The Influence of Beauty Influencer Toward Purchase Intention of Local Cosmetic

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ABSTRACT

The use of social media in Indonesia is growing rapidly, including Instagram, YouTube, and Facebook users. In Indonesia, Instagram is one of the most popular social media platforms. Since Instagram becomes familiar these days, the term "influencers" emerged. Influencers are known as the new idol who is popular through social media. Many businesses have shifted their marketing strategy to collaborate with influencers instead of traditional celebrities. One of the beauty brands in Indonesia, Make Over, take this opportunity to collaborate with some beauty influencers. One of the popular beauty influencers in Indonesia who used to collaborate with Make Over is Tasya Farasya. This study is aimed to analyze the direct and indirect effect of beauty influencer on the purchase intention of local beauty brand through a case study of Tasya Farasya on Make Over brand. This study analyzes three variables such as Celebrity Endorser, Purchase Intention, and Para-social Interaction as mediating variable. This study is descriptive research by using quantitative approach. The population of this study is Make Over's potential customers in Malang city. The sampling technique is purposive sampling in which some criteria is needed. The sample size is 150 respondents who followed Tasya Farasya on Instagram and have seen a Make Over product review by Tasya Farasya. Statistical software Smart-PLS is used to analyze the data in this study.

Keywords: Beauty Influencer, Para-social Interaction, Purchase Intention

ABSTRAK

Penggunaan media sosial di Indonesia berkembang pesat, termasuk pengguna Instagram, YouTube, dan Facebook. Di Indonesia, Instagram adalah salah satu platform media sosial paling populer. Sejak Instagram menjadi populer akhir-akhir ini, istilah "influencer" muncul. Influencer dikenal sebagai idola baru yang populer melalui media sosial. Banyak bisnis telah menggeser strategi pemasaran mereka untuk berkolaborasi dengan influencer alih-alih selebriti tradisional. Salah satu merek kecantikan di Indonesia, Make Over, mengambil kesempatan ini untuk berkolaborasi dengan beberapa influencer kecantikan. Salah satu influencer kecantikan populer di Indonesia yang bekerja sama dengan Make Over adalah Tasya Farasya. Penelitian ini bertujuan untuk menganalisis pengaruh langsung dan tidak langsung influencer kecantikan terhadap niat pembelian merek kecantikan lokal melalui studi kasus Tasya Farasya pada merek Make Over. Penelitian ini menganalisis tiga variabel yaitu: Celebrity Endorser; Purchase Intention; dan Interaksi Para-sosial sebagai variabel mediasi. Penelitian ini adalah penelitian deskriptif dengan menggunakan pendekatan kuantitatif. Populasi penelitian ini adalah pelanggan potensial Make Over di kota Malang. Teknik pengambilan sampel adalah purposive sampling di mana beberapa kriteria diperlukan. Ukuran sampel adalah 150 responden yang mengikuti Tasya Farasya di Instagram dan telah melihat ulasan produk Make Over oleh Tasya Farasya. Perangkat lunak statistik Smart-PLS digunakan untuk menganalisis data dalam penelitian ini.

Kata Kunci: Beauty Influencer, Interaksi Para-social, Niat Beli

INTRODUCTION

People called as "influencers", "bloggers", "vloggers", "celebgram" and "YouTubers" are often being highlighted in news related to social media. Unlike traditional celebrities (famous actors or athletes), those people are popular through social media platforms. The popularity of social influencers creates a new marketing strategy, called 'influencer marketing' in which brands collaborate with influencers to promote their products (Sokolova and Kefi, 2019; De Veirman et al., 2017).

In the beauty industry, beauty vloggers or beauty influencers are the new role model. They are known as people who share information related to beauty products and beauty knowledge. They also can influence or persuade their social media audience to follow or believe what they do and say. Beauty influencers commonly share videos or pictures via social media platforms, it is either about their opinion on particular beauty products such as skincare, makeup, beauty tools, etc. The beauty influencers' audience who are commonly their social media followers mostly believed in what they say that most original and unique.

Accordingly, many companies implement influencer marketing, as was done by one of the famous local beauty brands in Indonesia which is Make Over. Make Over is one of the local cosmetic brands developed by PT Paragon Technology and Innovation (PTI). The company has several popular cosmetic brands in the market, which are Wardah, Make Over, Emina, IX, and Putri (Paragon-innovation.com, 2019). Make Over has a bigger target market rather than the other sister brands. Make Over is known for its bold make-up and professional makeup products.

