The Role of Physical Attractiveness, Social Attractiveness, and Attitude Homophily of Beauty YouTubers on Consumer Purchase Intention

Selli Askia Dalimunthe[1], Refius Pradipta Setyanto[2]

[1]Management Department, Faculty of Economics and Business, Jenderal Soedirman University, Indonesia
[2]Management Department, Faculty of Economics and Business, Jenderal Soedirman University, Indonesia

Corresponding email: selli.dalimunthe@mhs.unsoed.ac.id

Abstract

This study examines the effects of physical attractiveness, social attractiveness, and attitude homophily of beauty YouTubers on consumer purchase intention, grounded in Source Attractiveness Theory. Employing a quantitative survey design, data were collected via an online questionnaire from 176 YouTube users in Indonesia selected through purposive sampling who had viewed beauty YouTuber content and product recommendations. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that physical attractiveness, social attractiveness, and attitude homophily each exert a positive and significant effect on purchase intention, jointly accounting for 64.5% of its variance. Social attractiveness registered the highest path coefficient, whereas attitude homophily yielded the highest t-statistic, suggesting that all three dimensions contribute in a largely comparable manner. These findings confirm that source attractiveness, encompassing both physical and non-physical dimensions, plays a critical role in driving consumer purchase decisions in influencer marketing. This research contributes empirical evidence regarding the relative impact of source attractiveness dimensions within the Indonesian beauty YouTuber context.

Keywords: Attitude Homophily; Beauty YouTuber; Physical Attractiveness; Purchase Intention; Social Attractiveness

I. INTRODUCTION

Digital transformation has fundamentally changed the way Indonesians search for information, interact, and make purchasing decisions. The number of internet users and active social media users in Indonesia continues to show significant growth year after year (Kemp, 2024). YouTube is recorded as one of the video platforms with a relatively long average viewing session compared with similar platforms, making it one of the main channels through which Indonesians consume video content, including content on beauty and lifestyle (Vatanasakdakul et al., 2023).

This phenomenon has also driven the growth of beauty YouTubers, a type of content creator who specifically reviews, compares, and recommends beauty products to their audiences through tutorials, reviews, and unboxing videos. The reviews delivered by beauty YouTubers are often used by consumers as a reference before deciding to buy a beauty product, which has made influencer marketing an increasingly popular digital marketing strategy among beauty businesses (Garg & Bakshi, 2024). The beauty industry in Indonesia is itself one of the fastest-growing sectors, driven by rising middle-class purchasing power, a wide variety of local and international products, and increasingly easy access to product information through social media and video platforms (Garg & Bakshi, 2024). These conditions have encouraged many beauty brands to shift from conventional marketing strategies toward collaborations with beauty YouTubers and similar content creators, in the hope of reaching target markets in a more personal and credible way than conventional advertising (X. Liu & Zheng, 2024).

The effectiveness of a communicator or message source in influencing the attitudes and behavior of the audience has long been a concern in the study of persuasive communication. Source Attractiveness Theory explains that the attractiveness of a message source is determined by the extent to which the source is known (familiarity), liked (likeability), and

perceived as similar (similarity) by the message recipient (Masuda et al., 2022). In the context of influencer marketing, this theory is widely used to explain why audiences tend to be more easily influenced by the recommendations of a content creator whom they find attractive, both physically and personally (Masuda et al., 2022).

Source attractiveness is itself multidimensional. Several previous studies have identified the main dimensions of interpersonal attraction, namely physical attractiveness, which relates to appearance, and social attractiveness, which relates to friendliness and approachability (Garg & Bakshi, 2024). Both dimensions are also reflected in the endorser credibility scales that are widely adopted in studies of endorsement and influencer marketing (Bu et al., 2022). On the other hand, the concept of attitude homophily describes the extent to which audiences perceive similarity in attitudes, values, and lifestyle between themselves and the figures they follow in the media (X. Liu & Zheng, 2024). The higher this perceived similarity, the stronger the emotional closeness that forms between the audience and the figure they follow, which in turn can influence purchase intention toward the recommended products (Ao et al., 2023).

