

Analysis of Social Media Interaction on Purchase Intention Mediated by Source Credibility, Homophily and Content Quality

(Empirical Study of Scarlett Whitening Products)

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ABSTRACT

This research analyzes the influence of social media interactions on purchase intentions for Scarlett Whitening products, which are mediated by source credibility, homophily, and content quality. This study aims to understand how interactions on Instagram can influence purchase intentions. This research method uses a quantitative survey on 230 respondents, namely Scarlett Whitening users on the Instagram application in Indonesia. This research analysis uses the software SmartPLS by using the method Structural Equation Modeling (SEM). The results show that social media interaction has a positive and significant effect on source credibility, homophily, and content quality. Furthermore, homophily and content quality have a positive and significant effect on purchase intention, while source credibility does not have a significant effect on purchase intention. This research highlights the importance for Scarlett Whitening to not only actively interact with consumers but also pay attention to elements such as source credibility, homophily, and content quality to increase purchase intentions.

ABSTRAK

Penelitian ini menganalisis pengaruh interaksi media sosial terhadap niat beli produk Scarlett Whitening yang dimediasi oleh source credibility, homophily, dan kualitas konten. Studi ini bertujuan untuk memahami bagaimana interaksi di Instagram dapat memengaruhi niat pembelian. Metode penelitian ini menggunakan survei kuantitatif pada 230 responden yaitu pengguna Scarlett Whitening pada aplikasi Instagram di Indonesia. Analisis penelitian ini menggunakan software SmartPLS dengan menggunakan metode Structural Equation Modeling (SEM). Hasil menunjukkan bahwa interaksi media sosial berpengaruh positif dan signifikan terhadap kredibilitas sumber, homofili, dan kualitas konten. Selanjutnya, homofili dan kualitas konten berpengaruh positif dan signifikan terhadap niat pembelian, sementara kredibilitas sumber tidak berpengaruh signifikan terhadap niat pembelian. Penelitian ini menyoroti pentingnya bagi Scarlett Whitening untuk tidak hanya aktif berinteraksi dengan konsumen, tetapi juga memperhatikan elemen seperti source credibility, homophily, dan kualitas konten untuk meningkatkan niat beli.



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INTRODUCTION

The role of social media in marketing is useful for building relationships with customers, increasing brand awareness, and increasing consumer engagement. Companies can reach a larger audience, interact with them real-time, and get useful feedback that helps them improve their goods and services (Laksamana, 2018). The increasing popularity of social media, which can be seen from the number of users, which continues to increase every year,

is one of the impacts of advances in digital and communication technology. With increasing interest, health, skin beauty, and skin care are becoming some of the most popular products for online sales. Businesspeople use various types of digital platforms to sell skin care products to customers, and there are many factors that influence their purchasing decisions. One company that uses social media as a sales and promotion medium is local Indonesian beauty company Scarlett Whitening. The researcher chose Scarlett Whitening as the object of study because this skincare product is currently popular and widely discussed among consumers. Its viral presence across various social media platforms indicates that it has successfully garnered significant attention, making it a relevant object for research, particularly regarding social media interactions and their impact on purchase intentions.

Scarlett Whitening is a local brand that was founded at the end of 2017 and is a product owned by Felicya Angelista, a famous Indonesian celebrity. This product, which has been permitted by BPOM, focuses on body and facial skin care that is safe for use every day. Scarlett Whitening has three types of products, namely body care products, hair care products, and facial care products. Facial care products included facial wash and facial serum, body care products including shower scrub, body lotion, and body scrub, and hair care products consisting of sea salt shampoo and conditioner. Scarlett Whitening uses social media to market its products. To promote the products, Scarlett actively uses various social media platforms. The use of social media has increased in recent years for promotional media and communicating about new or existing goods and services due to its significant influence on consumer purchase intentions (Park et al., 2021).

