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The Effectiveness of Celebtok Reizuka Ari's Endorsement Strategy on Tiktok Toward Purchase Intention

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ABSTRACT

The evolution of TikTok as a prominent social media landscape has fundamentally transformed digital marketing paradigms, especially regarding influencer endorsements. This research investigates the impact of trustworthiness, attractiveness, parasocial interaction, and Fear of Missing Out (FOMO) on the purchase intentions of Generation Z toward products endorsed by Reizuka Ari. Utilizing a quantitative methodology, data were gathered via questionnaires from Generation Z TikTok users who follow Reizuka Ari's content. The analysis was performed using Partial Least Square (PLS) through comprehensive outer and inner model evaluations. The empirical results demonstrate that while parasocial interaction and FOMO significantly and positively influence purchase intention, the factors of trustworthiness and attractiveness do not yield a significant impact. These results imply that within the TikTok ecosystem, psychological and social drivers exert a more substantial influence on consumer behavior than conventional rational attributes.

INTRODUCTION

The rapid progression of digital technology has fundamentally reshaped public communication dynamics and altered consumer purchasing patterns, especially within the marketing sector. Among the various social media landscapes, TikTok has emerged as a dominant platform extensively adopted for promotional purposes. As a short-form video medium, TikTok empowers its users to generate and distribute content that is both creative and highly interactive, fostering a new era of digital engagement. The continuously increasing popularity of TikTok makes it an effective digital marketing medium for reaching consumers, especially Generation Z, who dominate the platform's user base. According to Al Fajri and Septrizola (2025), utilizing TikTok as a promotional tool can enhance marketing effectiveness because its content can reach a broad audience quickly through a personalized algorithm system. This condition drives companies to leverage influencers as part of their digital marketing strategy to increase consumer purchase intention.

One of the widely used digital marketing strategies on TikTok is endorsement through influencers or content creators. Influencers possess the ability to build closer communication with their audience through personal, interactive, and authentic content. This position influencers as a crucial factor in shaping consumer perceptions of a product. One of the TikTok influencers actively involved in endorsements is Reizuka Ari, who is known for a casual and interactive communication style that successfully captures the followers' attention. In endorsement practices, promotional effectiveness depends not only on the influencer's popularity but also on how the audience perceives their credibility and emotional connection. Consequently, identifying the critical elements that determine the success of endorsements in stimulating consumer purchase intent is imperative.

This research evaluates endorsement effectiveness by examining four key variables: trustworthiness, attractiveness, parasocial interaction, and the Fear of Missing Out (FOMO). Trustworthiness, in particular, signifies the extent to which an audience perceives an influencer's capacity to convey product-related information with integrity and conviction (Sokolova & Kefi, 2020). Attractiveness indicates the influencer's appeal, both physically and personally, which can influence

consumer perceptions of the promoted product (Ohanian, 1990). Furthermore, parasocial interaction serves as an important factor because it reflects the illusion of an emotional relationship formed between the audience and the influencer through social media interaction (Labrecque, 2014). On the other hand, the Fear of Missing Out (FOMO) phenomenon also affects consumer behavior, specifically the urge to follow trends to avoid feeling left behind by others (Abel et al., 2016). The synergy of these variables is hypothesized to sway purchase intention—defined as the consumer's propensity to acquire a product following exposure to particular marketing stimuli.

This research builds upon the foundation laid by Oktavian et al. (2024), which examined how celebrity endorsements, parasocial interactions, and FOMO dictate the purchase intentions of Generation Z. While previous evidence underscores the critical role of social and emotional drivers, empirical discrepancies remain regarding the influence of trustworthiness and attractiveness. Such inconsistencies warrant deeper exploration to achieve more robust and uniform findings. Additionally, this study distinguishes itself by focusing on Reizuka Ari, a TikTok influencer whose unique endorsement style and audience engagement differ significantly from those analyzed in earlier studies. This divergence provides a compelling rationale to re-evaluate how these endorsement dimensions affect the purchasing behavior of Generation Z within a new context.