Although these three dimensions are theoretically believed to influence consumer purchase intention, the literature reveals several research gaps that merit further investigation. First, most previous studies on influencer marketing still examine source attractiveness in general terms or as a single construct, without explicitly separating physical attractiveness, social attractiveness, and attitude homophily as three distinct constructs (Ao et al., 2023). Second, studies that specifically separate these three dimensions and test them simultaneously against purchase intention remain relatively limited, particularly in the context of beauty YouTubers (Garg & Bakshi, 2024). Third, the empirical findings of studies that have separated the three dimensions are not yet fully consistent across the cultural contexts and social media platforms examined; some studies find that physical attractiveness is not always significantly related to the outcome variable, whereas others find that social attractiveness or attitude homophily plays the more dominant role (Ao et al., 2023). Fourth, the context of beauty YouTubers in Indonesia, a rapidly growing digital market and beauty industry, still calls for more specific investigation, given that consumer characteristics and video content consumption patterns may differ from those in other countries that have been studied more extensively (Gubalane & Ha, 2023). Based on these four gaps, what remains insufficiently understood is the extent to which the three dimensions of source attractiveness, when tested simultaneously, influence consumer purchase intention in the context of beauty YouTubers in Indonesia.

Building on these gaps, this study offers novelty that lies not only in the research location but, more importantly, in the combination of variables and the research context examined. This study tests the physical attractiveness, social attractiveness, and attitude homophily of beauty YouTubers simultaneously within a single structural model to explain purchase intention, thereby identifying which dimension of source attractiveness makes a relatively greater contribution, while also enriching the empirical evidence on the relevance of Source Attractiveness Theory in the context of digital marketing in Indonesia, particularly in the beauty industry marketed through the YouTube platform.

Accordingly, this study aims to analyze the effects of the physical attractiveness, social attractiveness, and attitude homophily of beauty YouTubers on consumer purchase intention in Indonesia. Theoretically, this study is expected to enrich understanding of how Source Attractiveness Theory operates in the context of contemporary, video-based digital marketing, a context whose characteristics differ from those of conventional marketing communication and celebrity endorsement in print or television media, because the interaction between beauty YouTubers and their audiences tends to be more personal, continuous, and two-way (Pereira et al., 2023). Practically, this study is expected to serve as a reference for beauty businesses and beauty YouTubers in designing more effective content

strategies and marketing collaborations, taking into account the dimensions of source attractiveness that are relevant to Indonesian consumers. The research hypotheses were developed on the basis of variable definitions, theoretical review, and findings from previous studies for each dimension, as elaborated below.

A. *Physical Attractiveness and Purchase Intention*

Physical attractiveness refers to the extent to which the audience perceives a beauty YouTuber as having an attractive physical appearance, in terms of face, clothing style, and overall visual presentation (Pereira et al., 2023). According to Source Attractiveness Theory, a physically attractive message source tends to create positive stereotypes in message recipients, which are then transferred to their evaluation of the message and the products presented by that source (X. Liu & Zheng, 2024). Previous studies show mixed results regarding the role of physical attractiveness: some find a positive and significant effect on purchase intention and on consumers' behavioral intention (Ao et al., 2023); others find that physical attractiveness is not always significantly related to the outcome variable, particularly in certain cultural or platform contexts (X. Liu & Zheng, 2024). In the context of beauty products, which are inherently closely related to physical appearance, the match-up between the physical image of a beauty YouTuber and the products they review is expected to strengthen the relevance of this dimension for consumers (Ringle et al., 2023). Therefore, the first hypothesis proposed in this study is:

H1: Physical attractiveness has a positive and significant effect on purchase intention.