In previous research, social media interactions influenced perceptions of source credibility, source homophily, content quality, and purchase intentions. In Onofrei et al. (2022) research, social media interactions on consumer purchasing intentions are discussed. This study examines the mediating role of source factors (such as source credibility and homophily) and content factors (such as relevance and content quality). Based on the explanation of previous research, researchers are interested in studying the extent social media interactions influence source credibility, homophily, content quality, and purchase intentions for the Scarlett Whitening product. We conducted research on Instagram users who have used, worn, and know about Scarlett Whitening products in Indonesia. The researchers used Instagram as the sample in the study because the platform is one of the main promotional media actively utilized by Scarlett Whitening. It was chosen for its relevance in assessing how social media interactions can influence consumers' purchase intentions.

It is hoped that the benefits of this research can be a reference for academics and universities in increasing knowledge about the influence of social media interactions on consumer purchasing intentions. In addition, it is hoped that this research will provide a new perspective on the influence of social media interactions on purchasing decisions. This research is also expected to provide useful contributions and insights regarding aspects of the influence of social media on purchase intentions. Based on the results of this research, the author hopes that this research can be useful for interested parties and can contribute to future research in the field of marketing on social media and become knowledge in this field.

LITERATURE

Stimulus-Organism-Response (SOR) Theory

Mehrabian & Russell (1974) created the framework stimulus-organism response (SOR) to explain how organisms mediate the relationship between stimulation and response through various mechanisms that improve a person's cognitive and emotional state, which in turn drives their behavior (Islam & Rahman, 2017). Mehrabian & Russell (1974) used the SOR model to discuss how environmental factors influence consumer behavior. This model is similar to the information processing model in that it explains how external environmental input is processed in a person's cognitive system and what types of behavior occur as a result (Zhu et al., 2020).

The Effect of Social Media Interaction on Source Credibility

Social media enables rapid participation through comments, feedback, and information sharing, which influences behavior through the content and source of posts on those platforms (Onofrei et al., 2022). According to Venus (2018), source credibility is a person's ability to persuade other people, where individuals are easier to persuade if the source of information is considered competent and expert. Research Kapoor et al. (2020) shows that social media interactions can enhance good, quality relationships as well as enable assessment of the trustworthiness and level of expertise of communication sources. This is supported by research conducted by Lee & Chen (2021), who found that authenticity in social media interactions is very important for building credibility. They trust sources that are honest and open in their communication. This is in accordance with research Onofrei et al. (2022) that the more consumers interact on social media, the credibility of the source also increases. However, research conducted by Schouten et al. (2020) found that trust and expertise are the attributes that most influence source credibility.

H1: Social media interaction has positive influence on source credibility.

The Effect of Social Media Interaction on Homophily

Shibuya et al. (2022) found that the use of social media increases social interaction skills by learning how friends socialize. According to Sokolova & Kefi (2020), homophily is an individual's tendency to form relationships with people who have similar characteristics, such as age, gender, interests, or political views. In the research of Ladhari et al. (2020), say that users tend to interact more often with sources that are considered to have similar views, preferences, and experiences. This commonality increases trust and emotional connectedness, thereby fostering closer relationships. Kim et al. (2020) stated that consumers tend to interact with other users who have similar product ratings and experiences. This similarity creates a sense of mutual trust, which ultimately increases the credibility of the information disseminated. According to Onofrei et al. (2022), the more interactions on social media, the higher the perception of homophily, because users tend to interact with sources that have similar values, experiences, and preferences.

H2: Social media interaction has positive influence on homophily.

The Effect of Social Media Interaction on Content Quality

According to Kingsnorth (2016), content is anything that involves customers with a product or service. Jashari (2017) defines social media content as the activity of sharing information, knowledge, and opinions online through conversation media. According to

Huang (2020), to achieve maximum impact from social media content, it is very important to design content that is carefully tailored to the target audience. Based on research by Raharja (2021), in his study on the influence of social media on brand awareness, stating that only high-quality content can influence brand awareness directly. This is supported by research by Onofrei et al. (2022) that interaction on social media can have a positive impact on the perceived quality of content.

