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The Role of Parasocial Relationship and Brand Image in Increasing Purchase Intention on TikTok Shop Mediated by Brand Attitude on Z Generation in Sidoarjo, Indonesia

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Abstract

This study aims to prove and analyze the influence of parasocial relationships and brand image on purchase intention for fashion products in TikTok Shop, with brand attitude as a mediating variable, especially for Generation Z in Sidoarjo.

This study uses an explanatory research approach with the aim of explaining causal relationships between variables through hypothesis testing. A sample of 214 respondents was selected using a purposive sampling technique based on the criteria of Generation Z, residing in Sidoarjo, and active TikTok users. Data collection was conducted through a survey using a five-point Likert scale questionnaire distributed face-to-face and completed via a Google Form link with direct guidance from the surveyor. Data were analyzed using descriptive statistics to describe the characteristics of the respondents, and SEM with the help of AMOS v.29 software to test direct and indirect relationships between variables.The analysis results show that of the five direct influences, four are significant. Parasocial relationships have a significant effect on brand attitude (β 0.388; p 0.000) but not on purchase intention (β 0.196; p 0.063). Brand image has a significant effect on brand attitude (β 0.357; p 0.000) and purchase intention (β 0.417; p 0.000), while brand attitude also has a significant effect on purchase intention (β 0.321; p 0.000). In the indirect path test, it was found that parasocial relationships have a significant effect on purchase intention through brand attitude with a mediation type of full mediation, while brand image has a significant effect on purchase intention through brand attitude with a mediation type of partial mediation, which indicates the important role of brand attitude in mediating the relationship between constructs in the model.

Keywords: parasocial relationship, brand image, purchase intention, brand attitude, Tiktok shop.

Introduction

Generation Z is a generation group born in the era of digital technology development, so their daily activities are highly dependent on technology. Based on the Digital Literacy Status in Indonesia report (2022), the majority of Gen Z respondents (35%) and Gen Y (26%) recorded using the internet for more than 6 hours per day. This indicates that Generation Z has a high intensity of technology use, especially in accessing information and interacting in the digital world. According to Stillman (2017), Generation Z or the internet generation is a generation that differs from Generation Y. This generation is more technologically savvy, open-minded, and tends to be less tied to conventional norms.One impact of technological developments is the increasing use of social media as a source of information. A 2023 report by We Are Social and Hootsuite shows that Indonesia has the second-highest number of TikTok users in the world, with 109.9 million users. This confirms that TikTok is not only an entertainment platform but also a primary source of information for Generation Z. A 2022 Jakpat survey supports this finding, with 24% of Generation Z using TikTok as their primary source of information, followed by YouTube (23%) and Instagram (22%).

Furthermore, TikTok has evolved into a social commerce platform with a significant influence on consumer behavior. A Populix survey (2022) showed that 86% of Indonesians have shopped through social commerce, with TikTok Shop being the most popular platform (45%). This development demonstrates TikTok's transformation into a digital marketing channel with significant potential. According to Geyser (2022), TikTok's affiliate program allows content creators to promote products in exchange for commissions through special links.

This phenomenon has given rise to TikTok influencers who are able to capture followers' attention through their expertise in specific fields. Cotter (2019) states that influencers have become important figures on TikTok because they are able to build emotional connections with their audiences. Marketing strategies through influencers have proven effective in influencing consumer behavior (Lou & Yuan, 2018). In fact, research by Dwidienawati et al. (2020) states that social media influencers are one of the most widely used marketing channels across various industries.In this context, the role of parasocial relationships between Generation Z and influencers, brand image, and brand attitude are important factors that can influence purchase intention in TikTok Shop. This research focuses on Generation Z in Sidoarjo, with the aim of examining how parasocial relationships and brand image influence purchase intention, as mediated by brand attitude. Therefore, the results of this study are expected to provide theoretical and practical contributions to the development of digital marketing strategies in the era of social commerce.This study aims to prove and analyze the influence of parasocial relationships and brand image on purchase intention for fashion products in TikTok Shop, with brand attitude as a mediating variable, especially among Generation Z in Sidoarjo. Specifically, this study examines five main relationships, namely: the influence of parasocial relationships on brand attitude, the influence of parasocial relationships on purchase intention, the influence of brand image on brand attitude, the influence of brand image on purchase intention, and the influence of brand attitude on purchase intention.

Literature Study

Parasocial Relationship

Parasocial interaction is an interaction involving media users and those covered by the media (Yılmazdoğan et al., 2021). Another definition, put forward by Sokolova and Kefi (2020), states that parasocial interaction is a relationship between the audience and the actors.

Parasocial relationship indicators according to Yılmazdoğan et al., (2021), there are seven indicators of parasocial relationships, namely:

1. Want to see social media posts/content from influencers
2. Interested in seeing the profiles of influencers who appear on other social media?
3. Feel like part of an influencer when you follow the influencer's account on social media,
4. Feel like you've been friends with the influencer for a long time
5. Want to meet the influencer
6. Would like to read articles related to the influencer
7. Like every content shared by influencers on social media.

Brand Image

According to Kotler & Keller (2020:76), brand image is the perception of a brand as reflected by the brand associations held in consumers' minds. It can be concluded that brand image is a consumer's overall understanding of a brand, along with their beliefs and views about the brand.

