CHAPTER IV

RESULT AND DISCUSSION

4.1. Description of Research Object

4.1.1 Make Over

PT Paragon Technology and Innovation (PTI) was established by Dra. Hj. Nurhayati Subakat, Apt. in 1985 with the former name of PT Pusaka Tradisi Ibu. The company changed its name to PT Paragon Technology and Innovation in 2011. In the beginning, the company only produced hair care products. As time goes by, PTI started to develop cosmetic products named Wardah in 1995. In 2002-2003, the company started to get into the market.

PT. Paragon Technology and Innovation (PTI) has several popular cosmetic brands in the market, which are Wardah, Make Over, Emina, IX, and Putri (Paragon-innovation.com, 2019). Each brand has a different brand image and target market. For instance, Wardah is known as Halal cosmetic that offers skincare products and make-up products for daily routine. The target market of Wardah is Muslim women who prefer to use halal products, that are related to the belief of Islam religion. Whereas, the other sister brand, Emina is targeting teenagers who are still learning about make-up and beginner in make-up. The products offered by Emina are skincare and make-up products packed in cute and girly packaging (Paragon-innovation, 2019).

This research focuses on one of PTI's brands, which is Make Over. In 2010, PTI launched a cosmetic brand called Make Over during the event of Cosmetic Fair at Taman Anggrek Mall. Make Over is a local cosmetic brand that shows an exclusive and luxurious impression to customers. The luxury image can be seen from the "Black" colour-themed packaging that makes Make Over looks elegant. Accordingly, people often assumed Make Over as international brand instead of a local brand. Even though the image of Make Over is a luxury brand, the price of its products are still affordable. Therefore, Make Over is positioning itself as a premium cosmetic with affordable prices.

Moreover, Make Over has various cosmetic products with various colours including face primer, foundation, cushion foundation, powder, blush contour, concealer, eye shadow palette, eyeliner, mascara, eyebrow, lipstick, lip gloss, lip tint, makeup remover, and brush set. Make Over are wrapped by elegant packaging that is shown in Figure 4.1**.** The variety of the products makes Make Over suitable for daily makeup and professional makeup as well.

Figure 4.1.

Make Over Products

Make Over is known as one of the biggest local cosmetic brands in Indonesia since it has many achievements. Make Over received appreciation from Women's Health Indonesia Choice 2013 for four product categories such as Make Over Liquid Lip Colour, Make Over Lipbalm Lip Nutrition Orange Crush, Make Over Cheek Marbles, and Make Over Ultra Liquid Matt Foundation. In 2018, Make Over joined international event with an Indonesian fashion designer- Tities Sapoetra. Tities Sapoetra presented Indonesian attires in Paris Fashion Show in which the makeup for models' used Make Over products. Hence, Make Over not only wants to be well-known in the country but also globally.

Additionally, Make Over products are sold both offline and online. Customers can buy Make Over directly at Make Over official outlets, department stores, or drug stores. In 2013, Make Over has opened 120 outlets in Indonesia. While for online shopping, customers can buy Make Over through Shopee and Tokopedia. Formerly, the segmentation of Make Over is adult women who have a salary above the minimum wage rate (*Upah Minimum Regional/ UMR*) and customers who are looking for high-quality cosmetics with affordable prices. However, after Make Over get into the online market, the target market was shifting to younger customers or millennial generation.

In prior, to be able to get the target market, Make Over marketed its products in many ways, such as participating in a fashion show (Jakarta Fashion Week) and advertising in TV programs & magazines. However, since social media becomes the new trend, Make Over has shifted its marketing strategy by utilizing social media with the help of beauty influencers and makeup artists. All beauty influencers

and makeup artists are gathered together, participating in the new product launching.

4.1.2. Beauty Influencer (Tasya Farasya)

Make Over is a local beauty brand that collaborates with many beauty influencers to promote their products such as Tasya Farasya, Sarah Ayu, Abel Cantika, Tynakanna Mirdard, Paula Verhoeven, etc. One of the beauty influencers who have been working together with Make Over for a long time is Lulu Farassiya or known as Tasya Farasya. Tasya Farasya is a well-known Indonesian beauty guru who regularly updates new beauty trends through her social media both Instagram and YouTube. Tasya Farasya is popular through her posts and videos of reviewing makeup products on Instagram. Figure 4.2 shows one of Tasya Farasya's Instagram posts when promoting Make Over products. Therefore, this research used Tasya Farasya as a beauty influencer who has experienced using and reviewing Make Over products.

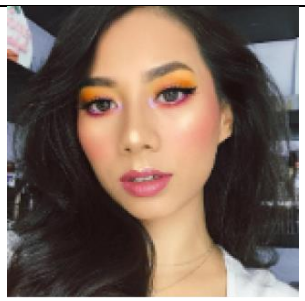
Figure 4.3. Tasya Farasya's Instagram Post

Tasya Farasya has 2,5 million Instagram followers (October 29th, 2019). Tasya Farasya can get more than 140,000 likes per Instagram post. While for each video on Instagram, Tasya Farasya has almost two million viewers. According to Sociabuzz (2019), Tasya Farasya has the highest Instagram engagement rate for 6.3% than the other beauty influencers that are shown in the Table 4.1. Meaning, there is a small gap between Tasya Farasya and her followers. Tasya Farasya is close to her Instagram followers. For instance, Tasya Farasya often asks her followers to help her decision making, replys her followers' comments and messages, and gives some advice as well. Hence, Tasya Farasya is perceived to be a credible endorser that can be seen from her image that is good looking, expert in makeup, able to create creative content, popular, and honest.

Table 4.1. Indonesian Beauty Influencers Profile

Content Creator		**Profile**
Tasya Farasya		Age: 27 Followers: • Instagram: 2,408,386 • YouTube: 2,465,773 Profile seen: 2,087x Instagram: • Engagement/ Post: 142,060 • Comment/ Post: 833 • Likes/Post: 141,227 • Engagement Rate: 6.3%

Continued Table 1. Indonesian Beauty Influencers Profile

Abel Cantika		Age: 24 Followers: • Instagram: 761,608 • YouTube: 425,776 Profile seen: 681x Instagram: • Engagement/ Post: 28,691 • Comment/ Post: 173 • Likes/Post: 28,518 Engagement Rate: 4,1%
Titan Tyra		Age: 24 Followers: • Instagram: 381,631 • YouTube: 420,956 Profile seen: 2,038x Instagram: • Engagement/ Post: 19,527 • Comment/ Post: 142 • Likes/Post: 19,385 Engagement Rate: 6%

Source: Sociabuzz, 2019

4.2. The Characteristic of Respondent

The characteristic of the respondent is used to find out the variety of respondents based on their gender, age, latest education, occupation, income, time used for Instagram, and spending of beauty products. These characteristics are expected to be able to give a general overview of the respondents and their relationship with the problem and the purpose of this research.

4.2.1. Characteristic of Respondent Based on Gender

The results of data tabulation on the general overview of the respondent based on gender are presented in Table 4.2., as follow:

Table 4.2.

Respondents Characteristic based on Gender

Gender	Frequency	Percentage (%)
Male	1	0.67
Female	149	99.33
Total	150	100

Source: Primary Data Processed in 2019

Table 4.2. shows the number of male respondent was one person or 0.67%, and the number of female respondents was 149 people or 99.33%. The respondents were dominated by the female who knows well about beauty influencer and beauty products. The results are in accordance with the target market of Make Over brand, which is Indonesian Women.