H3: Social media interaction has a positive effect on content quality.

The Influence of Source Credibility on Purchase Intentions

According to Nafees et al. (2020), source credibility refers to the extent to which consumers trust the information provided by a particular source. According to Anisa & Marlina (2022), purchase intention is consumer behavior, which shows the extent to which consumers are willing to purchase a product. Research by Weismueller et al. (2020) shows that source credibility has a positive influence on consumer purchase intentions. The credibility of this source includes factors such as expertise, trustworthiness, and attractiveness. This research was supported by Muda et al. (2021), which shows that the credibility of the source of user-generated content has a significant influence on consumer purchase intentions, although this influence occurs indirectly. However, the research of Onofrei et al. (2022) shows that source credibility has no positive effect on consumer purchase intentions, supported by Ibrahim et al. (2024), who found that although source credibility shapes consumer perceptions, there is no significant moderating effect on purchase intentions in certain contexts.

H4: Source credibility has a positive effect on buyer intention.

The Effect of Homophily on Purchase Intentions

According to Lee & Watkins (2016), homophily can be defined as friendship formed between people who have similarities in certain aspects. According to Kotler & Keller (2018), purchasing interest is defined as how likely customers are to buy certain goods and services or switch from one brand to another. According to Filieri et al. (2018), homophily is important in consumers' evaluation of information usefulness and purchase intentions in online communities because similarity makes individuals feel connected to others. Erkan & Evans (2018) added that homophily has a significant impact on purchase intentions, with similar attributes such as beliefs and social status strengthening the credibility of the information consumers receive. According to Onofrei et al. (2022), they found a positive influence between homophily and purchase intention, with source homophily increasing purchase intention through trust, engagement, message relevance, emotional connection, reduced risk perception, and social influence.

H5: Homophily has a positive effect on purchase intention.

The Effect of Content Quality on Purchase Intention

(Carlson et al., 2018) define content quality as the way consumers perceive the accuracy, completeness, relevance, and up-to-dateness of information presented by a brand on social media. According to Nguyen (2020), purchase intention is the phase where consumers decide to buy products that are influenced by various factors such as marketing strategies, sales promotions, and advertising. According to Farki (2016) and Ichsan et al. (2018), user content reviews have a positive and significant effect on purchasing interest, reviews from

users can give a positive impression to potential consumers and encourage their interest in buying the product. Asi & Hasbi (2021) added that interesting content on social media influences purchasing decisions because emotional and cognitive connections with brands make customers pay more attention and appreciate them. (Onofrei et al., 2022) found that content quality has a significant impact on customer satisfaction, which is determined by how well information is delivered and understood, including accuracy, relevance, clarity, and visual appeal.

H6: Content quality has a positive effect on purchase intention.

RESEARCH METHOD

This research uses quantitative methods with surveys to collect numerical data and statistical analysis, aiming to understand phenomena, find patterns, and analyze relationships between variables (Creswell, 2012). Primary data was obtained directly from respondents through a questionnaire distributed via WhatsApp and other social media applications to Scarlett Whitening product users. Indicator measurement refers to previous research, with a questionnaire using a six-point Likert scale to measure respondents' attitudes (Zikmund et al., 2016). Each variable is explained through a series of questions in the questionnaire given to respondents. The population is a group of people who are the target of research where the characteristics of the population can be adjusted to the research objectives (Zikmund et al., 2016). In this research, the population consists of people from Indonesia aged 20 to more than 40 years who actively use Instagram social media and are familiar with Scarlett Whitening products. The sample is the group of respondents required for research, with the sample size based on the level of significance (Hair et al., 2019). This research uses the Purposive Sampling method to select relevant respondents.