Driven by the aforementioned context, this inquiry seeks to evaluate how trustworthiness, attractiveness, parasocial interaction, and Fear of Missing Out (FOMO) collectively shape the purchase intentions of Generation Z toward products featured by Reizuka Ari on TikTok. Theoretically, this research intends to enrich the discourse on digital marketing evolution, specifically focusing on the efficacy of influencer-led endorsements in the social media era. From a practical standpoint, the outcomes are anticipated to offer strategic guidance for enterprises in crafting optimized endorsement campaigns tailored to amplify consumer interest, particularly within the highly influential Generation Z demographic.

METHODS

A quantitative research design is adopted to examine the impact of trustworthiness, attractiveness, parasocial interaction, and Fear of Missing Out (FOMO) on Generation Z's purchase intentions regarding products promoted by Reizuka Ari on TikTok.

This inquiry utilizes primary data, harvested through digital questionnaires disseminated to a targeted respondent pool. To ensure data relevance, the study applies a purposive sampling approach, specifically recruiting active TikTok users from the Generation Z cohort who possess prior exposure to Reizuka Ari's endorsement activities. This non-probability sampling method was chosen to align participant selection with the specific analytical requirements of the research.

Sampling and Instrumentation, In determining the sample size, this study adheres to the recommendations provided by Hair et al. (2019), which suggest a ratio of 5 to 10 observations for each measurement indicator. Given that this inquiry incorporates 20 indicators, a minimum threshold of 100 participants was required; however, a total of 130 respondents were recruited to bolster the statistical power and ensure sample adequacy. The primary instrument utilizes a 6-point Likert scale, spanning from 1 (Strongly Disagree) to 6 (Strongly Agree), to capture nuanced respondent perceptions.

Statistical Analysis, For data examination, the Partial Least Square (PLS) approach was executed via SmartPLS 4.0 software. The analytical procedure comprises a dual-stage evaluation: first, an assessment of the measurement (outer) model to verify indicator validity and reliability; and second, a structural (inner) model analysis to investigate the hypothesized relationships and the overall model fit.

Primary data acquisition was facilitated through digital surveys via Google Forms. To capture precise behavioral responses, the instrument employed a 6-point Likert scale, which allows for an ordinal measurement of individual attitudes toward the research variables.

The analytical framework for this study utilizes Partial Least Square (PLS) path modeling, processed with SmartPLS 4.0. This method was selected due to its inherent flexibility in handling complex structural relationships. The model evaluation is executed in two distinct phases: Measurement (Outer) Model Evaluation:

This stage verifies the integrity of the indicators across both the pilot study ($n = 30$) and the primary analysis ($n = 130$). Convergent validity is determined by assessing factor loadings, whereas internal consistency is gauged via Cronbach's Alpha and composite reliability, applying a rigorous minimum benchmark of 0.7.

Structural (Inner) Model Evaluation: This phase explores the interconnections between latent constructs. The predictive power of the model is identified through R² (R-square) values, while the strength of the hypotheses is validated using p-values, with significance thresholds established at 5% and 10%.

RESULTS AND DISCUSSION

The empirical evidence for this inquiry was derived from primary data collected via Google Forms, targeting a specific demographic: Generation Z TikTok users who actively engage with the content of influencer Reizuka Ari. From the data collection phase, a total of 130 responses were validated and deemed suitable for subsequent analysis.

Demographic profiling reveals that the participants are predominantly aged between 20 and 22 years, representing 112 individuals or 86.2% of the total sample. Other age brackets, including the 23–25 group (9.2%), the 17–19 group (3.1%), and those above 25 (1.5%), constitute the remainder of the pool. Furthermore, the gender distribution is notably skewed toward female respondents, who make up 83.8% (109 people) compared to their male counterparts at 16.2% (21 people).

In summary, the participant characteristics underscore that this research is centered on a young, female-dominated audience within the 20–22 age range. This demographic profile aligns with the core user base of TikTok that shows the highest level of engagement with Reizuka Ari's promotional activities.

Measurement Model Analysis: Convergent Validity

In the comprehensive testing phase, data from 130 qualified respondents were scrutinized to evaluate the measurement model's integrity. Convergent validity was determined by adhering to the established benchmarks: outer loading coefficients must exceed 0.7, and the Average Variance Extracted (AVE) must surpass the 0.5 threshold.

The empirical results from this phase indicate that every measurement indicator employed in this research successfully surpassed the required outer loading and AVE requirements. Since all values consistently met these statistical standards, the model demonstrates robust convergent validity. Consequently, the research instrument is confirmed to be highly accurate and appropriate for subsequent structural analysis.