4.2.2. Characteristic of Respondent Based on Age

The results of data tabulation on the general overview of the respondent based on age are presented in Table 4.3, as follow:

Table 4.3.

Respondent Characteristic Based on Age

Age	Frequency	Percentage (%)
17 – 21 years old	85	56.67
22 – 26 years old	45	30.00
27 - 31 years old	5	3.33
32 – 36 years old	4	2.67
>37 years old	11	7.33
Total	150	100

Source: Primary Data Processed in 2019

Based on Table 4.3. above, the majority of the respondents are respondents within the age range of 17 up to 21 years old with a percentage of 56.67%. The rest are respondents within age range 22 up to 26 years old with the percentage of 30%, respondents within age range 27 up to 31 years old with the percentage of 3.33%, respondents within age range 32 up to 36 years old with the percentage of 2.67%, and respondents with age above 37 years old with the percentage of 7.33%. Since the questionnaire was spread out within the campuses, the majority of the respondents are young people within the age range 17 up to 21 years old.

In addition, the majority of respondents are considered to be the millennial generation that related to Make Over's target market, which is young and adult women. From the above results, it can be assumed that the millennial generation is seeking out cosmetics that are locally-made, affordable price, and Instagrammable. It is supported by a statement from Richard Kestenbaum who said that the target market of a cosmetic product is shifting to younger consumers following by their

behavior that looking for local cosmetics, natural cosmetics, and cosmetics that can fulfil their needs to be Instagrammable all the time (Kestenbaum, 2018).

4.2.3. Characteristic of Respondent Based on the Latest Education

The results of data tabulation the general overview of the respondents by the latest education are shown in the following table.

Table 4.4.

Respondent Characteristic Based on Latest Education

Latest Education	Frequency	Percentage (%)
High School	90	60.00
Bachelor Degree/Diploma (S1)	57	38.00
Master Degree (S2)	2	1.33
Doctoral Degree (S3)	1	0.67
Total	**150**	**100**

Source: Primary Data Processed in 2019

From the table above, the High School graduates were 90 people with the percentage of 60%, the Bachelor Degree graduates were 57 people with the percentage of 38%, the Master Degree graduates were two people with the percentage of 1.33%, and the Doctoral Degree was one person with the percentage of 0.67%. It can be seen that the majority of the respondent latest education is high school. It is based on the fact that the questionnaires were spread out within the campuses in which the members are young people that considered to be millennial generation. Accordingly, the respondents of this result are following the Make Over's potential customers which is young and adult women.

4.2.4. Characteristic of Respondent Based on Occupation

The results of data tabulation on the general overview of the respondent based on occupation are presented in Table 4.5, as follow:

Table 4.5.

Characteristic of Respondent Based on Occupation

Occupation	Frequency	Percentage (%)
Student	116	77.33
State Employee	5	3.33
Private Employee/BUMN	16	10.67
Entrepreneur	6	4
Housewife	7	4.67
Total	**150**	**100**

Source: Primary Data Processed in 2019

Based on Table 4.5, the most occupation of the respondents is students with a percentage of 77.33%, followed by private employee/BUMN employees with a percentage of 10.67%. Next are housewives, entrepreneurs, and state employees respectively, with a percentage of 4.67%, 4%, and 3.33%. It is based on the fact that the questionnaire was spread out within the campuses in which the members are mostly students.

Based on the results, Make Over is well-known by young people even though Make Over is pointing career-women as their main targeted customers. The young people might recognize Make Over through social media, including Instagram and YouTube. It is might happen since Make Over utilized social media as their marketing strategy to reach a wider target market.

4.2.5 Characteristic of Respondent Based on Income

The results of data tabulation on the general overview of the respondent based on income are presented in Table 4.6., as follow:

Table 4.6.
Respondent Characteristic Based on Income per Month

Income per Month	Frequency	Percentage (%)
< Rp1,500,000.00	92	61.33
Rp1,500,000.00 – Rp3,000,000.00	36	24.00
Rp3,000,000.00 – Rp4,500,000.00	10	6.67
Rp4,500,000.00 – Rp6,000,000.00	9	6.00
> Rp6,000,000.00	3	2.00
Total	**150**	**100**

Source: Primary Data Processed in 2019

From the table above, the result shows that respondents with income less than Rp1,500,000.00 are 92 people with percentage of 61.33%; respondents with income between Rp1,500,000.00 – Rp3,000,000.00 are 36 people with percentage of 24%; respondents with income between Rp3,000,000.00 – Rp4,500,000.00 are 10 people with percentage of 6.67%; respondents with income between Rp4,500,000.00 – Rp6,000,000.00 are 9 people with percentage of 6%; and respondents with income more than Rp6,000,000.00 are three people with percentage of 2%.

Out of 150 respondents, the majority of them are people with income less than Rp1,500,000.00. It has happened since the majority of respondents are students who are not yet working. Respondents with the range income less than Rp1,500,000.00 are interested in Make Over even though the brand image is prestige cosmetics. It might happen because Make Over offers prestige cosmetics at an affordable price.

4.2.6 Characteristic of Respondent Based on Time Used for Instagram

The results of data tabulation on the general overview of the respondent based on the time used for Instagram per day are presented in Table 4.7, as follow:

Table 4.7.

Respondent Characteristic Based on Time Used for Instagram

Time Used for Instagram Per Day	Frequency	Percentage (%)
<1 hour	24	16.00
1-2 hours	45	30.00
3 hours	33	22.00
> 3 hours	48	32.00
Total	**150**	**100**

Source: Primary Data Processed in 2019

Based on Table 4.7., respondents who used Instagram less than one hour per day are 24 people with percentage of 16%; respondents who used Instagram between one to two hours per day are 45 people with percentage of 30%; respondents who used Instagram three hours per day are 33 people with percentage of 22%; respondents who used Instagram more than three hours per day are 48 people with percentage of 32%.

The majority of respondents spent time using Instagram for about 1 to 2 hours per day, following the respondents who spent approximately three hours per day. The respondents of this research reflect the fact that Indonesians are living their life on the internet from socializing to shopping (Coconuts, 2018). According to Global Digital Reports in Coconut (2019), Indonesia is at the fifth place of countries with the high average time spent per day using the internet at any device. The Indonesians people are considered to be one of the most significant active users on Instagram and Twitter (Coconuts, 2019).

4.2.7 Characteristic of Respondent Based on Spending on Beauty Product per Month

The results of data tabulation on the general overview of the respondent based on spending on beauty product are presented in Table 4.8., as follow:

Table 4.8.

Respondent Characteristic Based on Spending on Beauty Product per Month

Beauty Product Spending per Month	Frequency	Percentage (%)
< Rp100,000	45	30.00
Rp100,000 - Rp300,000	74	49.33
Rp300,000 - Rp500,000	22	14.67
> Rp500,000	9	6.00
Total	**150**	**100**

Source: Primary Data Processed in 2019

Based on Table 4.7, the majority of respondents are 74 people who spent around Rp100,000.00 – Rp300,000.00 for beauty products every month with a percentage of 49.33%. Following with respondents who spent less than Rp100,000.00 for beauty products per month are 45 people with a percentage of 30%. Next, respondents who spent around Rp300,000.00 – Rp500,000.00 for beauty products per month is 22 people with a percentage of 14.67%. Meanwhile, respondents who spent Rp500,000.00 and more for beauty products are most rarely with a percentage of 6%.