In this research, the sample calculation is based on the number of indicators and latent variables, with the formula: $5a \leq x \leq 10a$. Where a is the number of indicators plus latent variables, and x is the number of respondents. With 20 indicators and 5 latent variables $a = 25$. So, the sample calculation becomes: $5a \leq x \leq 10a \approx 5 \times 25 \leq x \leq 10 \times 25 = 125 \leq x \leq 250$. The required sample size is a minimum of 125 respondents and a maximum of 250 respondents, according to the guidelines of (Hair et al., 2019). Data analysis was carried out using the Structural Equation Modeling (SEM) method to analyze the relationship between variables (Ghozali, 2018) using the Smart Partial Least Square (SmartPLS) application. Data analysis was carried out by measuring the measurement model (outer model), which measures convergent validity, discriminant validity, and reliability. Whereas structural model (Inner Model) measuring Collinearity Test, Path Coefficient, Coefficient determination/R-square, and Goodness of Fit (Q-Square). The hypothesis that has been tested will be evaluated by examining the analysis results of the test and the level of significance of the results.

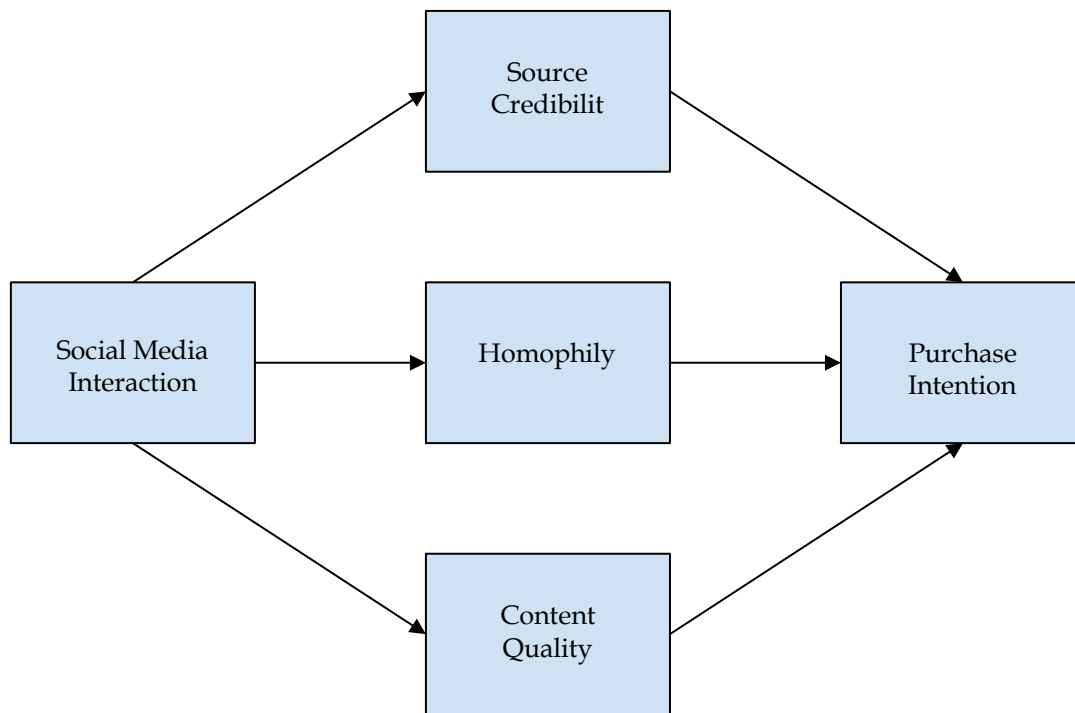


Figure 1. *Research Model Framework*

RESULTS and DISCUSSION

The data was collected from 230 respondents familiar with Scarlett Whitening products. The sampling was done using the Purposive Sampling method, with data gathered through the distribution of online questionnaires via social media. Based on gender, the majority of respondents in the study were women 184 or 80%. Based on age, the group aged 20 to 29 years is dominated by 201 or 87,4%. The average monthly expenditure shows that the majority of respondents have an average monthly expenditure in the range of less than Rp. 2.000.000 per month as much 145 or 63%. The majority of respondents' occupations are students or students 181 or 78,7%. The majority of respondents use Instagram social media, namely more than four hours per day 110 or 47,8%. The majority who have joined the social media Instagram, namely more than 3 years, as many as 204 or 88,7%.