Strong outer loading coefficients confirm that each individual item serves as a robust proxy for its

respective latent construct. Concurrently, an AVE threshold above 0.5 signifies that the underlying construct accounts for more than half of the variance within its indicators, suggesting minimal measurement error. As a result, the instrumentation utilized in this study exhibits superior precision and structural integrity, ensuring that the variables are captured with a high degree of reliability and explanatory power.

Table 1
Validity Test

Variabel	Indikator	Outer Loading	AVE
Attractiveness	AT1	0.745	0.641
	AT2	0.852	
	AT3	0.817	
	AT4	0.783	
Parasocial Interaction	PC1	0.901	0.680
	PC2	0.836	
	PC3	0.785	
	PC4	0.771	
Fear of Missing Out	FM1	0.758	0.762
	FM2	0.747	
	FM3	0.712	
	FM4	0.797	
Trustworthiness	TS1	0.808	0.762
	TS2	0.899	
	TS3	0.914	
	TS4	0.867	
Purchase Intention	PI1	0.830	0.693
	PI2	0.809	
	PI3	0.842	
	PI4	0.849	

Sumber: Olah Data Penelitian dengan Smartpls 4.0 (2026)

Consistency and Reliability Assessment

To ensure the internal consistency of the research instrument, a reliability analysis was performed on the dataset comprising 130 participants. This evaluation, integrated within the measurement model phase, involved a rigorous examination of both Cronbach's Alpha and

Composite Reliability (CR) metrics. These indicators were computed utilizing the SmartPLS software suite to verify that each latent construct is measured reliably. The empirical results of this consistency check are summarized in the table below:

Table 2. Composite Reliability dan Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha
Attractiveness	0.865	0.791
Parasocial Interaction	0.889	0.832
Fear of Missing Out	0.893	0.841
Trustworthiness	0.903	0.856
Purchase Intention	0.865	0.791

Sumber: Olah Data Penelitian dengan SmartPLS 4.0 (2026)

The reliability of the research framework was validated through an assessment of Cronbach's Alpha and Composite Reliability (CR) for each construct. The empirical data reveals that all variables met the required benchmark of ≥ 0.70 , with CR values notably surpassing the 0.80 level. These findings confirm that the constructs exhibit high internal consistency, ensuring that the measurement items are robust and stable in representing the latent variables.

Furthermore, the structural model analysis conducted via SmartPLS 4.0 produced an Adjusted R-Square value of 0.780. This result demonstrates that the exogenous constructs collectively account for 78% of the variance in Generation Z's purchase intention. Consequently, the proposed model possesses substantial predictive power, while the remaining 22% is attributed to external factors not captured in this study or inherent residual error.

Table 3. Hypothesis Testing

	Original Sample	T-Statistic	P Values	Explanation
AT -> PI	0.169	1.879	0.060	H1: Unsupported data
FM -> PI	0.428	4.170	0.000	H2: supported by data
PC -> PI	0.208	2.416	0.016	H3: supported by data
TS -> PI	0.163	1.828	0.068	H4: Unsupported data

Sumber : Olah Data Penelitian dengan SmartPLS 4.0 (2026)

The Impact of Attractiveness on Purchase Intention

The structural model analysis reveals that Attractiveness does not exert a statistically significant influence on Purchase Intention. This is evidenced by a path coefficient of 0.169 and a p-value of 0.060, which exceeds the standard alpha threshold of 0.05. These findings imply that while Reizuka Ari is perceived as having high visual or personal appeal, this attribute alone is insufficient to catalyze actual purchasing behavior among Generation Z. Despite the positive reception of the influencer's persona, attractiveness does not serve as a primary catalyst for consumer decision-making in this specific context. Consequently, the empirical evidence fails to support the first hypothesis

The Impact of Fear of Missing Out (FOMO) on Purchase Intention

The analysis confirms that Fear of Missing Out (FOMO) exerts a substantial and positive influence on Purchase Intention, evidenced by a robust path coefficient of 0.428 and a p-value of 0.000. These metrics suggest that an intensified apprehension of being disconnected from evolving trends or social information directly amplifies the desire to acquire products endorsed by Reizuka Ari. Within the TikTok environment, consumers appear to be motivated by a psychological "social pressure" to stay current; the anxiety of being perceived as out-of-date or missing a viral moment acts as a powerful catalyst for purchasing behavior. Consequently, the empirical results provide strong validation for the second hypothesis.