Brand Image Indicators According to Keller & Swaminathan (2020:239), brand image indicators consist of:

1. Corporate Image
2. Product image
3. User image

Brand Attitude

According to Giantari & Praschita (2019), brand attitude is a consumer's overall evaluation of a brand, reflecting their response to it. Chang et al. (2008) defines brand attitude as measured by the following indicators:

1. Interested, interested in using the brand.
2. Trust, believe in the brand.
3. Opinion, opinion about the brand.
4. Positive impression, Consumers want to use the brand again.

Purchase Intention

Zhuang et al., (2021) Purchase intention can be defined as a prerequisite in attracting and encouraging consumers to actually purchase the products and services offered. According to Ferdinand (2006), purchase intention indicators are:

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Exploratory interest

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Conceptual Model

A conceptual model relates to the method used by researchers to logically formulate hypotheses based on several criteria deemed important to the problem at hand. Understanding research design is facilitated by a conceptual model, which assists in everything from structuring specific research stages to applying theory and assigning variables resulting from the model design.

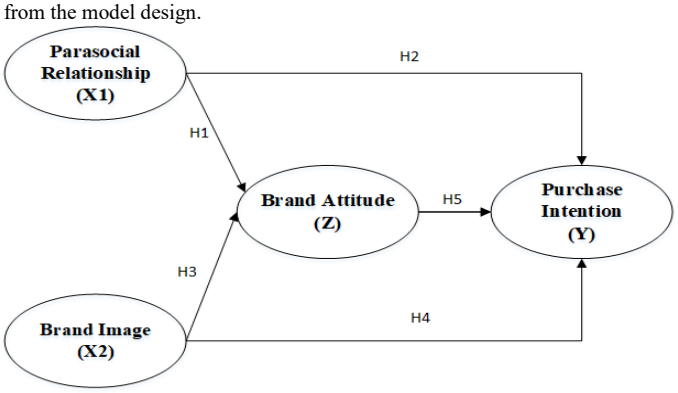

Figure 1. Conceptual Model

Hypothesis formulation:

H1 : Parasocial relationships have a significant influence on brand attitude towards fashion products in TikTok Shop among Generation Z in Sidoarjo.
H2 : Parasocial relationships have a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.
H3 : Brand image has a significant influence on brand attitude towards fashion products in TikTok Shop among Generation Z in Sidoarjo.
H4 : Brand image has a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.
H5 : Brand attitude has a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.

Research methods

This study uses an explanatory research approach, which aims to explain causal relationships between variables through hypothesis testing. The population in this study cannot be precisely determined because the number of TikTok users from Generation Z continues to grow dynamically. Therefore, the sampling technique used was non-probability sampling with a purposive sampling approach, based on the following criteria: birth age between 1995 and 2012, domiciled in Sidoarjo, and active TikTok users. The sample size used in this study was 214 respondents.

Data collection was conducted through a survey using a questionnaire instrument designed on a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," to measure respondents' perceptions of the research variables. The questionnaires were distributed face-to-face with respondents to obtain more accurate data and avoid bias in question interpretation. The questionnaires were completed using a Google Form link, where respondents completed them digitally under direct guidance from a pre-instructed surveyor.

The obtained data were then analyzed using two techniques: descriptive statistics and Structural Equation Modeling (SEM). Descriptive statistics were used to describe the characteristics of respondents and provide an overview of the research data, such as frequency distribution, mean, and standard deviation. SEM was used to examine the relationships between latent variables in the research model, including examining direct and indirect influences through mediating variables, using relevant statistical data processing software, AMOS v.29.

Research Results and Discussion

Initial Analysis: In the initial analysis, the researcher will conduct two tests, first testing the validity and reliability of the questionnaire, and second is conducting a bias evaluation to ensure there is no bias in the data.

Testing for validity and reliability: Validity testing is conducted to determine the extent to which statement items accurately measure each variable. Validity testing is carried out using the validity criteria, which are measured using the intercorrelation method, namely by calculating the correlation value between the score of each item and the total score (corrected item-total correlation). The criteria for an item to be valid are those with a positive correlation coefficient greater than 0.30.(Malhotra & Birks, 2007). Next testReliability indicates the extent to which a measuring instrument can be relied upon. The reliability technique used is internal consistency, namely by examining the Cronbach's Alpha coefficient. According toHair et al. (2019), the reliability measure has a range from 0 to 1, the generally agreed lower limit for the Cronbach's Alpha value is above 0.70 (good reliability), with a value of 0.60 to 0.70 considered as the lower limit that is still acceptable (acceptable reliability).

Table 1. Validity and reliability test

Variables	Indicators	Items	Corrected Item-Total Correlation	Cronbach's Alpha
Parasocial Relationship (X1)	Post enthusiasm (X1.1)	01	0.418	0.747 (good reliability)
	Profile curiosity (X1.2)	02	0.505	
	Team belonging (X1.3)	03	0.438	
	Friendly feeling (X1.4)	04	0.414	
	Desire to meet (X1.5)	05	0.521	
	Content interest (X1.6)	06	0.485	
	Comfort sharing (X1.7)	07	0.496	
Brand Image (X2)	Corporate Image (X2.1)	08	0.696	0.823 (good reliability)
		09	0.627	
	User Image (X2.2)	10	0.640	
		11	0.705	
	Product Image (X2.3)	12	0.475	
		13	0.463	
Brand Attitude (Z)	Interest (Z.1)	14	0.568	0.748 (good reliability)
	Trust (Z.2)	15	0.498	
	Opinion (Z.3)	16	0.689	
	Positive impressions (Z.4)	17	0.446	
Purchase Intention (Y)	Transactional intention (Y.1)	18	0.578	0.847 (good reliability)
		19	0.576	
	Referential intention (Y.2)	20	0.646	
		21	0.641	
	Preferential intention (Y.3)	22	0.569	
		23	0.561	
	Explorative intention (Y.4)	24	0.514	
		25	0.617	
	Rule of thumb		≥0.30	≥0.70