From the results obtained, it can be assumed that Indonesian women spend around Rp100,000.00 – Rp300,000.00 for cosmetic products every month. It might be based on many factors, including salary, needs, or anything else. The average monthly spending of beauty products is correlated with the price offered by Make Over. Thus, Make Over has successfully targeted its target market.

4.3. Descriptive Analysis

Descriptive analysis of 150 respondents is studied in which the result is necessary to conclude. Through this calculation, an overview of the sample can be seen that represents the population.

Based on the questionnaires that shared to 150 respondents, the majority of answer on each item can be found through the equation below:

Class Interval (c) = $(X_n - X_1) : k$

Information:

c = class interval

k = number of classes

X_n= highest score

X_1= lowest score

$c = (5-1) : 5$

$c = 4 : 5 = 0,8$

Table 4.9.

Interpretation of Respondent Average Answer

Average Interval	Category
1.0 – 1.79	Very weak
1.8 – 2.59	Weak
2.6 – 3.39	Moderate
3.4 – 4.19	Good
4.2 – 5.00	Very Good

4.3.1. Frequency Distribution Variable Celebrity Endorser (X)

The variable of Celebrity Endorser in this research consists of ten questions that must be answered by respondents. The frequency distribution of respondents on Celebrity Endorser can be seen in Table 4.10.

Table 4.10.

Frequency Distribution Table Variable Celebrity Endorser (X)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1	37	24.67	90	60.00	23	15.33	0	0.00	0	0.00	150	100	4.09
X2	51	34.00	79	52.67	20	13.33	0	0.00	0	0.00	150	100	4.21
X3	86	57.33	56	37.33	7	4.67	1	0.67	0	0.00	150	100	4.51
X4	68	45.33	71	47.33	11	7.33	0	0.00	0	0.00	150	100	4.38
X5	81	54.00	56	37.33	13	8.67	0	0.00	0	0.00	150	100	4.45
X6	86	57.33	52	34.67	12	8.00	0	0.00	0	0.00	150	100	4.49
X7	49	32.67	80	53.33	20	13.33	1	0.67	0	0.00	150	100	4.18
X8	83	55.33	59	39.33	7	4.67	1	0.67	0	0.00	150	100	4.49
X9	34	22.67	91	60.67	25	16.67	0	0.00	0	0.00	150	100	4.06
X10	35	23.33	93	62.00	21	14.00	1	0.67	0	0.00	150	100	4.08
													4.31

Source: Primary Data Processed in 2019

Table 4.10. describes the respondents' perception of the variable celebrity endorser. This research evaluates variable celebrity endorser by assessing beauty influencer as celebrity endorser who is Tasya Farasya. The average mean of ten item questions in variable celebrity endorser is 4.31. It indicates that respondents have a good perception of the credibility and attractiveness of Tasya Farasya. Based on the respondent scoring towards the Celebrity Endorser variable, it is found that item with the highest average score is item X3, which is Tasya Farasya is beauty influencer who has expertise and skill in the field of makeup and beauty with the average score of 4.51. Meanwhile, the lowest average score is item X9, which is Tasya Farasya has similar thinking/perception with her followers with an average score of 4.08.

Then, from 150 respondents, the results of the description of the Celebrity Endorser variable prove that the variable Celebrity Endorser is included in the good category. In other words, Tasya Farasya is a reliable Beauty Influencer who is credible and attractive. Meaning, Tasya Farasya is a credible beauty influencer who can be trusted because of her expertise and knowledge about makeup and beauty that would not manipulate her presentation and her audience. Tasya Farasya also can convince respondents through her expertise, experience, and knowledge about Make Over. In addition, Tasya Farasya is considered to be an attractive beauty influencer because she is attractive physically and popular. When Tasya Farasya used Make Over products, she looks prettier, and her content becomes booming in social media that can attract the attention of respondents.

4.3.2. Frequency Distribution Variable Para-social Interaction (Z)

Within the variable of Para-social Interaction, six questions must be answered by respondents. The frequency distribution of respondents on Para-social Interaction can be seen in Table 4.11.

Table 4.11.

Frequency Distribution Variable Para-social Interaction (Z)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	F	%	f	%	Total	%	
Z1	31	20.67	69	46.00	44	29.33	6	4.00	0	0.00	150	100	3.83
Z2	27	18.00	66	44.00	47	31.33	10	6.67	0	0.00	150	100	3.73
Z3	38	25.33	98	65.33	14	9.33	0	0.00	0	0.00	150	100	4.16
Z4	49	32.67	82	54.67	17	11.33	2	1.33	0	0.00	150	100	4.19
Z5	44	29.33	85	56.67	19	12.67	2	1.33	0	0.00	150	100	4.14
Z6	41	27.33	90	60.00	17	11.33	2	1.33	0	0.00	150	100	4.13
													4.03

Source: Primary Data Processed in 2019

Table 4.11 describes the respondents' perception of variable Para-social Interaction. The average mean of variable Para-social Interaction is 4.03. It shows

that respondents have relationships with Tasya Farasya as Celebrity Endorser. The highest score of mean item question from variable Para-social Interaction is the item Z4: Tasya Farasya has unique style and language that ease people to understand and trust brand Make Over with the average score of 4.19. While, the lowest score of Para-social Interaction is found in item Z2, which is the willingness of following Tasya Farasya's social media, including Instagram, YouTube, Twitter with an average score of 3.73.

Therefore, from 150 respondents, the result of the description of Para-social Interaction variable shows that the majority of respondents have a strong relationship with Tasya Farasya as Celebrity Endorser. The relationship between TF and respondents are built because TF has a unique presentation style that eases respondents to understand and identify her content about Make Over.

4.3.3. Frequency Distribution Variable Purchase Intention (Y)

The variable Purchase Intention in this research consists of four questions that must be answered by respondents. The respond of respondents on Purchase Intention variable can be seen on the table below:

Table 4.12.

Frequency Distribution Variable Purchase Intention (Y)

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	28	18.67	94	62.67	24	16.00	4	2.67	0	0.00	150	100	3.97
Y2	28	18.67	83	55.33	36	24.00	3	2.00	0	0.00	150	100	3.91
Y3	28	18.67	96	64.00	25	16.67	1	0.67	0	0.00	150	100	4.01
Y4	33	22.00	92	61.33	23	15.33	2	1.33	0	0.00	150	100	4.04
													3.98

Source: Primary Data Processed in 2019

Table 4.12 describes respondents' perception of variable Purchase Intention. The average mean of variable Purchase Intention is 3.98. The highest

score of mean item question from the variable Purchase Intention is the item Y4: I am intended to buy beauty products that are being reviewed by Tasya Farasya in the future, with a value of 4.04. While the lowest average score is found in item Y2: I am intended to buy Make Over after Tasya Farasya reviewed the product.

Thus, from 150 respondents, the result of Purchase Intention variable shows that the majority of respondents tend to agree towards given statements on the Purchase Intention variable. Meaning, after watching TF's reviews, respondents are interested in the reviewed products and having the desire to buy the reviewed products in the future. The purchase intention can be happened due to the good perception of Make Over that is made by TF's review.

