celebrity Congruence on Purchase Intention

The results indicate that celebrity congruence has a positive and significant effect on purchase intention. This finding suggests that the perceived fit between the influencer and the promoted product plays an important role in shaping consumer responses. When consumers perceive a strong alignment between the influencer's image and the brand, the message becomes more credible and persuasive, leading to higher purchase intention (Belanche et al., 2021).

The Effect of Authenticity Attributes on Parasocial Relationship

The findings show that authenticity attributes significantly influence parasocial relationship. This suggests that influencers who are perceived as authentic are more likely to build emotional connections with their audience. Authenticity enhances trust and relatability, which are key factors in developing parasocial relationships (Audrezet et al., 2020). When audiences perceive influencers as genuine, they are more likely to feel emotionally connected despite the lack of direct interaction.

The Effect of Celebrity Congruence on Parasocial Relationship

The results indicate that celebrity congruence does not have a significant effect on parasocial relationship. This finding suggests that the perceived fit between the influencer and the promoted brand is not sufficient to directly influence the emotional connection between the influencer and the audience. This result implies that although congruence can enhance credibility, it does not necessarily lead to the formation of parasocial relationships, which are more strongly influenced by personal and relational characteristics of the influencer (Audrezet et al., 2020; Su et al., 2021).

The Effect of Parasocial Relationship on Purchase Intention

The findings reveal that parasocial relationship has a positive and significant effect on purchase intention. This indicates that emotional attachment between consumers and influencers plays a crucial role in influencing purchasing behavior. Consumers who feel connected to influencers are more likely to trust their recommendations and follow their suggestions, which ultimately increases purchase intention (Sokolova & Kefi, 2020; Su et al., 2021). Overall, this result confirms that parasocial relationship acts as an important psychological mechanism that bridges influencer characteristics and consumer purchase behavior.

CONCLUSION

This study aims to examine the influence of authenticity attributes and celebrity congruence on purchase intention with parasocial relationship as a mediating variable in the context of social media influencer marketing. The findings indicate that authenticity attributes play an important role in shaping consumer responses, although not all dimensions contribute equally. Specifically, expertise, truthful endorsement, and uniqueness are found to significantly influence purchase intention, while sincerity and visibility do not show significant effects. In addition, celebrity congruence is found to have a positive and significant effect on purchase intention, indicating that the perceived fit between the influencer and the promoted brand enhances consumer willingness to purchase. However, celebrity congruence does not significantly influence parasocial relationship, suggesting that emotional attachment between the audience and the influencer is not directly driven by brand–influencer compatibility. Furthermore, the results highlight the important role of parasocial relationship as a mediating variable. Authenticity attributes significantly contribute to the formation of parasocial relationship, which in turn has a positive and significant effect on purchase intention. This

indicates that emotional connection serves as a key mechanism through which influencer characteristics translate into consumer behavioral intention. From a broader perspective, this study contributes to the development of marketing and consumer behavior literature by providing empirical evidence on the role of authenticity attributes, celebrity congruence, and parasocial relationship in influencing purchase intention. The findings suggest that influencer marketing effectiveness is not solely determined by visibility or perceived sincerity, but is more strongly influenced by expertise, honesty, and uniqueness, as well as the ability to build emotional connections with the audience. These insights provide a deeper understanding of how influencer characteristics shape consumer behavior and offer a foundation for future research in digital marketing strategies.

REFERENCES

Agnihotri, D., Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2023). Investigating the impact of authenticity of social media influencers on followers' purchase behavior: mediating analysis of parasocial interaction on Instagram. *Asia Pacific Journal of Marketing and Logistics*, *35*(10), 2377–2394. https://doi.org/10.1108/APJML-07-2022-0598

Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, *117*, 557–569. https://doi.org/10.1016/j.jbusres.2018.07.008

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, *132*, 186–195. https://doi.org/10.1016/J.JBUSRES.2021.03.067

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Ghozali;, I. (2013). *Aplikasi analisis multivariate dengan program IBM SPSS 21: update PLS Regresi*. //lib.stie-yai.ac.id/index.php?p=show_detail&id=5508&keywords=

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Classroom Companion: Business*. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/S11747-014-0403-8

Kim, J. H., & Song, H. (2020). The influence of perceived credibility on purchase intention via competence and authenticity. *International Journal of Hospitality Management*, *90*, 102617. https://doi.org/10.1016/J.IJHM.2020.102617

Sekaran, U. and Bougie, R. (2016) Research Methods for Business A Skill-Building Approach. 7th Edition, Wiley & Sons, West Sussex. - References - Scientific Research Publishing. (n.d.). Retrieved July 31, 2025, from https://www.scirp.org/reference/referencespapers?referenceid=2371540

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, *53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Su, B. C., Wu, L. W., Chang, Y. Y. C., & Hong, R. H. (2021). Influencers on social media as references: Understanding the importance of parasocial relationships. *Sustainability (Switzerland), 13*(19). https://doi.org/10.3390/SU131910919