The results of the validity test on all items produced a corrected item-total correlation value in the range between 0.414-0.705 (greater than 0.30), so it can be concluded that all statement items have met the validity criteria and are declared valid to be used to measure each variable. Furthermore, the results of the reliability test show that the Cronbach's Alpha value for each variable is 0.747, 0.823, 0.748, and 0.847, respectively, all of these values are greater than 0.70,

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so it is concluded that the arrangement of statement items used to measure the variables of parasocial relationships, brand image, brand attitude, and purchase intention can be stated to have good reliability.

Testing for Common Method Bias (CMB) & non-response bias: After the questionnaire was declared valid and reliable, the researcher then collected data until 366 respondents received responses. The results of checking (filtering) on the 366 respondents showed that 290 respondents were Generation Z. Of the 290 respondents, 273 respondents were domiciled in Sidoarjo, and of the 273 respondents, 235 respondents were TikTok users. Furthermore, of the 235 TikTok user respondents, 214 respondents were familiar with ERIGO products. Thus, of the 366 questionnaires obtained, 214 respondents could be used as research data.

During the data collection process, researchers need to evaluate common method bias and non-response bias, which aims to ensure there is no bias in the data collection process. Common method bias is a bias that can occur due to the measurement of several variables carried out using the same method and measuring instrument, resulting in similarities in the wording of questionnaire statements that can produce similar responses from respondents. Common method bias can also arise from the tendency of respondents to provide false assessments of questionnaire statements, over- or under-reporting.(Jordan & Troth, 2019; Podsakoff et al., 2003). This study adopted procedural and statistical strategies to control common method bias. Procedurally, the questionnaire was not only adopted from reputable journals but also specifically adapted to the characteristics of Generation Z in Sidoarjo for ease of understanding. Measurement items were formulated separately for each variable, and only respondents who met the criteria were included, and anonymity was guaranteed to encourage honesty in answering questions.(Podsakoff et al., 2003). Statistically, Harman's single factor test was conducted using the EFA and CFA approaches. The EFA results showed that the first factor only explained 27.7% of the total variance (far below the 50% threshold) with a TLI of 0.645 (<0.90), while the CFA results with a single-factor model produced an inadequate fit index (CFI 0.670; TLI 0.640; probability chi-square <0.001; SRMR 0.094; RMSEA 0.101). Based on these results, it can be concluded that respondents gave different responses to each variable even though the statement items were written in the same questionnaire, so that common method bias is not a serious threat in this study.

Non-response bias is a potential bias that arises when a questionnaire does not receive adequate responses from the population, so that the sample obtained may have different characteristics from the population.(Cheung et al., 2017; Sedgwick, 2014)To evaluate this, the study used a comparative approach between early respondents and late respondents.(Armstrong & Overton, 1977; Jordan & Troth, 2020), considering that differences in motivation for filling out the questionnaire can create different response patterns. Statistical tests were conducted univariately and multivariately to compare the response patterns between the two groups of respondents. The evaluation results showed no significant differences, either multivariately (F Hotelling's Trace 0.940; p-value 0.579 > 0.05) or univariately (p-value 0.662 > 0.05), so it can be concluded that non-response bias is not a serious threat in this study.

Descriptive Analysis

The sample in this study was Generation Z who resided in Sidoarjo Regency, were active users of the TikTok application, and were familiar with ERIGO products. All respondents met the established population criteria, so the data obtained represented the target region and user characteristics relevant to the research context. All respondents were familiar with digital activities, particularly e-commerce through TikTok Shop. Based on gender, the majority of respondents were male (168 people) and female (46 people) (21.5%). This male dominance reflects a high interest in fashion products such as ERIGO, which is known for its casual collections for young men, although female participation also showed cross-gender interest.

All respondents were aged between 13 and 30, categorized as Generation Z, known as digital natives with a strong affinity for technology and social media. This characteristic makes them a crucial segment in understanding consumer behavior toward fashion products on TikTok Shop. In terms of education, the majority of respondents (143) had a high school diploma or equivalent, followed by 61 (28.5%) with a bachelor's or master's degree, and the remaining 10 (4.7%) had other educational backgrounds. This distribution indicates that the majority of respondents are actively using social media and exploring digital lifestyles, including fashion trends like those offered by ERIGO.