Moreover, Make Over takes advantage of innovative Instagram's features as their marketing strategies such as Instagram story, story highlights, IGTV, Live video, hashtags, and checkout tags (showing the price tag that is connected to the online shop). The company chose beauty influencers rather than the traditional celebrity to promote their brand. "Make Over's principle is, even though they provide affordable price, the quality is no less than international brands," said Lucia as Make Over's Public Relations (Damanik, 2018). She also said that one thing that makes Make Over one of the big local brands is because beauty influencer and makeup artists use Make Over's products and promote it either directly or indirectly (Damanik, 2018).

According to Oktaviani (2017), NPD Group argued that cosmetic brands would be more profitable if they chose influencers instead of celebrities. It is supported by Conor Begley, a marketing expert of Tribe Dynamics company, who said that influencers have reliable marketing power since customers often notice products that they used (Oktaviani, 2017). Thus, this research used Make Over as the object of the research since Make Over is a well-known local brand which often collaborates with some Indonesian beauty influencers.

The Indonesian beauty influencers who are popular in reviewing and promoting Make Over are Tasya Farasya, Abel Cantika, Tyna Kana Mirdad, Cindercella, Suhay Salim, Sarah Ayu, Janine Intansari, Fathi NRM, Paula Verhoeven, Titan Tyra, etc. This research focuses on Instagram influencers on the beauty product because of the extensive use of influencer marketing in this field (Sokolova and Kefi, 2019; Garland and Reed, 2018). The beauty influencer that is chose in this research is Tasya Farasya. It is because she has the most significant number of social media followers and active engagement with her followers rather than the other influencers (Sociabuzz, 2019). In other way, Make Over's Instagram post when showing Tasya Farasya using Make Over product has many responses in which around four thousand likes in one post, unlike the other beauty influencers (Instagram, 2019). Thus, the popularity of Tasya Farasya in the beauty sector is no doubt. She often shares beauty tutorials, beauty product reviews, knowledge about beauty products, and endorsement for many beauty brands as well on her Instagram.

In this case, this research aims to explore how Tasya Farasya, as a beauty influencer, affects the purchase intention of Make Over's potential customers. This study analyzed the direct and indirect effect of beauty influencer as a celebrity endorser towards the purchase intention of Make Over products that is mediated by para-social interaction variable. The role of para-social interaction as mediating variable is bridging the effect of beauty influencer towards the purchase intention of Make Over products. According to Horton and Wohl (1956), para-social interaction refers to relationship between media performers and their fans. Para-social interaction is built through friendship, understanding, and identification (Horton and Wohl, 1956). In other words, the para-social interaction is considered to be strong if the beauty influencer is reliable as

celebrity endorser. In this case, when people have strong connection or relation with beauty influencer, they tend to do whatever the beauty influencer do or say. In this case, para-social interaction variable is analyzed to confirm the indirect effect of beauty influencer towards purchase intention of Make Over.

Therefore, the findings of this study are expected to show whether beauty influencer has a significant influence on purchase intention of Make Over that is mediated by para-social interaction variable. Furthermore, the findings of this research can be beneficial to Make Over company and other companies that manufacture local beauty products that are willing to use beauty influencer as their marketing strategy. Therefore, the researcher proposed a research entitled "The Effect of Beauty Influencer Toward Purchase Intention of Local Cosmetics with Para-social Interaction as Mediating Variable" (A Study of Tasya Farasya for Make Over).

LITERATURE REVIEW
Celebrity Endorser

According to Shimp (2007), celebrity endorsers could be anyone whether he/she is an actor, actress, athlete, or anyone well-known by people. Celebrity endorser is a role-model because of his/her achievement in a particular sector that can be used to share an advertisement message to get the attention that leads to influence the target market. Leveraging celebrity endorsers can be beneficial to companies if they choose the right person with proper planning before. If the company chooses the right "public figure", it will have a positive impact on their sales. It is due to the celebrity endorsers ability to persuade their audience.