4.4. Partial Least Square (PLS) Analysis

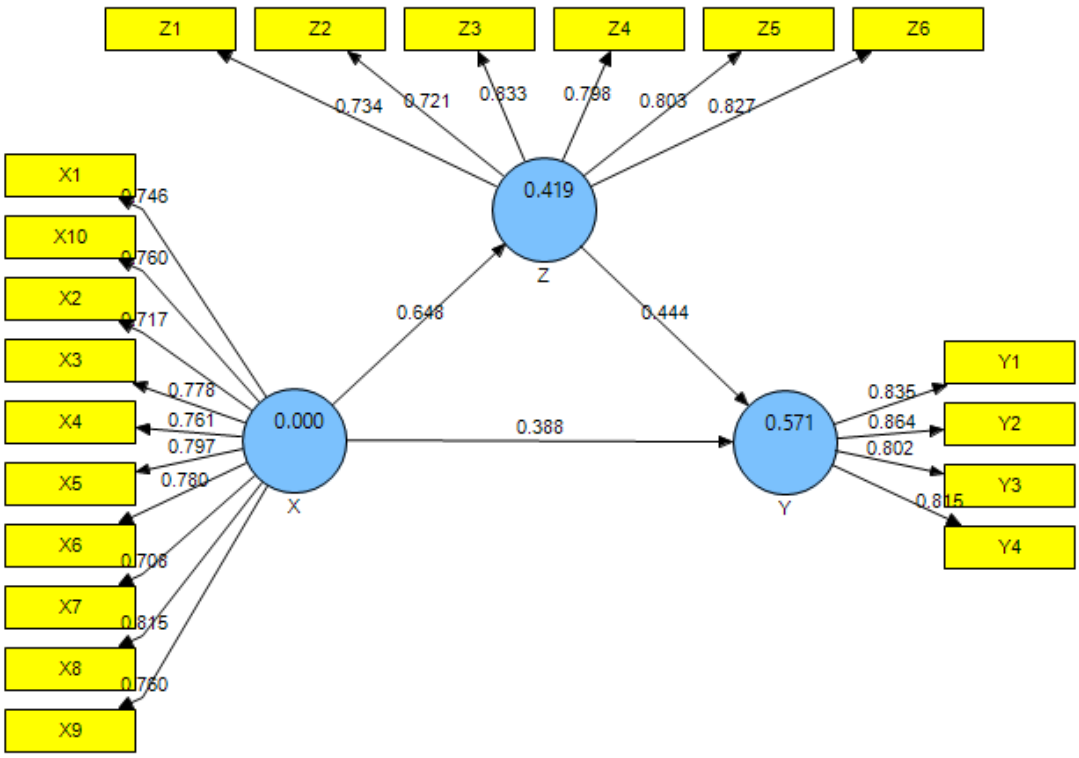
This research uses SEM method based on Partial Least Square as a data analysis technique. PLS software in this research used software that developed in the University of Hamburg Germany, namely SMARTPLS version 3.0. The PLS method consists of two stages. The first stage is the outer model or item questions measurement model on its variables. The second stage is the evaluation of the inner model or structural model to know the result of hypothesis tests used in this research. In addition, this test also used estimated coefficients or path coefficient that identifies the relationship between the exogenous latent variable and the endogenous latent variable.

4.4.1. Outer Model Analysis

This research uses SmartPLS software to test the outer model that aims to determine the validity and reliability of a research instrument (Hair, 2014). The result of the outer model is shown in Figure 4.3 and will be explained in detail with the following sections. The individual reflexives sizes can be said to be high if they correlate more than 0.70 with the measured construct. However, according to Chin (1998) in Ghozali (2006), in the previous studies, the development of a measurement scale when loading a value of 0.50 to 0.60 is considered sufficient. In this research, a loading factor limit of 0.70 will be used.

Figure 4.3.

Measurement Model (Outer Model)



Source: Primary Data Processed in 2019

4.4.1.1. Testing Validity

Validity test is essential for research that uses questionnaires as a data collection method. Validity test is meant to determine the validity of the research instrument used regarding the correlation between the concept and empirical reality. An instrument is valid when it is able to reveal the conceptual definition of the measured variable. The strong or weak validity of an instrument presents how far the gathered data is related to the description of the measured variable.

The validity test can be done through SmartPLS 3.0 software. Two criteria can be used to test the validity of each research instruments, namely convergent validity and discriminant validity.

4.4.1.1.1. Convergent Validity

Convergent validity aims to determine the validity of each relationship between the question items used and their latent variables. Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores calculated with SmartPLS.

The test result is said to be ideal and valid when the loading factor value is above 0.7. However, the loading factor value above 0.5 is also still acceptable. However, if the loading factor value is below 0.5, the question item used must be removed from the model. In this research, the critical value of 0.7 is used. The following table shows the result of outer loading for each indicator owned by each exogenous and endogenous latent variable obtained from data processing using SmartPLS.

Table 4.13.

Outer Loadings (Mean, STDEV, t-Values)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	p-value	Note
X1 <- X	0.746	0.030	25.025	0.000	**Valid**
X2 <- X	0.718	0.042	16.965	0.000	**Valid**
X3 <- X	0.778	0.041	19.043	0.000	**Valid**
X4 <- X	0.761	0.043	17.552	0.000	**Valid**
X5 <- X	0.797	0.034	23.520	0.000	**Valid**
X6 <- X	0.780	0.033	23.713	0.000	**Valid**
X7 <- X	0.708	0.038	18.551	0.000	**Valid**
X8 <- X	0.815	0.032	25.734	0.000	**Valid**
X9 <- X	0.760	0.031	24.839	0.000	**Valid**
X10 <- X	0.760	0.037	20.548	0.000	**Valid**
Y1 <- Y	0.836	0.036	23.174	0.000	**Valid**
Y2 <- Y	0.865	0.026	32.815	0.000	**Valid**
Y3 <- Y	0.802	0.036	22.076	0.000	**Valid**
Y4 <- Y	0.815	0.030	27.022	0.000	**Valid**
Z1 <- Z	0.734	0.044	16.648	0.000	**Valid**
Z2 <- Z	0.721	0.039	18.359	0.000	**Valid**
Z3 <- Z	0.833	0.027	31.026	0.000	**Valid**
Z4 <- Z	0.798	0.032	25.159	0.000	**Valid**
Z5 <- Z	0.803	0.032	25.485	0.000	**Valid**
Z6 <- Z	0.827	0.029	28.123	0.000	**Valid**

Table 4.11 illustrates the value of the loading factor (convergent validity) of each indicator. When the loading factor value>0.7 can be said to be valid. From this table, it is known that all loading factor values of Celebrity Endorser (X), Para-social Interaction (Z), and Purchase Intention (Y) indicators are higher than 0.7.

Meaning, those indicators are valid that can be used to measure the research variable.

4.4.1.1.2. Discriminant Validity

Discriminant Validity aims to prove that latent constructs predict the size of the constituent variables better than other variables. Discriminant Validity of the measurement model with reflexive indicators is assessed based on cross-loading measurements with constructs.