B. *Social Attractiveness and Purchase Intention*

Social attractiveness refers to the extent to which the audience perceives a beauty YouTuber as friendly, warm, and easy to interact or be friends with (Ringle et al., 2023). This dimension differs from physical attractiveness in that it emphasizes personality and interpersonal quality rather than physical appearance alone. Based on the concept of interpersonal attraction, a message source perceived as friendly and warm tends to build emotional closeness with the audience more easily, which in turn increases the audience's acceptance of the messages and recommendations delivered (Ngo et al., 2024). Several previous studies in the context of social media influencers find that social attractiveness makes a relatively strong contribution, in some cases even stronger than physical attractiveness or attitude homophily, in shaping parasocial relationships and consumer purchase intention (Ashraf et al., 2023). Accordingly, the second hypothesis proposed in this study is:

H2: Social attractiveness has a positive and significant effect on purchase intention.

C. *Attitude Homophily and Purchase Intention*

Attitude homophily refers to the extent to which the audience perceives similarity in attitudes, values, interests, and lifestyle between themselves and the figures they follow in the media. This concept is rooted in the theory of homophily in interpersonal communication, which holds that individuals tend to connect with, and be influenced by, others who are perceived as similar to themselves (Rajput & Gandhi, 2024). In the context of parasocial relationships with media figures, including influencers and content creators, attitude homophily has been shown to play an important role in building emotional closeness and enhancing the perceived credibility of the message source (Wong & Wei, 2023). The higher the similarity perceived by the audience, the greater the audience's tendency to trust and follow the product recommendations delivered (Rajput & Gandhi, 2024). Therefore, the third hypothesis proposed in this study is:

H3: Attitude homophily has a positive and significant effect on purchase intention.

D. *Conceptual Framework*

Based on the theoretical review and hypothesis development above, this study positions physical attractiveness (X1), social attractiveness (X2), and attitude homophily (X3) as exogenous variables that are simultaneously predicted to influence purchase intention (Y) as the endogenous variable. The three exogenous variables are positioned in parallel and do not influence one another in the research model; rather, their direct effects on purchase intention are tested together using the PLS-SEM approach. This conceptual framework is consistent with the approach used in several previous studies on source attractiveness and purchase intention in the context of social media influencers (Wong & Wei, 2023), although some of these studies add mediating variables, such as credibility or parasocial interaction, which are not explicitly included in the model of this study so that it can focus on testing the direct effects of the three dimensions of source attractiveness on purchase intention.

II. METHOD

This study employs a quantitative approach with a survey research design. This approach was chosen because the study aims to test causal relationships among variables formulated as hypotheses, namely the effects of physical attractiveness (X1), social attractiveness (X2), and attitude homophily (X3) on purchase intention (Y).

The population of this study comprises YouTube users in Indonesia who have watched beauty YouTuber content and seen the beauty product recommendations delivered. The sampling technique used was purposive sampling, a nonprobability sampling technique based on specific criteria, namely: (1) residing in Indonesia, (2) having watched beauty YouTuber content, and (3) having seen beauty product recommendations or reviews in that content. Data were collected through an online Google Forms questionnaire distributed via social media between July and September 2026, yielding 176 respondents with valid data for further analysis.

Operationally, physical attractiveness is defined as respondents' perception of the attractiveness of the physical appearance and visual presentation of the beauty YouTuber they watch; social attractiveness is defined as respondents' perception of the friendliness, warmth, and comfort of interacting with that beauty YouTuber; attitude homophily is defined as respondents' perception of similarity in ways of thinking, values, and interests between themselves and the beauty YouTuber; and purchase intention is defined as respondents' tendency to be interested in, consider, and intend to buy beauty products recommended by that beauty YouTuber. The research instrument was a closed-ended questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). All statement items were adapted from previous instruments relevant to each construct, as presented in Table 1.