The Role of Parasocial Interaction in Shaping Purchase Intention

Statistical testing demonstrates that Parasocial Interaction significantly and positively affects Purchase Intention, as indicated by a path coefficient of 0.208 and a p-value of 0.016. These results imply that the subjective emotional bond and the sense of "imaginary intimacy" shared between followers and Reizuka Ari serve as a catalyst for consumer interest in endorsed goods. As the intensity of this parasocial dynamic increases, so does the likelihood of followers adopting the influencer's recommendations. Essentially, the perceived personal connection developed through TikTok content fosters a level of trust that encourages purchasing behavior, thereby providing empirical support for the third hypothesis.

The Impact of Trustworthiness on Purchase Intention

The empirical findings suggest that Trustworthiness does not exert a statistically significant influence on Purchase Intention, as demonstrated by a path coefficient of 0.613 and a p-value of 0.068. While the coefficient indicates a relatively strong directional relationship, the p-value—exceeding the 0.05 significance threshold—precludes the acceptance of the hypothesis. This implies that although followers may recognize Reizuka Ari as a credible source of information, this perceived integrity has not yet translated into a primary driver for purchasing commitments. In the decision-making process of the sampled Generation Z, trustworthiness appears to be a secondary consideration rather than a decisive catalyst. Therefore, the fourth hypothesis fails to find adequate empirical support.

CONCLUSION

Based on the empirical investigation into the influence of influencer-related attributes and psychological drivers on Generation Z's consumer behavior, several key conclusions can be drawn:

- **Dominance of Emotional & Social Drivers:** The findings underscore that Fear of Missing Out (FOMO) and Parasocial Interaction act as the primary determinants of purchase intention. This suggests that the anxiety of being socially disconnected and the strength of the virtual bond with Reizuka Ari are the most effective triggers for driving purchasing decisions in the TikTok ecosystem.

- **Limited Impact of Conventional Attributes:** Conversely, Attractiveness and Trustworthiness were found to have no statistically significant effect on purchase intention. These results indicate that for the sampled Generation Z audience, an influencer's physical appeal and perceived credibility—while appreciated—are not the decisive factors that lead to an actual commitment to buy endorsed products.

The Fear of Missing Out variable has the most substantial influence, indicating that the fear of being left out of trends or missing information is the primary driver for consumers to purchase products endorsed by Reizuka Ari. Additionally, Parasocial Interaction is proven to increase purchase interest due to the emotional closeness followers feel toward the influencer. Conversely, since Attractiveness and Trustworthiness failed to show significant influence, physical appeal and perceived credibility were not the main factors in purchasing decisions within this study.

The managerial implications of this research suggest that businesses utilizing TikTok influencer endorsement strategies should prioritize Fear of Missing Out and Parasocial Interaction to boost consumer Purchase Intention. **Urgency-Driven Marketing:** Marketing strategies should focus on creating content that builds a sense of urgency, such as limited-time promotions, viral trends, and exclusive information to prompt immediate purchases.

Authentic Engagement: Businesses should encourage influencers to foster closer interactions with their audience through personal, authentic, and consistent communication to build a strong emotional bond. This closeness can enhance consumer emotional trust in product recommendations. **Supplementary Factors:** While Attractiveness and Trustworthiness did not show significant influence in this study, they should still be maintained as supporting factors to ensure the overall effectiveness of the endorsement.

Based on the insights derived from this study, the following recommendations are proposed for future academic inquiries:

Model Diversification: Subsequent studies should consider integrating additional psychological or environmental variables—such as price sensitivity, product involvement, or platform-

specific algorithms—to capture a more holistic view of the factors driving consumer purchase intentions.

Sample and Contextual Expansion: To enhance the generalizability of these findings, future researchers are encouraged to expand the respondent pool beyond the current scope. Furthermore, conducting comparative analyses across different social media platforms (e.g., Instagram Reels or YouTube Shorts) or across various influencer niches would provide a more nuanced understanding of how digital endorsements operate in diverse ecosystems.

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