After convergent validity, the next evaluation is to look at discriminant validity with cross-loading. Discriminant validity of the measurement model can be assessed based on the measurement of cross-loading with the construct. If the correlation of constructs with the principal measurement (each indicator) is higher than the size of other constructs, then the latent construct predicts the indicator better than the other constructs. Then, the model has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with another loading value of another latent variable. The discriminant validity results are obtained as follows:

Table 4.14.
Cross Loading Value

	X	Y	Z	Note
X1	**0.746**	0.580	0.520	**Valid**
X10	**0.760**	0.554	0.491	**Valid**
X2	**0.718**	0.484	0.483	**Valid**
X3	**0.778**	0.471	0.461	**Valid**
X4	**0.761**	0.514	0.495	**Valid**
X5	**0.797**	0.442	0.461	**Valid**
X6	**0.780**	0.496	0.497	**Valid**
X7	**0.708**	0.517	0.556	**Valid**
X8	**0.815**	0.484	0.497	**Valid**
X9	**0.760**	0.580	0.460	**Valid**
Y1	0.530	**0.836**	0.506	**Valid**
Y2	0.562	**0.865**	0.540	**Valid**
Y3	0.533	**0.802**	0.615	**Valid**
Y4	0.608	**0.815**	0.631	**Valid**
Z1	0.392	0.471	**0.734**	**Valid**
Z2	0.416	0.540	**0.721**	**Valid**
Z3	0.556	0.589	**0.833**	**Valid**
Z4	0.592	0.545	**0.798**	**Valid**
Z5	0.527	0.539	**0.803**	**Valid**
Z6	0.544	0.592	**0.827**	**Valid**

Based on the cross-loading value, it can be seen that all indicators that make up each variable in this research (the value in bold) have met discriminant validity because it has the largest outer loading value for the variable which it forms and not the other variables. Thus, all indicators in each variable in this research have met discriminant validity.

4.4.1.3. Reliability Test/ Evaluation Model

Evaluation of the measurement model with a *square root of average variance extracted* is comparing the AVE root value with the correlation between constructs. If the root value of AVE is higher than the correlation value between constructs, then good *discriminant validity* is achieved. In addition, AVE values greater than 0.5 are highly recommended.

The next test to analyze the *outer model* is to look at the construct reliability of latent variables measured by two criteria, namely *composite reliability* and *Cronbach alpha* of the indicator block that measures the construct. The construct is declared to be reliable if the *composite reliability* value and the *Cronbach alpha* value are above 0.70. The following table shows the results of the PLS model Evaluation:

Table 4.15. Goodness of Fit

Variable	AVE (>0.5)	Composite Reliability (>0.7)	Cronbach's Alpha (>0.7)	Information
X	0.582	0.933	0.920	Reliable
Z	0.620	0.907	0.877	Reliable
Y	0.688	0.898	0.849	Reliable

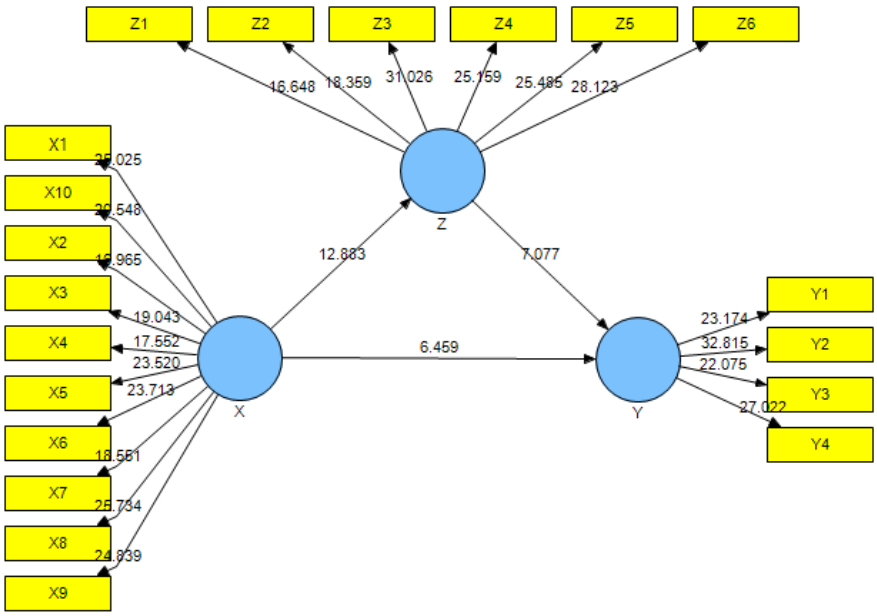
The AVE value for the three constructs is greater than 0.5, so it can be concluded that the evaluation of the measurement model has good discriminant validity. Besides the construct validity test, a construct reliability test is also measured by the criteria test of composite reliability and Cronbach Alpha of the indicator block measuring the construct. The construct is stated as reliable if the composite reliability and Cronbach alpha values are above 0.7. Hence, from Table 4.13, it can be concluded that the three constructs have good reliability.

4.4.2. Structural Model Evaluation (Inner Model)

The inner model or structural model test is conducted to check the relationship between constructs and ensure the model is accurate. Figure 4.4 presents the results of the structural model test. In this research, the structural model is evaluated using several criteria such as Determination Coefficient (R^2), Predictive Relevance (Q^2), and Goodness of Fit (GoF).

Figure 4.4.

Structural Model (Inner Model)



Source: Primary Data Processed in 2019

4.4.2.1. Determination Coefficient (R^2)

The structural model test is done by looking at the R-square value, which is a goodness of fit test model.

Table 4.16.

R-Square Value

Variable	**R Square**
Z	0.4193
Y	0.5712

This research uses two endogenous variables that are influenced by other variables, namely the Para-social Interaction (Z) variable, which is influenced by the Celebrity Endorser (X) variable. Likewise, the Purchase Intention (Y) variable is influenced by the Celebrity Endorser (X) variable and the Para-social Interaction (Z) variable.

Table 4.15 shows the R-square value for the Para-social Interaction variable obtained for 0.4193. The R-square value shows that 41.93% of the variable Para-social Interaction (Z) can be influenced by the Celebrity Endorser (X) variable, while the remaining 58.17% is influenced by other variables outside the study. According to Hair (2014), the effect of Celebrity Endorser to Para-social interaction is moderate in which the value of R^2 is above 0.25.

Next, the R-square value of Purchase Intention is 0.5712. The Purchase Intention (Y) variable is influenced by the Celebrity Endorser (X) variable and Para-social Interaction (Z) value of 57.12%, while the remaining 42.88% is influenced by other variables outside the study. Since the value of R^2 is more than 0.25, the

effect of the exogenous latent variable on the endogenous latent variable is moderate.

4.4.2.2. Predictive Relevance (Q^2)

The goodness of Fit model is measured using R-square dependent latent variable with the same interpretation as regression. While Q-square is predictive relevance for the structural model, predictive relevance is used to measure how well the conservation value generated by the model and also its parameter estimation. The quantity Q^2 has a value with a range of $0<Q^2<1$, which is closer to 1 means the better the model. This quantity of Q^2 is equivalent to the coefficient of the total determine in the path analysis.

Based on table 4.15 the calculation of predictive relevance is as follows:

$$Q^2 = 1 – (1 – R_1^2) \text{ x } (1 – R_2^2)$$

$$Q^2 = 1 – (1 – 0.4193) \text{ x } (1 – 0.5712)$$

$$= 0.7510$$

Keterangan :

Q^2 : *Predictive Relevance* value

R_1^2 : *R-Square* value of Para-social Interaction variable

R_2^2 : *R-Square* value of Purchase Intention variable

From the results above, the Q^2 value is 0.7510, meaning that the amount of data diversity from research that can be explained by the designed structural model is 75.10%, while the remaining 24.90% is explained by another factor outside the model. Based on that result, it can be said that the structural model in this research is good and proper because it is closer to the value of 1.