Also, the use of celebrity endorsers can affect consumers' attitudes toward the products. Celebrities usually review the benefits and endorse a product, or act as spokesperson for an extended period (Chan et al., 2013; Blackwell et al., 2006). The customers' perception of the product can be influenced by the person who promotes it. Thus, the celebrity's image can determine the brand image. If the company can make a good image of their brand, then they will get positive customers' perception. Furthermore, it can enhance consumers' desire to purchasing the product that is used by celebrity endorsers.

Marketers often choose celebrity endorsers who are attractive, credible, and have the expertise that related to the endorsed products (Chan et al.,

2013; Hakimi et al., 2011). There are two fundamental attributes of Celebrity Endorser, known as the TEARS model, that can contribute to the effectiveness of endorser which are credibility and attractiveness (Shimp, 2007).

Para-social Interaction (PSI)

PSI refers to the relationship between media users and performers (Lee and Watkins, 2016; Horton & Wohl,1956). According to Greenwood on Sokolova and Kefi (2019), women usually feel a para-social relationship with a celebrity by showing their desire to have the same appearance and belong to the 'club'. The current study shows that para-social interaction determines friendship, understanding, and identification (Chung and Cho, 2017; Horton and Wohl, 1956).

Friendship refers to as mutual relationships that represent liking and intimacy (Chung and Cho, 2017; Tukachinsky, 2010). In this case, the interaction between beauty influencer and her audience might lead to the creation of friendship. According to Ballentine and Martin (2004) in Chung and Cho (2017), celebrity drives consumers to have intense intimacy with the celebrity that causes "ritualistic viewing" of episodes of television shows, leads them to be loyal to the celebrity. When consumers like the way celebrities share his/her thoughts, they likely want to see and listen more about the celebrity. Furthermore, when consumers become loyal to celebrity, they will perceive celebrity as their surrogate friend (Chung and Cho, 2017; Russell & Russell, 2007).

Purchase Intention

Accordingly, in the problem-solving process and decision making, the integrated result of the process is a choice (Peter and Oslon, 2010). From a cognitive perspective, it shows the intention of customer behaviour. The intention is a plan for doing a thing or things that can be referred to as decision planning. Therefore, in the buying process, intention to buy meant to be a plan for buying a product.

According to Mowen and Minor (2002), purchase intention is defined as a determinant of consumers to decide buying products or services. Purchase intention can be referred to as an antecedent and determination of consumers (Kotler and Keller, 2015). Purchase intention is a plan or consumers 's possibility who will make purchase decisions of specific products or services. The potential consumers have the desire to buy a product, even though they do not buy it.

Hypothesis

H₁: Beauty Influencer has a positive influences customers' purchase intention of a local cosmetic brand.

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

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

H₄: Beauty Influencer indirectly influences the purchase intention of a local cosmetic brand through para-social interaction.
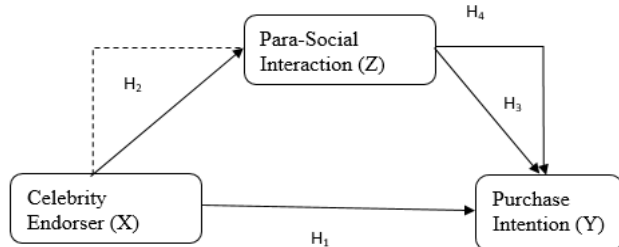