Measurement Model or Outer Model

This research uses the Outer Model to measure convergent validity, which is analyzed using SmartPLS. An indicator is considered to meet adequate convergent validity if its AVE value is more than 0.5 and the Loading Factor is greater than 0.70 (Ghozali, 2021). The convergent validity results are as follows:

Table 1. *Convergent Validity Results*

Variables	Indicator	Loading Factor	AVE
Social Media Interaction	SMI 1	0,659	0,574
	SMI 2	0,684	
	SMI 3	0,840	
	SMI 4	0,803	
	SMI 5	0,786	

Source Credibility	SC 1	0,867	0,738
	SC 2	0,884	
	SC 3	0,871	
	SC 4	0,812	
Homophily	HM 1	0,877	0,768
	HM 2	0,877	
	HM 3	0,875	
	HM 4	0,877	
Content Quality	CQ 1	0,706	0,585
	CQ 2	0,727	
	CQ 3	0,804	
	CQ 4	0,816	
Purchase Intention	PI 1	0,864	0,702
	PI 2	0,865	
	PI 3	0,782	

Source: Data Processing (2024)

Based on table 1, it can be seen that the variables of social media interaction, source credibility, homophily, content quality, and purchase intention have value Loading Factor which is greater than 0.70 and the AVE value for each variable also exceeds 0.5. Thus, it can be concluded that each of these variables has met the requirements for convergent validity, which is capable of fulfilling the latent variable being measured. The assessment of discriminant validity in this study was carried out using SmartPLS following the Fornell-Larcker criteria. Discriminant validity refers to the extent to which the constructs in a research model differ from each other. Good discriminant validity is achieved if the AVE value of a construct is greater than the square of the correlation between that construct and other constructs, according to Fornell and Larcker in (Ghozali & Latan, 2015). The results of discriminant validity are as follows:

Table 2. Discriminant Validity Results

	Homophily	Social Media Interaction	Source Credibility	Content Quality	Purchase Intention
Homophily	0,877				
Social Media Interaction	0,336	0,758			
Source Credibility	0,727	0,378	0,859		
Content Quality	0,515	0,465	0,540	0,756	
Purchase Intention	0,487	0,441	0,462	0,517	0,838

Source: Data Processing (2024)

Based on the Fornell-Larcker criteria, discriminant validity is met if the square root of AVE (diagonal value) is greater than the correlation between constructs (off-diagonal value). The results show that each construct meets these criteria. In research, in addition to convergent and discriminant validity tests, it is also important to carry out reliability tests to ensure the consistency and reliability of variable measurement. Test reliability can be measured using two main indicators: Cronbach's Alpha and Composite Reliability. A variable is considered reliable if it has a value Cronbach's Alpha and Composite Reliability both exceed the threshold of 0.70 (Ghozali & Latan, 2015).

Table 3. Reliability Test Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Homophily	0,900	0,930
Social Media Interaction	0,812	0,870
Source Credibility	0,881	0,918
Content Quality	0,762	0,849
Purchase Intention	0,787	0,876

Source: *Data Processing (2024)*

Table 3 shows that the value of Cronbach's Alpha and Composite Reliability for each variable has met the specified reliability criteria, namely more than 0.70. Therefore, it can be concluded that these variables have good reliability.

Test the Structural Model or Inner Model

The collinearity test is a method used to assess the relationship between latent variables in a structural model. In PLS-SEM, the tolerance value is 0.20 or lower than the VIF value of 5. If the VIF value is above 5, it indicates a potential collinearity problem. If the VIF reaches 5 or more, consideration should be given to removing indicators that cause collinearity problems (Hair et al., 2021).