4.4.2.3. Goodness of Fit Evaluation (GoF)

The goodness of Fit (GoF) is a measurement of overall model accuracy that can be used to figure out the amount of contribution given by the exogenous latent variable to the endogenous latent variable. In PLS analysis, the result of the goodness of fit can be obtained through Q-square (Q^2), in which the result is considered to have good predictive value if the result exceeds 0 and closer to 1. Therefore, the predictive value of the model can be found through the following calculation:

Table 4.17.

Goodness of Fit Model

Variable	AVE	R Square
X	0.582	
Z	0.620	0.4193
Y	0.688	0.5712
Average	**0.630**	**0.495**

Gof =$\sqrt{\overline{AVE}x\overline{R^2}}$

Gof =$\sqrt{0.630x0.495}$

Gof = 0.5586 = 55.86%

The GoF calculation results are 0.5586 or 55.86%. It indicates that the data diversity explained by the model is 55.86%, while the remaining 44.14% is explained by the other variables outside the model. Thus, based on the result of GoF calculation that is closer to 1, the research model is already accurate in making predictions. Meaning, the model has a high ability in explaining empirical data.

4.4.3. Hypothesis Testing

4.4.3.1. Direct Effect Testing

The hypothesis test uses the value of the estimated Significance parameter to provide very useful information about the relationship between the research variables. In PLS test, the statistic test of every relationship on hypotheses is done by using simulation. In this case, the bootstrap method is used in the sample. Bootstrapping testing is also intended to minimize the problem of research data abnormalities. Bootstrapping test results from PLS analysis are as follows:

Table 4.18.

Hypothesis Testing Result

Hypothesis	Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	p-value
H1	**X -> Y**	0.388	0.060	6.459	0.000
H2	**X -> Z**	0.648	0.050	12.884	0.000
H3	**Z -> Y**	0.444	0.063	7.077	0.000

The structural equation obtained is:

$Z = 0.648\ X$

$Y = 0.388\ X + 0.444\ Z$

The hypothesis test results used for testing hypotheses are t count values. Hypothesis tests can be done by comparing t-counts with t-tables. T-table values can be obtained from 150 respondents who ultimately obtained t-tables of 1.960. However, if using p-value, the comparison value that is used is the value of the error rate (α) of 5%. The results of the hypothesis test are as follows:

a. Hypothesis 1

H1: Beauty Influencer has a positive influence on purchase intention.

The result of the hypothesis test for Celebrity Endorser variable towards Purchase Intention variable is obtained path coefficient of 0.388 and t-counts of 6.459. Since the t- count is greater than t-table (1.960) or p (0.000) ≤ 0.05, the result is that H0 is rejected, and H1 is accepted. So, Celebrity Endorser has a direct and significant influence on Purchase Intention. It means that the first hypothesis is accepted.

b. Hypothesis 2

H2: Beauty influencer has a positive influence on para-social interaction.

The result of hypothesis test for Celebrity Endorser variable towards Para-social Interaction variable is obtained path coefficient of 0.648 and t count of 12.884. Since the t- count is greater than t-table (1.960) or p (0.000) ≤ 0.05, the result is that H0 is rejected, and H1 is accepted. Thus, Celebrity Endorser has a direct and significant influence on Para-social Interaction. It means that the first hypothesis is accepted.

c. Hypothesis 3

H3: Para-social interaction has a positive influence on purchase intention

The result of hypothesis test for Para-social Interaction variable towards Purchase Intention variable is obtained path coefficient of 0.444 and t count of 7.077. Since the t- count is greater than t-table (1.960) or p (0.000) ≤ 0.05, the result is that H0

is rejected, and H1 is accepted. Thus, Para-social Interaction has a direct and significant influence on Purchase Intention. It means that the first hypothesis is accepted.

4.4.3.1. Indirect Effect Testing

In the relationship between Celebrity Endorser and Purchase Intention, there is an alleged Para-social Interaction variable as an intervening variable. To measure the indirect influence between Celebrity Endorser variable and Purchase Intention variable, the calculation of the influence of Para-social Interaction as an intervening variable is as follows:

Structural Equation:

$Y = PYX + (PYX \times PYZ)$

Direct Effect of Celebrity Endorser toward Purchase Intention is 0.388.

Indirect Effect (IE) $= PZX \times PYZ$

$= 0.648 \times 0.444$

$= 0.288$

Total Effect (TE) $= PYX + (PZX \times PYZ)$

$= 0.388 + 0.288$

$= 0.676$

The influence of indirect effects and the total effect of the relationship between variables using Sobel formula has been presented in a summary of the results. The summary is shown in Table 4.17.

Table 4.19.
Calculation of Indirect Effect

Variable	Direct Coefficient		Standard error		Indirect Coefficient	s.e Sobel	t count	p-Value
	X→Z	Z→Y	X→Z	Z→Y				
X→Z→Y	0.6476	0.4444	0.0503	0.0628	0.288	0.0465	6.187	0.000

The indirect standard error or standard error can be obtained by using Sobel formula, so it is obtained as follows:

$Se_{12} = \sqrt{P_1^2 . S_{e2}^2 + P_2^2 . S_{e1}^2 + S_{e1}^2 . S_{e2}^2}$

$= \sqrt{(0.6476)^2 . (0.0628)^2 + (0.444)^2 . (0.0503)^2 + (0.0503)^2 . (0.0628)^2}$

= 0.0465

The t counts can be obtained as follows:

t-counts = $\frac{P_{12}}{Se_{12}} = \frac{0.288}{0.0465}$ = 6.187

a. Hypothesis 4

H4: Beauty influencer indirectly influences purchase intention through para-social interaction.

The fourth hypothesis test results show that the relationship between Celebrity Endorser variable and Purchase Intention variable through Para-social Interaction shows the value of the indirect path coefficient of 0.288 with a statistical t-counts of 6.187. T-count value is greater than t-table (1.960) or p (0.000) <0.05. This result means that Para-social Interaction has a significant influence in bridging Celebrity endorser on Purchase Intention. The above results show that H0 is rejected; this means that H4 is accepted.

Based on the explanation of the indirect effect on Purchase Intention, it is found that Celebrity Endorser has a direct influence on Purchase Intention. Besides, Celebrity Endorser also indirectly influences Purchase Intention through Para-social Interaction.

4.5. Discussion of Research Result

The research result that has been done in this research has fulfilled the SEM analysis based on PLS software. The research instruments have been tested through two stages, namely outer model analysis and inner model analysis. In the first stage, the outer model analysis is conducted by running the convergent validity test and discriminant validity test, looking forward to the average variance extracted (AVE), composite reliability, and Cronbach alpha value. The result of the outer model analysis shows that the research instruments are valid and reliable.

Then, the second stage is the inner model that is done to measure the accuracy of the research model and the relationships between constructs through Determination Coefficient (R^2), Predictive Relevance (Q^2), and Goodness of Fit (GoF). The result of R^2 indicates that Para-social Interaction variable and Purchase Intention variable are moderately affected by their exogenous latent variable. The result of Q^2 shows that the structural model of this research is substantial. Next, the result of GoF indicates that the research model is accurate in making predictions that can explain the empirical data.

Lastly, hypothesis testing is conducted, including direct effect testing and indirect effect testing. The direct effect testing is done to know whether the hypothesis is supported or not by comparing the t count value with the t table value

or comparing p-value that must be greater than the critical value of (α) 5%. The direct effect testing is done to the hypotheses in which the exogenous variable directly affects the endogenous variable, which is H1, H2, and H3. Those three hypotheses are supported since all t counts are more than t table value. While the indirect effect testing is done by using the Sobel test to the hypotheses that stated the mediation effect on both exogenous variable and endogenous variable, which is H4. The result shows that H4 is supported.