Figure 1 Hypothesis model

RESEARCH METHOD

This research used a quantitative approach because quantitative research is used to test hypotheses or specific research questions, and is commonly used for descriptive or explanatory research. The researcher will describe the phenomenon. In other words, the researcher wants to explain the relationships between the variables studied in this research. Also, the researcher is required to make the hypothesis as an initial assumption to explain the relationships between variables studied. The research location provided an overview representing the measured variables through data obtained. The research location is in Malang City, East Java, Indonesia. the population in this research is people in Malang City who are Make Over's potential customers. The sample size was 150 samples.
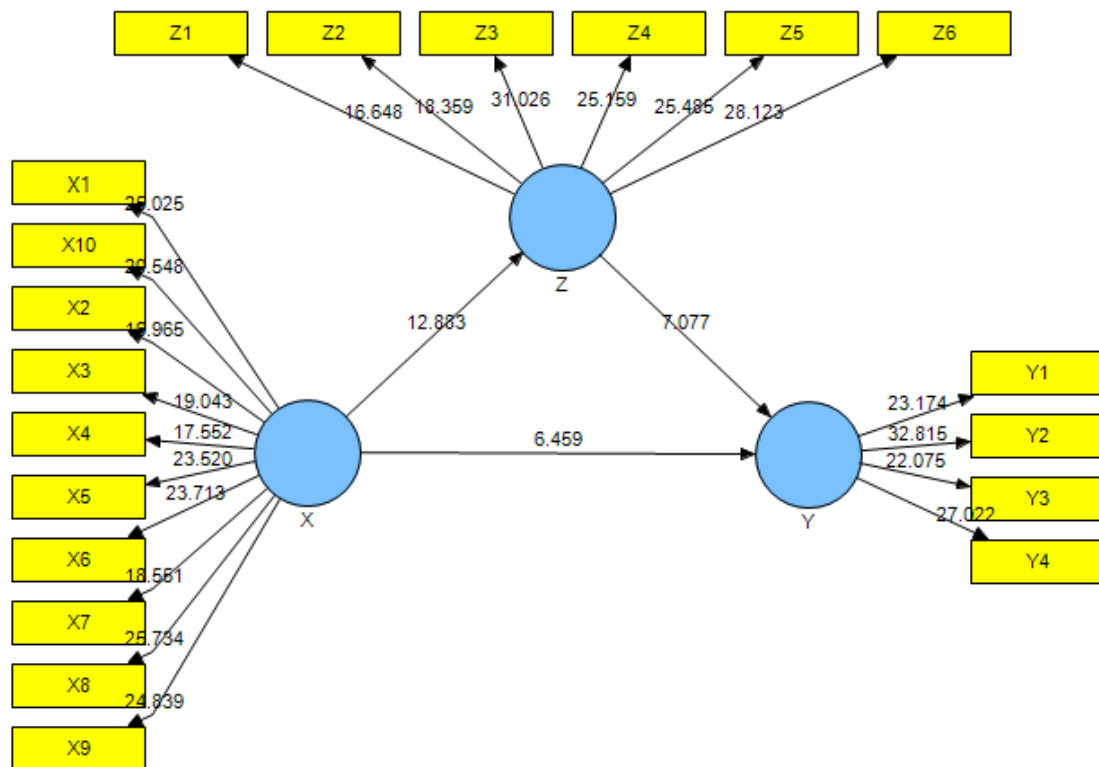
RESEARCH RESULTS AND DISCUSSION

Figure 1
Measurement Model (Outer Model)
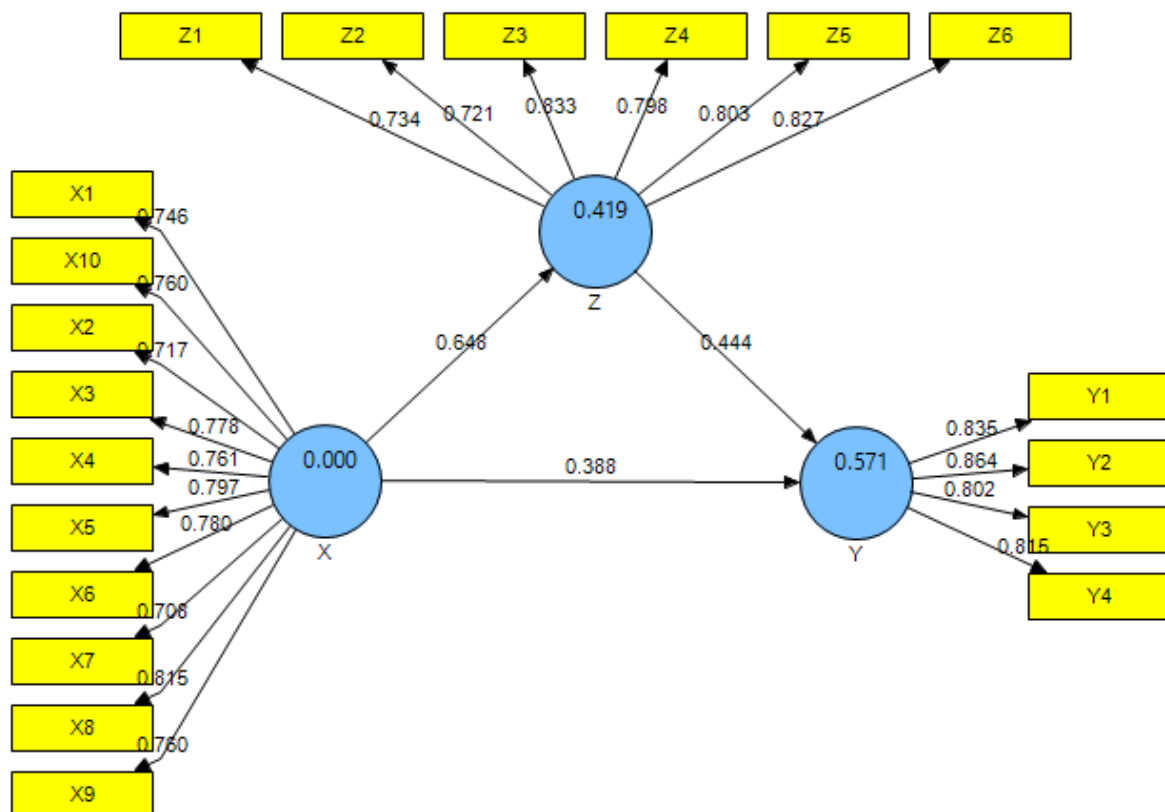
Source: Primary Data Processed in 2019