Table 4. Collinearity Test Result

	Homophily	Social Media Interaction	Source Credibility	Content Quality	Purchase Intention
Homophily					2,219
Social Media Interaction	1,000		1,000	1,000	
Source Credibility					2,299
Content Quality					1,478
Purchase Intention					

Source: *Data Processing (2024)*

On Table 4, the relationship between the homophily variable and Social Media Interaction has a value of 1,000; Source Credibility and Social Media Interaction variables have a value of 1000; Purchase Intention and Content Quality variables have a value of 1.478 and so on.

Table 5. Results Determination Path Coefficient Test (R-Square)

Variable	<i>R-Square</i>	<i>R Square Adjusted</i>
Homophily	0,113	0,109
Source Credibility	0,143	0,139
Content Quality	0,216	0,212
Purchase Intention	0,338	0,330

Source: *Data Processing (2024)*

Based on table 5, the homophily variable is explained by the antecedent variable by 10,9%, meaning that there is still 89,1% influence from other variables outside homophily. Source Credibility is explained as 13,9%, with 86,1% influence from other variables outside the Source Credibility variable. Content quality is explained by 21,2% of the antecedent

variables, while the remaining 78,8% is influenced by other variables outside the content quality variable. Purchase intention is explained by 33%, meaning that there is still 67% influence from other variables outside purchase intention. Goodness of Fit (GoF), or what is also called predictive relevance, is used to assess whether the model used is appropriate to existing data. Evaluation of the structural model using Q^2 predictive relevance shows that if the value of Q^2 bigger than 0, the model has predictive relevance, while the Q^2 value < 0 indicates that the model lacks predictive relevance (Ghozali, 2021).

Table 6. Results Test Goodness of Fit (Q-Square)

	SSO	SSE	$Q^2 (=1-SSE/SSW)$
Homophily	920,000	842,674	0,084
Social Media Interaction	1150,000	1150,000	
Credibility	920,000	826,639	0,101
Content Quality	920,000	807,351	0,122
Purchase Intention	690,000	534,536	0,225

Source: Data Processing (2024)

Based on table 6, the homophily variable has a value Q-square amounted to 0.084; source credibility has a value Q-square of 0.101; content quality has value Q-Square of 0.122; and purchase intention has value Q-square of 0.225. The social media interaction variable has value Q-square is 0, however, this is normal because social media interaction is an independent variable.

Path Coefficient Test (Hypothesis Test)

The path coefficient is used to test the hypothesis, calculated using the SmartPLS application with bootstrapping techniques.

Table 7. Results Path Coefficient Test

Hypothesis	Original Sample (THE)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEF)	P Values	Conclusion
SMI → SC	0,378	0,391	0,074	5,127	0,000	H1 Supported
SMI → HM	0,336	0,349	0,074	4,530	0,000	H2 Supported
SMI → CQ	0,465	0,478	0,060	7,745	0,000	H3 Supported
SC → PI	0,111	0,112	0,101	1,101	0,272	H4 Not Supported
HM → PI	0,232	0,238	0,097	2,383	0,018	H5 Supported
CQ → PI	0,337	0,341	0,076	4,454	0,000	H6 Supported

Source: Data Processing (2024)

Based on the results bootstrapping in Table 7, all hypotheses are supported except H4. This follows the principles of Ghozali's theory (Ghozali et al., 2017), stating that the value of T Statistics must be more than 1.96; as well as the P Value must be less than 0.05. Therefore, all hypotheses are supported except H4. Test results T value Statistics for the influence of social media interaction on source credibility of $5.127 > 1.96$ and at P Values equal to $0.000 < 0.05$. Q Statistics for the influence of social media interaction on homophily

of $4.530 > 1.96$ and at P Values equal to $0.000 < 0.05$. Q Statistics for the influence of social media interaction on the content quality of $7.745 > 1.96$ and at P Values equal to $0.000 < 0.05$. Q Statistics for the influence of credibility on purchase intentions of $1.101 < 1.96$ and at P Values amounting to $0.272 > 0.05$. Q Statistics for the influence of social media interaction on the content quality of $2.383 > 1.96$ and at P Values equal to $0.018 < 0.05$. Q Statistics for the influence of social media interaction on the content quality of $4.454 > 1.96$ and at P Values equal to $0.000 < 0.05$.