Table 2. Descriptive statistics

Indicators	No	Item descriptions	Item Mean	Indicator Mean
Parasocial Relationship (X1)				
Post enthusiasm (X1.1)	1	I look forward to posts from the influencer I follow on TikTok.	4.15	4.15
Profile curiosity (X1.2)	2	If the TikTok influencer I follow appears on another profile, I will look for them in that photo/profile.	4.03	4.03
Team belonging (X1.3)	3	When I follow a TikTok influencer, I feel like part of their team.	3.77	3.77
Friendly feeling (X1.4)	4	The TikTok influencer I follow feels like an old friend.	3.55	3.55
Desire to meet (X1.5)	5	I would like to meet the TikTok influencer I follow in person.	3.65	3.65
Content interest (X1.6)	6	If there is content in a blog or magazine about the TikTok influencer I follow, I would read it.	3.47	3.47
Comfort sharing (X1.7)	7	The way the influencer shares things on their account makes me feel as comfortable as being with my own friends.	3.95	3.95
		Variable mean	3.80	
Brand Image (X2)				
Corporate Image (X2.1)	8	PT Idea Solusi Indonesia (ERIGO) has a good reputation.	4.14	4.13
	9	PT Idea Solusi Indonesia (ERIGO) has a good name as a fashion product manufacturer.	4.11	
User Image (X2.2)	10	Erigo products make me look stylish.	4.19	4.18
	11	Erigo products make me look attractive.	4.17	
Product Image (X2.3)	12	The Erigo brand is easy to remember.	4.29	4.36
	13	The Erigo brand is easy to recognize.	4.43	
		Variable mean	4.22	
Brand Attitude (Z)				
Interest (Z.1)	14	You are interested in using Erigo products because of their superior quality.	4.09	4.09
Trust (Z.2)	15	You believe Erigo products are superior compared to other products.	3.85	3.85
Opinion (Z.3)	16	Erigo products have good design, affordable prices, high quality, and are comfortable to wear.	4.25	4.25
Positive impressions (Z.4)	17	You want to buy Erigo products again.	4.26	4.26
		Variable mean	4.11	
Purchase Intention (Y)				
Transactional intention (Y.1)	18	I have the desire to purchase Erigo products.	4.26	4.25
	19	I buy Erigo products because I have experienced the benefits of the product.	4.24	
Referential intention (Y.2)	20	I have the desire to share information about Erigo products with others.	3.94	4.00
	21	I have the desire to recommend Erigo products to others.	4.06	
Preferential intention (Y.3)	22	I like the products offered by Erigo.	4.13	3.99
	23	I prefer Erigo products over other fashion products.	3.85	
Explorative intention (Y.4)	24	I have the desire to seek information about Erigo products from other people.	3.89	4.05
	25	I have the desire to seek information about Erigo products online on TikTok.	4.20	
		Variable mean	4.07	

Description of Parasocial Relationship

The overall average value for the parasocial relationship variable was 3.80, which falls into the strong category. This indicates that respondents generally have a strong parasocial relationship with the TikTok influencers they follow.

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In other words, Generation Z in Sidoarjo, who are TikTok users, are quite intense in forming emotional attachments or feelings of having a real social connection with influencers, even though the relationship is actually one-way.

The indicators with the highest average scores were wanting to see (4.15) and being interested in seeing (4.03), indicating that respondents were very enthusiastic and active in following updates from their favorite influencers. The indicator liking the content shared also had a high score (3.95), reinforcing that this form of engagement emerged through comfort with the influencer's communication style. Meanwhile, indicators such as wanting to read articles (3.47) and wanting to meet (3.65) had lower scores, indicating that although respondents felt close to the influencer, they were not always encouraged to engage in activities outside of social media. The indicators feeling like long-time friends (3.55) and feeling a part (3.77) also indicated an emotional attachment, but not as strong as the desire to continue following the content presented.

The results of this description indicate that TikTok influencers have significant power in shaping the perception of emotional closeness among their followers, particularly Generation Z in Sidoarjo. Brands like ERIGO can leverage this in their marketing strategies by engaging influencers who are able to build strong parasocial relationships, as audiences tend to be more trusting and emotionally engaged with the content shared. Furthermore, companies can increase campaign effectiveness through content that feels personal and relatable to followers' lives, rather than simply promotional. However, lower scores on indicators such as wanting to meet in person and reading articles indicate that this relationship is digital-first, and promotional strategies should remain focused solely on online platforms.

Brand Image Description

The mean value of the brand image variable was 4.22, which is in the very strong category. This means that, in general, respondents have a very positive perception of the ERIGO brand image. This brand has succeeded in building a strong impression in the minds of consumers, both in terms of the company, users, and products. This strong brand image indicates the success of brand communication, product quality, and the visual and emotional appeal that Erigo instills in its consumers.

The indicator with the highest value is product image (4.36), indicating that ERIGO has succeeded in building a strong and memorable association for consumers, both in terms of name and logo, this indicates the success of the visual branding strategy and positioning in the market. User image also has a high value (4.18), which means that consumers feel confident, attractive, and stylish when using Erigo products. While corporate image has a mean of 4.13, still in the strong category, indicating that the company's reputation is also viewed well, although slightly below the product and user aspects.

Overall, ERIGO's brand image has been strongly established in the minds of Generation Z respondents in Sidoarjo, particularly in terms of brand recall and the inherent stylish perception associated with its use. These results have strategic implications for strengthening loyalty and purchasing decisions. ERIGO should continue to maintain a consistent, recognizable brand identity and strengthen campaigns that highlight youthful lifestyles. Furthermore, it is crucial to maintain the company's reputation through information transparency and product innovation, to stay in line with today's consumer expectations.

Brand Attitude Description

The mean brand attitude variable score of 4.11 falls into the strong category. This means that respondents generally have a positive and supportive attitude toward the ERIGO brand. They not only recognize and use the product but also express interest, trust, and a desire to repurchase it. This demonstrates the ERIGO brand's success in building a positive perception among its young consumers.

The indicators with the highest mean were positive impression (4.26) and opinion (4.25), both of which were in the very strong category. This indicates that most respondents had a pleasant experience with ERIGO products and wanted to make repeat purchases, and they positively assessed the product's design, price, quality, and comfort. The interest indicator had a mean of 4.09, still in the strong category, indicating that consumer interest remains high. Meanwhile, the trust indicator had the lowest mean (3.85) but was still considered strong, indicating that there is little room for improvement in the aspect of trust that ERIGO is superior to competitors.