Figure 3
Structural Model (Inner Model)

Source: Primary Data Processed in 2019

Table 1
R-Square Value

Variable	R Square
Z	0.4193
Y	0.5712

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

Table 1 shows the R-square value for the Para-social Interaction variable obtained for 0.4193. The R-square value shows that 41.93% of the variable Para-social Interaction (Z) can be influenced by the Celebrity Endorser (X) variable, while the remaining 58.17% is influenced by other variables outside the study. According to Hair (2014), the effect of Celebrity Endorser to Para-social interaction is moderate in which the value of R^2 is above 0.25.

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

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

Based on table 1 the calculation of predictive relevance is as follows:

$$Q^2 = 1 - (1 - R_1{}^2) \times (1 - R_2{}^2)$$
$$Q^2 = 1 - (1 - 0.4193) \times (1 - 0.5712)$$
$$= 0.7510$$

Keterangan:
Q^2 : *Predictive Relevance* value
$R_1{}^2$: *R-Square* value of Para-social Interaction variable
$R_2{}^2$: *R-Square* value of Purchase Intention variable

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

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

Table 2
Goodness of Fit Model

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

$\text{Gof} = \sqrt{AVE x \overline{R^2}}$
$\text{Gof} = \sqrt{0.630 x 0.495}$
$\text{Gof} = 0.5586 = 55.86\%$

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

Table 3
Hypothesis Testing Result

Variable	Original Sample (O)	Standard Deviation	T Statistics	p-value
X -> Y	0.388	0.060	6.459	0.000
X -> Z	0.648	0.050	12.884	0.000
Z -> Y	0.444	0.063	7.077	0.000

The structural equation obtained is:

$Z = 0.648\ X$
$Y = 0.388\ X + 0.444\ Z$

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

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

Structural Equation:

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

Direct Effect of Celebrity Endorser toward Purchase Intention is 0.388.

Indirect Effect (IE) $= PZX \times PYZ$
$= 0.648 \times 0.444$
$= 0.288$
Total Effect (TE) $= PYX + (PZX \times PYZ)$
$= 0.388 + 0.288$
$= 0.676$

Table 4.
Calculation of Indirect Effect

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

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

$$Se_{12}= \sqrt{P_1^2.S_{e2}^2 + P_2^2.S_{e1}^2 + S_{e1}^2.S_{e2}^2}$$
$$= \sqrt{(0.6476)^2.(0.0628)^2 + (0.444)^2.(0.0503)^2 + (0.0503)^2.(0.0628)^2}$$
$$= 0.0465$$

The t counts can be obtained as follows:

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

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

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

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

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

Additionally, Tasya Farasya's followers also agreed that "Tasya Farasya is beautiful during her presentation while reviewing Make Over."

They believe that the reviewed products can fit them and make them as beautiful as Tasya Farasya. In other words, T.F. is assumed to be attractive physically that influence her followers to buy the product used by T.F. This finding is related with previous study that found that the purchase intention is enhanced by the attractiveness of celebrity endorser (Chan *et al.*, 2013; Till and Busler, 1998; Kahle and Homer, 1985).