4.5.1 The Influence of Beauty Influencer Towards Purchase Intention of Make Over (Direct Effect)

Based on the results of statistical analysis using the path analysis method, it can be seen that the Celebrity Endorser variable has a positive influence on Purchase Intention which indicate that the path coefficient value is 0.388. It is evidenced by the results of the path analysis which is showing a probability, or significant value of t is 0.000 with alpha 0.05 (0.000 < 0.05) proving that H0 is rejected and H1 is accepted.

From the path analysis results, this research proves Beauty Influencer as celebrity endorser is positively influenced the purchase intention of Make Over. The descriptive analysis of celebrity endorser variable that is previously mentioned indicates that Tasya Farasya is considered an effective beauty influencer. Based on the data, she is a credible and attractive beauty influencer that can influence her followers' desire to purchase Make Over products. In other words, after watching T.F. reviewing Make Over products, T.F.'s followers tend to believe T.F. and are triggered to buy the products.

Tasya Farasya's followers agreed with the statement "Tasya Farasya always gives an honest review based on her expertise in the beauty field that refers to beauty influencer credibility." Meaning, the honesty of beauty influencers' presentation will influence the trustworthiness of followers. In addition, when beauty influencer is perceived to be an expert in her domain, she is more persuasive in changing followers' opinions towards a particular brand. The result of this research is supported by the previous study that found the credible beauty influencer can influence the customers' purchase intention (Sokolova and Kefi, 2018).

Additionally, Tasya Farasya's followers also agreed that "Tasya Farasya is beautiful during her presentation while reviewing Make Over." They believe that the reviewed products can fit them and make them as beautiful as Tasya Farasya. In other words, T.F. is assumed to be attractive physically that influence her followers to buy the product used by T.F. This finding is related with previous study that found that the purchase intention is enhanced by the attractiveness of celebrity endorser (Chan *et al.*, 2013; Till and Busler, 1998; Kahle and Homer, 1985).

The conclusion that can be drawn is that the Beauty Influencer influences the Purchase Intention of her Instagram followers towards Make Over, in which, the credible and the attractive Beauty Influencer, the better the Purchase Intention of reviewed products.

4.5.2 The Influence of Beauty Influencer Towards Para-social Interaction

Based on the results of statistical analysis using the path analysis method, the Celebrity Endorser variable is positively related to Para-Social Interaction variable showing that the path coefficient value is 0.684. It is evidenced by the

results of the path analysis showing a probability, or significant value of t is 0.000 with alpha of 0.05 (0.000<0.05) proving that H0 is rejected, and H1 is accepted.

From the above statements, this research shows the existing relationship between beauty influencer as celebrity endorser variable and para-social interaction variable. According to Sokolova and Kefi (2018), para-social interaction is representing the relationship between a celebrity and his/her fans. Based on the gathered data in this research, Tasya Farasya has a strong relationship with her Instagram followers. The relationship between Tasya Farasya and her followers are built by three factors, including friendships, understanding, and identification (Sokolova and Kefi, 2018).

Tasya Farasya's followers agree with the statement of "Tasya Farasya is friendly beauty influencer". It is evidenced by the small gap between Tasya Farasya and her followers that makes them consider Tasya Farasya as their friend and vice versa. The friendship relationship is created through the interaction between Tasya Farasya and her followers on social media. For instance, Tasya Farasya often replays her followers' comments and messages, asks her followers to involve her decision making, and invites her followers to play games on her Instagram.

Additionally, para-social interaction can be created through explicit feelings like empathy, understanding, and respecting (Sokolova and Kefi, 2018). Those feelings appear through Tasya Farasya's personality that touches her followers. In this case, not all people can understand and respect to the endorser. However, if the endorser is considered to be reliable, the feeling of understanding, empathy, and

respecting will appear. Thus, since Tasya Farasya is a reliable beauty influencer, the para-social interaction is created.

Moreover, the social media content of Tasya Farasya can influence the magnitude of the para-social interaction. When the content consists of useful information that might solve a problem, people tend to be able to identify the similar contents made by Tasya Farasya. In other words, based on the gathered data, Tasya Farasya's followers are helped by Tasya Farasya's social media content which is showing beauty products review, makeup tutorial, a new trend in makeup and beauty, and another knowledge related with beauty.

To sum up, celebrity endorser variable has a relation with para-social interaction variable in which the reliable the Beauty Influencer, the stronger the Para-social interaction.

4.5.3 The Influence of Para-social Interaction Towards Purchase Intention of Make Over

Based on the results of statistical analysis using the path analysis method, Para-social Interaction variable has a positive influence on Purchase Intention indicating with the path coefficient value of 0.444. The direction of a positive relationship shows that the better the Para-social Interaction, the Purchase Intention will also increase. It is evidenced by the results of the path analysis showing a probability or significant value of t of 0,000 with alpha of 0.05 (0.000 <0.05), proving that H0 is rejected and H1 is accepted.

This hypothesis is supported by the previous hypothesis that found there is a strong relationship between T.F. and her followers. According to McCutcheon *et*

al. (2002) in Hennayake (2017), when the fans feel an intense attachment with a celebrity, they tend to do anything for their idol and adopt the idol's behavior or lifestyle. In this case, the majority of T.F.'s followers have a strong bond with T.F. that shown on the result of descriptive analysis. For instance, after reviewing Make Over's products, T.F. likes the products, then she recommends her followers to buy the reviewed product. Meanwhile, in the followers' point of view, after watching T.F. using and promoting Make Over's products, fans tend to believe in T.F.'s positive and negative opinion. When T.F. recommends buying Make Over product, followers tend to do that since the followers are loyal to T.F. and want to look like her. In other words, the strong para-social interaction between T.F. and her followers makes T.F.'s followers desire to purchase the recommended products. This result is also supported by the research of Sokolova and Kefi (2018) that found followers who are addicted to the influencer are more likely to buy the reviewed products rather than followers who are not strongly attached to the influencer.

The conclusion that can be drawn is that the Para-social Interaction variable significantly influences the Purchase Intention variable where the better the Para-social Interaction, the better the Purchase Intention.

4.5.4 The Influence of Beauty Influencer towards Purchase Intention of local Cosmetic through Para-Social Interaction as Intervening Variable (Indirect Effect)

Based on the results of statistical analysis using PLS, the Celebrity Endorser variable has a positive influence on Purchase Intention through Para-social Interaction showing that the path coefficient value is 0.288. It is evidenced by the results of the path analysis showing a probability or significant value of t of 0.000 with alpha of 0.05 (0.000 <0.05), proving that H0 is rejected and H1 is accepted.

Based on the gathered data, the purchase intention of Make Over is positively influenced by Celebrity Endorser through Para-social Interaction variable as a mediating variable. This research found that T.F. is a reliable beauty influencer that creates a strong relationship between her and her followers through empathy and sympathy that lead to the increasing purchase intention of Make Over.

This finding is assumed to be happened since the relationship between both of them might change followers' perceptions towards Make Over brand. For instance, when followers are perceived T.F. as reliable beauty influencer, the relationship between them is created or known as Para-social Interaction. The relationship between T.F. and her followers are found to be created through understanding and identification feeling in which stated in previous finding.