Strong consumer attitudes toward ERIGO are a crucial asset in maintaining customer loyalty, particularly among Generation Z. Positive impressions and strong opinions indicate that ERIGO has successfully delivered satisfying brand value and experiences. However, because the trust indicator has the lowest mean value, ERIGO is advised to strengthen its brand position by highlighting its unique selling proposition compared to competitors. A brand communication strategy that emphasizes product innovation, user testimonials, and quality transparency can increase consumer trust and strengthen the overall brand attitude.

Description of Purchase Intention

The mean purchase intention variable value of 4.07 is considered high, indicating that respondents generally have a strong desire to purchase ERIGO products. This indicates that the ERIGO brand has successfully attracted consumer interest, both in terms of repurchase intentions, dissemination of information, and comparisons with other products.

The indicator with the highest value is Transactional Interest (mean 4.25, very high), indicating that the desire to purchase ERIGO products is very strong. Explorative Interest has a mean of 4.05 (high), reflecting respondents' enthusiasm to seek further information about the product. Referential Interest with a mean of 4.00 (high) indicates that consumers are sufficiently motivated to share product information and recommendations with others. Meanwhile, Preferential Interest has the lowest mean, namely 3.99 (high), indicating that although consumers like Erigo products, their preference for the brand compared to competitors can still be improved.

The descriptive results concluded that overall purchase intention for ERIGO products was very strong, particularly in terms of direct purchase and information search. However, there is still room for improvement in brand preference to encourage consumers to choose ERIGO over competitors. Therefore, ERIGO needs to strengthen its product uniqueness to make the brand stand out from its competitors. Furthermore, promotional strategies that encourage word of mouth and product information exploration can be further optimized to increase the conversion of intention into actual purchase decisions.

Structural Equation Modeling (SEM)

SEM Assumption Testing

Hair et al. (2019)stated that SEM is sensitive to sample size and requires a minimum of 150 respondents if the model has seven constructs or fewer, with each construct having more than three indicators. Furthermore, other approaches suggest a sample size of 5–10 times the number of indicators. In this study, there are 18 indicators, so the recommended sample size is at least 180. With a sample size of 214 respondents, this study has met the criteria for sample adequacy for SEM analysis as required.

Multivariate normality is tested by looking at the critical ratio (cr) value in multivariate kurtosis, where the Z-value must be in the range of ±2.58 at a significance level of 5% for the distribution to be considered normal.(Hair et al., 2019). The test results show a cr value of -0.983, which is within the range, so the data in this study are declared to be multivariately normally distributed and can be used for SEM estimation.

The univariate outlier test was performed with a Z-score that must be within the range of ±3. The results showed the lowest Z-score value was -2.522 and the highest was 1.865, so no univariate outliers were found. For multivariate outliers, Mahalanobis d-Squared was used with a chi-square table limit of 42.31 (df 18; α 0.001). The highest Mahalanobis d-Squared value was 32.08 (respondent number 33), which is still below the limit. Thus, no extreme observations were found, both univariately and multivariately, so all data are suitable for use in SEM analysis.

Multicollinearity and singularity are evaluated through the correlation matrix and VIF.(Grewal et al., 2004; Hair et al., 2019)The test results using Amos showed correlation values between indicators ranging from 0.102 to 0.646, all below the threshold of 0.80 (Hair et al., 2019:312). Furthermore, the VIF values for both independent variables were 1.075, all <10, indicating no multicollinearity. Thus, the assumption of no multicollinearity and no singularity in this research model is met.

Measurement Model Analysis

Measurement model analysis is also called the Confirmatory Factor Analysis (CFA) test, which is carried out in three stages, namely testing measurement model fit, construct validity, and construct reliability.

Hair et al. (2019)states that the fit test of a measurement model uses at least one absolute fit indices and one incremental fit indices. The most frequently used absolute index is the GFI, while the most frequently used incremental index is the CFI, as these indices are insensitive to the impact of model complexity. Furthermore, parsimony fit indices are not useful in assessing the fit of a single model and are therefore only used to compare the fit of two or more models.

The results of the measurement model evaluation show that the goodness-of-fit index is in the good fit category, indicating that the model has a good

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fit with the data. In the absolute fit indices category, all values meet the criteria: Prob. χ^2 0.118 (> 0.05), Cmin/df 1.151 (≤ 3.00), GFI 0.931 (≥ 0.90), RMSEA 0.027 (≤ 0.08), and SRMR 0.042 (≤ 0.08), thus indicating a very good model fit. In the incremental fit indices, CFI 0.987 and TLI 0.984 indicate a good fit, while NFI 0.909 is classified as a good fit and RFI 0.889 is a marginal fit. For the parsimony fit index, the AGFI value of 0.907 is also in the marginal fit category. Overall, the measurement model can be said to have a very good fit and is worthy of use in further analysis.

After ensuring that the measurement model has good model fit, the next step is to test the construct's validity and reliability.