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

The Influence of Beauty Influencer Towards Para-social Interaction

Based on the results of statistical analysis using the path analysis method, the Celebrity Endorser variable is positively related to Para-Social Interaction variable showing that the path coefficient value is 0.684. It is evidenced by the results of the path analysis showing a probability, or significant value of t is 0.000 with alpha of 0.05 $(0.000<0.05)$ proving that H0 is rejected, and H1 is accepted.

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

Tasya Farasya's followers agree with the statement of "Tasya Farasya is friendly beauty influencer". It is evidenced by the small gap

between Tasya Farasya and her followers that makes them consider Tasya Farasya as their friend and vice versa. The friendship relationship is created through the interaction between Tasya Farasya and her followers on social media. For instance, Tasya Farasya often replays her followers' comments and messages, asks her followers to involve her decision making, and invites her followers to play games on her Instagram.

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

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

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

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

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

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

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

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

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

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

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

Additionally, the strong relationships are also influenced by the credibility and attractiveness factors. According to the gathered data, the majority of respondents agree that T.F. is expert in doing make-up tutorials and always shares honest reviews that would ease customers to identify her content since it is perceived to be reliable and useful content. Moreover, the majority of respondents agree that T.F. is beautiful while using Make Over products that would strengthen the followers' feelings of admiration. The feelings of admiration could create the positive relationships between T.F. and her followers. Therefore, the para-social interaction can be interpreted as feelings that arise between T.F. and her followers that create positive relationships between them.

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

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

CONCLUSION & SUGGESTIONS
Conclusions
1. Tasya Farasya as beauty influencer positively influence the purchase intention of Make Over brand. This finding is proven by the gathered data that shows the majority of respondents perceived T.F. as reliable beauty influencer who is attractive physically and expert in her domain that leads them to have purchase intention.

2. this research found that T.F. positively influence the para-social interaction variable. The para-social interaction reflects the relationship between T.F. and her followers. Based on the gathered data, the relationship between T.F. and her followers is significantly created through the understanding and identification factors. The majority of respondents agree that T.F. shares useful contents that are easy to understand the value needed by audiences.

3. This research finding showed that the para-social interaction variable is positively influence the purchase intention variable. This finding is evidenced by the gathered data that shows the para-social interaction created the sympathy and empathy feelings that made followers believe on T.F. that lead them to do whatever T.F. do or say. Furthermore, the followers would like to purchase the Make Over products reviewed by T.F.

4. para-social interaction is positively mediating the effect of beauty influencer towards purchase intention. The more reliable the beauty influencer, the para-social interaction will be stronger that would enhance the purchase intention.

5. this research found that the indirect effect of beauty influencer while influencing purchase intention through para-social interaction is not greater than the direct effect of beauty influencer towards purchase intention.

6. the para-social interaction between T.F. and her followers is not significant that give less impact to the purchase intention. This finding is considered to be happened since para-social interaction is an "explicit" feelings in which people may have different relationship with T.F. Additionally, T.F.is also founded to be not fully associating herself with Make Over brand that cause her audience to be interested with the other brands that are also being reviewed by her.

Suggestions
1. Brand Managers of local cosmetics should consider choosing beauty influencer who is attractive physically and expert in the beauty field to be the brand ambassador/endorser that will increase the Purchase Intention of the local cosmetic.

2. Brand Managers of local cosmetics also should consider Beauty Influencer who has high engagement with her followers on social media or known as Para-social Interaction. Followers who have high engagement with Beauty

Influencer are considered to have the intention to be seen like Beauty Influencer that leads to the purchase intention of the endorsed products. In other words, managers do not have to choose popular beauty influencer. It is assumed to be more effective if the manager chooses beauty influencer who has high engagement with her followers.

3. Brand Managers should choose Beauty Influencer who is creative and unique while making contents that ease her audience to understand the content that delivers the desired value to the customer. Furthermore, the desired value that delivered to the customer might enhance the brand image that leads to purchase intention of the brand.

4. Considering that the mediating variable in this research is not significantly influencing the effect of Beauty Influencer towards Purchase Intention, it is expected that the results of this research can be used as a reference in a beauty industry to focus on the attractiveness and credibility of beauty influencer. Furthermore, the findings on this research will be useful for the future researchers to develop new research.

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