DISCUSSION

The Effect of Social Media Interaction on Source Credibility

The results of this research show that social media interactions have a positive and significant influence on source credibility, with test results supporting the hypothesis. This means that the higher the level of interaction on Instagram social media for Scarlett Whitening products, the higher the credibility felt by consumers to trust that source. This research is supported by research by Onofrei et al. (2022), which discusses the influence of social media interactions on source credibility, emphasizing how interactions on social media platforms can influence consumers' perceptions of source credibility. Then research by Kapoor et al. (2020) discuss that interactions on social media can improve good and quality relationships and allow consumers to evaluate the trustworthiness and level of expertise of communication sources. Also, research by Lee & Chen (2021) shows that authenticity in interactions on social media plays a crucial role in building credibility. They found that users tend to trust information sources who are honest and open in communication.

The Effect of Social Media Interaction on Homophily

The results of this study show that social media interactions have a positive and significant influence on homophily, with test results supporting the hypothesis. The higher the interaction on Scarlett Whitening's Instagram social media, the higher the consumer's perception of homophily towards Scarlett whitening products. This research is supported by research by Onofrei et al. (2022), who discussed the influence of social media interactions on homophily, emphasizing that intense interactions on social media can strengthen perceptions of homophily, thereby increasing trust and closer relationships between social media users and information sources. Then, research by Ladhari et al. (2020) found that the intensity of interaction on social media is directly proportional to the perception of homophily towards the information source. Users tend to interact more actively with individuals or sources they perceive as similar in views, preferences, and experiences. Likewise, Kim (2020) stated that the more often consumers interact on social media, the stronger their perception of homophily from the sources they encounter.

The Effect of Social Media Interaction on Content Quality

The results of this research show that social media interactions have a positive and significant influence on the perceived quality of content, with test results supporting the hypothesis. This means that the more interesting the content that Scarlett Whitening provides, the more interested the audience will be, which will make the audience interact on Instagram social media, such as via like, share, and comment. This research is supported

by research conducted by Onofrei et al. (2022), which discusses how interactions carried out on social media influence assessments and perceptions of content, such as likes, comments, and shares, which can influence how content is assessed and received by audiences. Then on to research Huang (2020), for social media content to have maximum impact, it is important to design it carefully according to the target audience. The success of content depends largely on how relevant it is and its ability to resonate with a specific audience's needs, interests, and preferences. Also, research by Raharja (2021), which examines the influence of social media on brand awareness, shows that only high-quality content has a direct impact on improving brand awareness.

The Influence of Source Credibility on Purchase Intentions

The results of this research indicate that source credibility influences purchase intentions and gets unsupported results. This means that the source of information provided via Scarlett Whitening's Instagram social media does not play a role in influencing the audience's purchasing intentions. This research is supported by research by Onofrei et al. (2022), who discuss that source credibility does not have a positive influence on consumer purchase intentions. This indicates that source credibility does not play a role in influencing the relationship between source credibility and purchase intention. This is supported by research conducted by Weismueller et al. (2020), which revealed that source credibility has a positive effect on consumer purchase intentions. Factors that form this credibility include expertise, level of trustworthiness, and attractiveness of the source. This research was also supported by Muda (2021), who show that the credibility of user-generated content significantly influences consumers' purchase intentions, although this influence is indirect.

The Effect of Homophily on Purchase Intentions

The results of this study show that homophily has a positive and significant influence on purchase intentions, with test results supporting the hypothesis. This means that if consumers trust Scarlett Whitening's product information, this can increase their intention to purchase the product. This research is supported by research conducted by Onofrei et al. (2022), who discuss that homophily has a positive influence on purchase intention, which explains that people who have the same similarities as the information source will tend to interact, which will ultimately increase their intention to purchase the same product. Then on to Filieri et al. (2018), which shows that homophily has a positive influence on purchase intentions. This is because consumers tend to purchase products after reading reviews from individuals who have similar experiences and preferences. And also research by Erkan & Evans (2018) shows that homophily has a significant influence on consumer purchase intentions. Homophily, which refers to similar attributes between individuals in an interaction, such as beliefs and social status, plays an important role in shaping the credibility of information received by consumers.