Table 3. Construct validity and reliability

Constructs	Indicators	Factor Loadings	Construct Reliability	AVE
Parasocial Relationship (X1)	Post enthusiasm (X1.1)	0.632	0.836	0.509
	Profile curiosity (X1.2)	0.546		
	Team belonging (X1.3)	0.695		
	Friendly feeling (X1.4)	0.732		
	Desire to meet (X1.5)	0.698		
	Content interest (X1.6)	0.656		
	Comfort sharing (X1.7)	0.578		
Brand Image (X2)	Corporate Image (X2.1)	0.799	0.829	0.619
	User Image (X2.2)	0.799		
	Product Image (X2.3)	0.761		
Brand Attitude (Z)	Interest (Z.1)	0.698	0.763	0.512
	Trust (Z.2)	0.609		
	Opinion (Z.3)	0.675		
	Positive impressions (Z.4)	0.689		
Purchase Intention (Y)	Transactional intention (Y.1)	0.747	0.836	0.561
	Referential intention (Y.2)	0.719		
	Preferential intention (Y.3)	0.755		
	Explorative intention (Y.4)	0.774		

Construct validityThis test demonstrates a test to determine the extent to which an indicator measures a construct. In SEM, construct validity is tested through convergent validity. The rule of thumb is that a construct is considered to meet convergent validity if the indicators within that construct have a standardized regression weight (factor loading) of at least 0.50 and a preferable value of 0.70.(Hair et al., 2019)The results of the construct validity test indicate that all indicators in each construct have factor loadings above 0.50, which means they meet the convergent validity criteria. These results indicate that all constructs have adequate indicator measurement power and are convergently valid.

Next, the construct reliability test was examined using the construct reliability value.Hair et al. (2019)states that the rule of thumb for construct reliability values must be greater than 0.70, but values greater than 0.60 are still acceptable as long as each indicator has met convergent validity. The test results show that the construct reliability values meet the recommended minimum limit, Parasocial Relationship (0.836), Brand Image (0.829), Brand Attitude (0.763), and Purchase Intention (0.836). In addition, the Average Variance Extracted (AVE) value also shows good results, namely all are above the minimum threshold of 0.50. Based on these results, it can be concluded that all constructs in the model have met the criteria for adequate validity and reliability, so they are suitable for use in further analysis in the context of structural model analysis.

Structural Model Analysis

The results of the structural model estimation according to the conceptual model developed in this study are presented in the following figure:

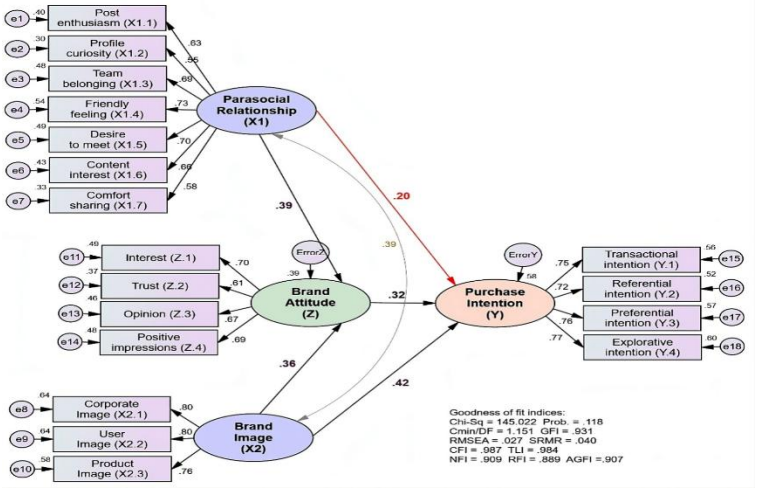

Figure 2. Estimation of structural model parameters

The structural model stage begins with a structural model fit evaluation (goodness of fit) which serves to ensure the developed model is in accordance with the data (fit). The results of the goodness of fit evaluation on the structural model indicate that the overall model has a very good fit with the data. In absolute fit indices, all indicators meet the criteria: Prob. χ^2 0.118 (> 0.05), Cmin/DF 1.151 (≤ 3.00), GFI 0.931 (≥ 0.90), RMSEA 0.027 (≤ 0.08), and SRMR 0.040 (≤ 0.08), all of which are included in the good fit category. Similarly, in incremental fit indices, the CFI value of 0.987, TLI 0.984, and NFI 0.909 meet the good fit criteria, while RFI 0.889 is slightly below the threshold but still in the acceptable marginal fit category. For parsimony fit indices, the AGFI of 0.907 also meets the good fit criteria. Thus, it can be concluded that the developed structural model has a good fit and is suitable for use in hypothesis testing. As with regression analysis, SEM also produces an output coefficient of determination (R2).Hair et al. (2019)states that the coefficient of determination measures the proportion of the variability of the dependent variable that can be explained by the independent variable. The calculation results of the coefficient of determination (R^2) show that the parasocial relationship and brand image variables together are able to explain 38.5% of the variation in brand attitude, furthermore, the parasocial relationship, brand image, and brand attitude variables explain 58.0% of the variation in purchase intention. Overall, the total R^2 value of 0.508 indicates that more than half of the variability in the data can be explained by the model developed in this study. Based on this interpretation, it can be concluded that the model has a fairly good predictive ability in explaining the influence between constructs in the context of Generation Z consumer behavior in TikTok Shop towards ERIGO products.

Hypothesis Testing: The hypothesis testing stage is an examination of the significance of the coefficients of influence between variables representing each theoretical hypothesis. A hypothesis is accepted if the path parameters are statistically significant with the direction of influence as predicted, meaning the path parameters must be greater than zero for the positive direction and less than zero for the negative direction.(Hair et al., 2019). Testing the

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significance of the influence between variables uses the critical ratio (CR) and probability value (p-value). If the CR value is ≥ 1.96 or the p-value is ≤ the 5% significance level, then it is decided that there is a significant influence.