Additionally, the strong relationships are also influenced by the credibility and attractiveness factors. According to the gathered data, the majority of respondents agree that T.F. is expert in doing make-up tutorials and always shares honest reviews that would ease customers to identify her content since it is perceived to be reliable and useful content. Moreover, the majority of respondents

agree that T.F. is beautiful while using Make Over products that would strengthen the followers' feelings of admiration. The feelings of admiration could create the positive relationships between T.F. and her followers. Therefore, the para-social interaction can be interpreted as feelings that arise between T.F. and her followers that create positive relationships between them.

Thus, when followers have strong relationships with T.F., they tend to do or adopt what has been said or done by T.F. after watching her product review content on Instagram since they become loyal to T.F. In particular, T.F.'s product review content on Instagram consists of persuasive messages that can influence her followers to respond to it. For instance, when T.F. recommends her followers to buy the Make Over product, her followers will be interested in the product that leads their desire to buy the product.

Therefore, the conclusion that can be drawn is that the Celebrity Endorser variable positively influences the Purchase Intention variable through Para-social Interaction as mediating variable where the better the Para-social Interaction, the better the bridging Celebrity Endorser towards Purchase Intention.

4.6. Research Implication

Based on the conducted research, there are few things that can be implicated, as such:

1. Based on the first finding, T.F. is positively influence the purchase intention of her Instagram followers towards Make Over. To add, the data shows that the majority of respondents have a good perception on Make Over after watching the T.F.'s Make Over review on Instagram. However, the data indicates that T.F. does not strongly influence the purchase intention of Make Over products. This result is contradictive with the study of Lee and Watkins (2016) that found attractiveness and credibility of beauty influencers strongly influence the purchase intention of endorsed products.

   In particular, T.F. is assumed to have not associated herself with Make Over brand. After watching T.F. reviewing Make Over, T.F.'s followers only ended up at the stage of brand awareness, not purchase intention. It might be happened since T.F. is not always using Make Over products during her presentation giving makeup tutorial. In fact, T.F. is a beauty influencer who is reviewing many kinds of beauty products. Therefore, the purchase intention of Make Over is not significant while being reviewed by T.F.

   This finding is assumed to be happened since the data reveals that the similarity between T.F. and her followers is not substantial. For instance, when it comes to reviewing Make Over product, T.F.'s makeup look is usually bold and mate, while not all people like the bold makeup look especially for students who are the majority respondents of this research.

Sokolova and Kefi (2018) explained that the definition of "beauty" is complex in which everyone would perceive in different way. This reason might cause followers not to have the intention to buy Make Over products.

Accordingly, other aspects might enhance the purchase intention of Make Over through T.F. as the beauty influencer. For instance, T.F. followers will be triggered to buy Make Over products that are collaborating with T.F. The likelihood to buy a product that is highly related to the idol is high since a fan tends to do anything for the idol. Besides, T.F.'s followers would like to have purchase intention of Make Over products in advanced if T.F. also shared sales promotions such as a discount code. When T.F. shares discount code during her presentation reviewing Make Over, the audience would like to purchase the Make Over products right after getting the promo code.

Also, based on the gathered data, the likelihood to purchase beauty products beside Make Over that have been reviewed by T.F. in the future is high. This might be happened since T.F. is known as a beauty influencer who reviews many kinds of beauty products such as skin care products, makeup products, perfumes, hair care products, etc. She also reviews from the cheapest to the most expensive products, and from the local to international brands. Due to this reason, T.F.'s followers might be interested in other brands based on their interest. However, still, the majority of respondents agree that they perceived Make Over better after T.F. reviewing Make Over since T.F. is known as credible beauty influencer who always share honest reviews.

2. The second finding shows that para-social interaction exists between beauty influencer and her followers. The para-social interaction reflects the relationship between T.F. and her followers. Based on the data, the followers have positive relationship with T.F because of their understanding and identification. However, the data reveals that para-social interaction is not significantly created by the friendship between T.F. and her followers. This finding is contradictive with the previous study that found out attitude homophily that is similar to friendship is strongly build a relationship between idol and fans or known as Para-social Interaction (Lee and Watkins, 2016).

This finding is assumed to be happened since the relationship between the millennial generation and their favourite influencer is built through the shared value instead of friend-like feelings that is mentioned in the previous study of Sokolova and Kefi (2018). In particular, millennial generation tends to trust people who are credible and might give useful information. In this case, T.F.'s followers want to be engaged with T.F. because they perceived the content of T.F.'s social media is useful for them. Even though T.F. is a popular beauty influencer who has more than two million followers, the engagement between T.F. and her followers is not significantly strong. It is evidenced by the data that reveals there is another beauty influencer who has lesser followers but almost the same engagement rate.

To sum up, popular beauty influencer does not significantly improve the purchase intention of a beauty product. So, managers should consider

beauty influencer who has strong engagement with her followers in order to enhance the likelihood to purchase the endorsed products.

3. The fourth finding shows that as a mediating variable, para-social interaction positively influences the effect of beauty influencer towards the purchase intention of Make Over. However, the value of path coefficient of direct effect is greater than indirect effect. In other words, the indirect effect of beauty influencer through para-social interaction as mediating variable towards purchase intention is not significant in compare with the direct effect of beauty influencer towards purchase intention. This finding is contradictive with the hypothesis that has been stated earlier in which the mediating variable is considered to be crucial in influencing the purchase intention of Make Over.

This finding is considered to be happened because of the less significant engagement between T.F. and her followers. This is evidenced by the value of frequency distribution is not significant that means the relationship between T.F. and her followers are not significantly strong. This finding is perceived to be happened since the relationship is an "explicit" feelings in which people may have different feelings with T.F. Thus, the less significant relationship between T.F. and her followers doesn't significantly influence the purchase intention of Make Over.

Additionally, another factor that cause the less significant indirect effect is because T.F. is less associated herself with Make Over brand. Based on the data, T.F. is a well-known beauty influencer who has reviewed many kind of beauty products with different brands. Make Over is not the only

beauty brand that collaborates with T.F. This research found that after watching T.F. reviewing Make Over products, followers were only ended up at the stage of brand awareness instead of purchase intention. In other words, followers were given another options giving by T.F. since she is not always using Make Over products that being promoted. For instance, when T.F. reviewed Make Over lipstick, followers also can compare another lipstick product that have been reviewed by T.F. through her other contents.

In contrary, this research found that the direct effect of beauty influencer while influencing purchase intention is greater than the indirect effect. This finding is considered to be happened since the data reveals that majority of followers agree that T.F. is attractive physically and expert in her domain. Therefore, without the mediating of para-social interaction and when the followers perceived T.F. is good looking while using Make Over, they are directly interested with Make Over product reviewed by T.F. that leads to the purchase intention of Make Over. In other words, this research found that the relationship between beauty influencer and her followers are not the crucial factor that could enhance the purchase intention, instead followers tend to have purchase intention if the beauty influencer is beautiful and expert in make-up skill.

4.7. Limitation

This research is far for perfect and there are several limitations that the researcher experienced, such as:

1. The primary data gathering is conducted by only using questionnaires, hence the possibility of limited data.
2. The questionnaire was spread out online using Google Form website. With this method, it is possible that the gathered data does not represent the whole population.
3. Getting respondents who are appropriate with this research was quite difficult. It is difficult to find respondents who are actually follow Tasya Farasya's Instagram account.