The Effect of Content Quality on Purchase Intention

The results of this research show that content quality has a positive and significant influence on purchase intentions, with test results supporting the hypothesis. This means that the more interesting the content presented on Scarlett Whitening's Instagram social media, the more it can influence purchasing intentions. This research is supported by research conducted by Onofrei et al. (2022), which explains that content quality has a

significant effect on the level of customer satisfaction. Content quality is measured based on the extent to which the information is conveyed well and is easily understood by the audience, taking into account aspects such as accuracy, relevance, clarity, and attractiveness. According to research by (Farki (2016) and Ichsan (2018), reviewing user content has a positive and significant impact on purchasing interest. This shows that user reviews can create a good impression on potential consumers and increase their desire to buy the product. Research by Asi & Hasbi (2021) also highlights that content or advertisements on social media influence consumer purchasing decisions, where interesting content can attract the market's attention. When customers establish an emotional and cognitive connection with a brand, they tend to pay more attention to and appreciate the brand.

CONCLUSIONS

Social media interactions have a positive and significant influence on source credibility. So it can be concluded that the higher the level of interaction on social media regarding Scarlett Whitening products, the higher the source credibility perceived by consumers. This means that consumers will trust sources that are considered more credible on Instagram regarding Scarlett Whitening products. Social media interactions have a positive and significant influence on homophily. So it can be concluded that the higher the interaction on social media regarding Scarlett Whitening products, the higher the perception of homophily. This means that consumers will interact intensely on Instagram, thereby increasing trust and closer relationships between Instagram users and information sources.

Social media interactions have a positive and significant influence on the perceived quality of content. So it can be concluded that the interactions carried out on Instagram for Scarlett Whitening products are influenced by the quality of the content. This means that high-quality content has a direct brand impact. Source credibility does not play a role in influencing the relationship between source credibility and purchase intention. So it can be concluded that the credibility of the source. So it can be concluded that even though the information sources provided on Instagram are considered credible by the audience, this credibility does not always directly influence consumers' decisions to buy.

Homophily has a positive and significant influence on purchase intentions. So it can be concluded that Scarlett Whitening consumers who feel they have something in common with the information source tend to trust and respond better to the content, which increases engagement and motivates them to buy recommended products. Content quality has a positive and significant influence on purchase intention. So it can be concluded that when content on Scarlett Whitening's Instagram produces interesting and quality content, this will increase the intention to purchase the product.

This research still has many shortcomings and limitations in the preparation process. Some aspects that need to be considered include: the method applied may not be fully effective in achieving the expected results, so re-evaluation needs to be carried out to increase the validity and reliability of the data. The number of respondents involved in this research is limited, namely only 230 people, which may not be enough to represent the actual conditions. This number of 230 does not cover the entire population of Indonesia

because they come from a limited area. Limited time and resources can affect the depth of research, so the data collection and analysis process may not run as optimally as expected, and this research cannot guarantee that the results and findings obtained will be consistent if tested in other locations, considering that consumer interests can change over time.

It is hoped that suggestions for future researchers can be expanded to include other variables that have the potential to influence purchase intentions. By adding these variables, the study can provide a more comprehensive picture of how interactions on social media influence purchasing decisions. The research is expected to conduct research with more respondents whose population of respondents is located throughout Indonesia and is also expected to monitor changes in social media interactions and consumer purchasing intentions over time. This will allow researchers to see the long-term developments and dynamics that occur in consumer behavior in more depth. By monitoring changes periodically, research can reveal patterns of behavior that may not otherwise be apparent.

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