Table 4. Testing for direct effects

No	Direct Effects			Std. Estimate	SE	CR	P value	Hypothesis
1	X1	→	Z	0.388	0.107	4,209	0.000	H1 accepted
2	X1	→	Y	0.196	0.098	1,878	0.063	H2 rejected
3	X2	→	Z	0.357	0.093	3,976	0.000	H3 accepted
4	X2	→	Y	0.417	0.072	4,832	0.000	H4 accepted
5	Z	→	Y	0.321	0.079	3,294	0.000	H5 accepted

Information:
X1: Parasocial Relationship — Z: Brand Attitude
X2: Brand Image — Y:*Purchase Intention*

1. The estimated coefficient of parasocial relationship influence on brand attitude shows a significant influence with a CR value of 4.209 and a p-value of 0.000. The coefficient of influence is 0.388 (positive), meaning that the stronger the parasocial relationship, the stronger the brand attitude of ERIGO products. Thus, H1 is accepted. The results of the study show that the stronger the pseudo-relationship (parasocial relationship) felt by respondents towards TikTok influencers, the more positive their attitudes towards the ERIGO brand. This is in line with the theory of parasocial interaction which explains that audiences tend to build emotional closeness as if they have a personal relationship with public figures, even though the relationship is only one-way. Generation Z as digital natives find it easier to build bonds with influencers due to the high intensity of content consumption, interaction through comments, and the influencer's authentic communication style. This feeling of closeness encourages them to trust the opinions and recommendations conveyed by influencers. As a result, the promoted brand—in this case ERIGO—also receives a positive image.
2. The estimated coefficient of parasocial relationship influence on purchase intention shows an insignificant effect with a CR value of 1.878 and a p-value of 0.063. The resulting influence coefficient is only 0.196, meaning that parasocial relationships do not have a strong influence in increasing purchase intention of ERIGO products. Thus, H2 is rejected. The results show that parasocial relationships do not have a significant influence on purchase intention of ERIGO products, with an influence coefficient of only 0.196. This means that although Generation Z feels an emotional closeness with TikTok influencers, this closeness does not necessarily encourage them to make a purchase.
These findings confirm that pseudo-relationships established through digital interactions have a greater impact on forming positive attitudes or brand images, but are not strong enough to influence consumer behavior at the next stage, namely purchase intention. Generation Z, who are rational in consumer decisions, usually considers other factors such as product quality, style suitability, price, promotions, and recommendations from social circles before actually deciding to purchase. Thus, parasocial relationships can be understood more as a catalyst in the process of brand awareness and brand attitude formation, but not the main factor in triggering purchase intention. These results differ from several studies that show a significant influence, so there may be a specific context for Indonesian consumers or in local fashion product categories such as ERIGO.
3. The estimated coefficient of influence of brand image on brand attitude shows a significant influence with a CR value of 3.976 and a p-value of 0.000. The resulting influence coefficient is 0.357 (positive), meaning that the stronger the brand image of the ERIGO product, the stronger the brand attitude will be. Thus, H3 is accepted. The results of the study indicate that a positive perception of the ERIGO brand image contributes significantly to forming a more positive attitude towards the brand. A strong brand image does not only come from the company's reputation, but also from the user experience and the quality of the products offered. When consumers view the ERIGO brand as a representation of a modern, cool, or stylish lifestyle, they feel proud when using it. This is in line with the brand image theory which states that a positive brand image can arouse consumers' emotional attachment to the brand. This emotional bond then forms an attitude that is more likely to like, accept, and support the presence of the brand in their daily lives. In other words, brand image is not only a matter of visuals or reputation alone, but also the symbolic value perceived by consumers.
4. The estimated coefficient of the influence of brand image on purchase intention shows a significant influence with a CR value of 4.832 and a p-value of 0.000. The resulting influence coefficient is 0.417 (positive), meaning that the stronger the brand image of ERIGO products, the higher the purchase intention will be. Thus, H4 is accepted. The results of the study indicate that a positive brand image has a significant influence on the purchase intention of ERIGO products. The stronger the ERIGO brand image in the eyes of Generation Z, the greater their tendency to make a purchase. This occurs because a good brand image forms a high value perception, so that consumers feel the product is worth having. For Generation Z, brand image is not only a rational assessment of quality, but also includes emotional aspects, such as pride, self-confidence, and a stylish impression when using the product. When a brand is able to provide a combination of rational benefits (quality, price, function) and emotional benefits (identity, pride, lifestyle), the tendency to buy is stronger.
5. The estimated coefficient of influence of brand attitude on purchase intention shows a significant influence with a CR value of 3.294 and a p-value of 0.000. The resulting influence coefficient is 0.321 (positive), meaning that the stronger the brand attitude of ERIGO products, the more it will significantly increase purchase intention. Thus, H5 is accepted. The results of the study show that a positive attitude towards the ERIGO brand has a significant effect on the purchase intention of Generation Z. This means that the stronger the feeling of liking, trust, and good impression of consumers towards ERIGO, the greater their intention to purchase the product. This finding is consistent with the Theory of Planned Behavior (Ajzen, 1991) which states that attitude is one of the main determinants of behavioral intention. In this context, when Generation Z evaluates the ERIGO brand positively, they will be more motivated to realize that attitude in the form of behavior, namely purchase intention.

The next stage of hypothesis testing is testing for indirect effects. In SEM, testing for indirect effects is carried out using a statistical approach.*bias-corrected percentile method*,which is a development of the Sobel Test adapted to the SEM context.. After testing the significance of the mediation effect, the next stage is to determine the nature of the mediation.Detecting the nature of mediation can be seen from its mediation influence, if the direct influence of the exogenous variable on the endogenous variable is significant, and its indirect influence through the mediating variable also passes through a significant path, then it is said to be partial mediation or complementary, conversely if the direct influence of the exogenous variable on the endogenous variable is not significant, while its indirect influence through the mediating variable passes through a significant path, then it is said to be fully mediation or perfect mediation(Baron & Kenny, 1986; Zhao et al., 2010).

Table 5. Testing for indirect effects

No	Indirect effects	Specific Indirect Effect				
		Std. Estimate	SE bootstrap	CR	P-value	Type of mediation
1	X1→Z→Y	0.125	0.044	2,665	0.008	Fully mediation
2	X2→Z→Y	0.115	0.037	2,600	0.010	Partial mediation

Results of the indirect influence path analysisparasocial relationship and brand image on purchase intention through brand attitude as a mediator can be explained as follows:

1. Brand attitude significantly mediates the influence of parasocial relationships on purchase intention of ERIGO products among Generation Z in Sidoarjo with a coefficient value of 0.125 and a p-value of 0.008. The nature of the mediator is full mediation which provides implications that the emotional closeness of Generation Z to TikTok influencers cannot directly encourage them to buy ERIGO products, but influences purchase intention indirectly through the formation of brand attitude, meaning that the connection felt with new influencers will increase purchase intention if the relationship succeeds in forming a good perception and attitude towards the ERIGO brand.
2. Brand attitude also significantly mediates the influence of brand image on purchase intention of ERIGO products in Generation Z in Sidoarjo with a coefficient value of 0.115 and p-value of 0.010. The nature of mediation is partial mediation, indicating that positive perceptions of brand image are not only able to directly encourage purchasing desire, but also work through the formation of positive attitudes towards the brand, so that the stronger the ERIGO brand image in the minds of consumers, the higher their positive attitudes towards the brand, which ultimately strengthens the intention to purchase the product.Next, the results of the total effect analysis will be explained.The construct of parasocial relationship, brand image, and brand attitude towards purchase intention of ERIGO products among Generation Z in Sidoarjo..

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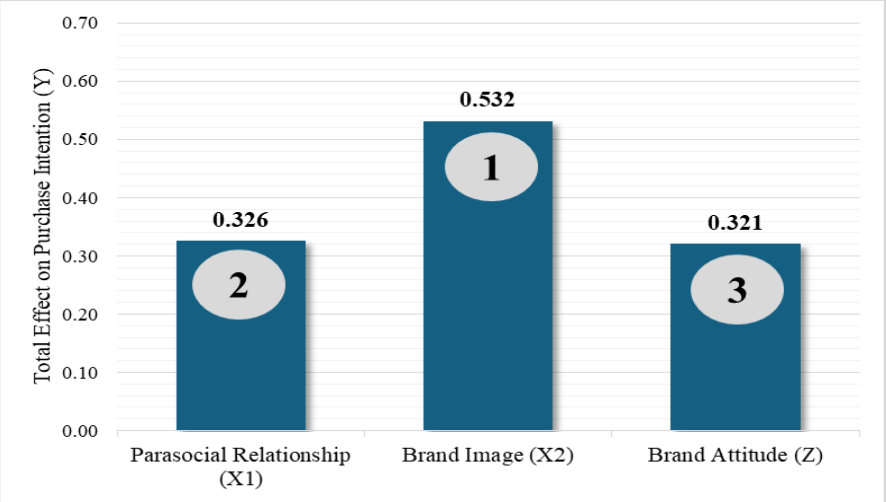

Figure 3. Total effect on purchase intention

The results of the total effect analysis indicate that the increase in purchase intention towards ERIGO products among Generation Z in Sidoarjo is most strongly influenced by Brand Image, followed by Parasocial Relationship, and then Brand Attitude. This finding provides important strategic implications for ERIGO brand managers in setting marketing priorities. Primary efforts should be focused on strengthening brand image through consistent, authentic, and relevant visual communication and brand narratives. Furthermore, marketing strategies also need to leverage the power of parasocial relationships through ongoing collaboration with influencers who have an emotional closeness to the audience, as well as content that allows for intensive two-way interaction. Meanwhile, strengthening brand attitude can be done by maintaining a positive customer experience, because although its influence is lower than the other two variables, a positive attitude towards the brand remains an important pathway in driving purchasing decisions.

Conclusion

Based on the research results, it can be concluded:

1. Parasocial relationships have a significant influence on brand attitude towards fashion products in TikTok Shop among Generation Z in Sidoarjo.
2. Parasocial relationships have a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.
3. Brand image has a significant influence on brand attitude towards fashion products in TikTok Shop among Generation Z in Sidoarjo.
4. Brand image has a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.
5. Brand attitude has a significant influence on purchase intention for fashion products on TikTok Shop among Generation Z in Sidoarjo.

Suggestion

1. Comparisons can be made between social media platforms (e.g. TikTok, Instagram, and YouTube) to determine the effectiveness of parasocial relationships on each platform.
2. It is necessary to expand the research object, not only to the ERIGO brand, but also to other local fashion brands so that the results can be generalized.
3. It is recommended to use a broader and more diverse sample, covering different regions or age groups within Generation Z, so that the findings are more representative.
4. For brands, optimize the use of influencers, strengthen brand image, build positive consumer attitudes, and encourage purchase intention.

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