Table 1. Variables, Sources, and Measurement Items

Variable	Item	Statement
Physical Attractiveness	PA1	I consider this beauty YouTuber to have an attractive physical appearance.
	PA2	This beauty YouTuber looks visually attractive.
	PA3	This beauty YouTuber's appearance is pleasing to look at.
Social Attractiveness	SA1	This beauty YouTuber seems friendly.
	SA2	I feel comfortable watching this beauty YouTuber.
	SA3	This beauty YouTuber seems pleasant.
Attitude Homophily	AH1	This beauty YouTuber thinks in a way similar to me.
	AH2	This beauty YouTuber has things in common with me.
	AH3	This beauty YouTuber shares the same values as I do.
	AH4	I feel that I have interests similar to those of this beauty YouTuber.
Purchase Intention	PI1	I am interested in buying products recommended by this beauty YouTuber.
	PI2	I would consider buying products recommended by this beauty YouTuber.
	PI3	I am very likely to buy products recommended by this beauty YouTuber.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 3. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model evaluation tested convergent validity through outer loading values (>0.70) and Average Variance Extracted/AVE (>0.50), construct reliability through Cronbach's Alpha, rho_A, and Composite Reliability (>0.70), and discriminant validity. The inner model evaluation examined the coefficient of determination (R^2) to determine the amount of variance in purchase intention explained by the exogenous variables, and tested the hypotheses through a bootstrapping procedure to obtain path coefficients, t-statistics, and p-values. A hypothesis is accepted if the t-statistic is > 1.96 and the p-value is < 0.05 (X. Liu & Zheng, 2024).

III. RESULTS AND DISCUSSIONS

A. *Result*

Before the model was tested, the characteristics of the 176 respondents were examined, as presented in Table 1. In general, the respondents of this study are YouTube users in Indonesia who have watched beauty YouTubers and seen their product recommendations, in line with the established purposive sampling criteria.

The evaluation of the measurement model (outer model) in this study aims to test the validity and reliability of each indicator and construct used. The SmartPLS results show that all indicators of each construct, namely physical attractiveness (X1), social attractiveness (X2), attitude homophily (X3), and purchase intention (Y), have outer loading values above 0.70, as presented in Figure 1.

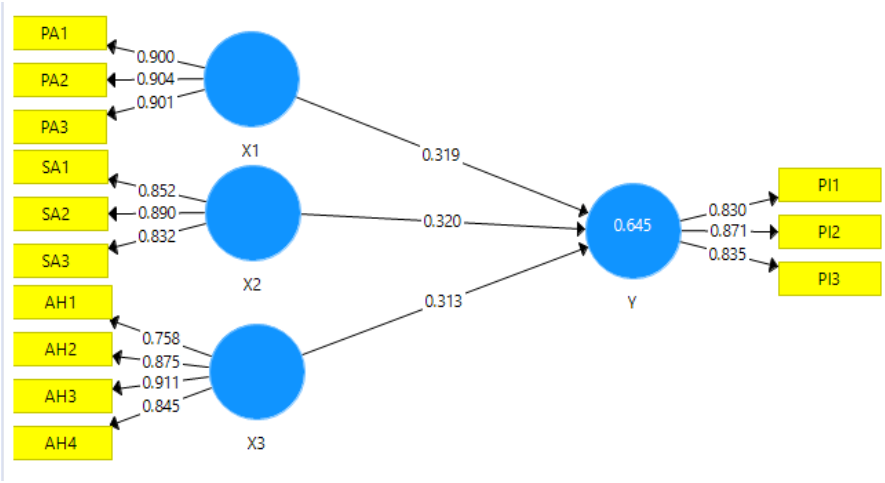

Figure 1. Structural Model from PLS-SEM Output

For the physical attractiveness construct (X1), outer loadings range from 0.900 to 0.904; for social attractiveness (X2), from 0.832 to 0.890 for the three indicators retained in the final model (SA1–SA3); for attitude homophily (X3), from 0.758 to 0.911; and for purchase intention (Y), from 0.830 to 0.871. These values exceed the required threshold (>0.70), so all retained indicators are considered valid and able to represent the constructs being measured (Sheng et al., 2022). For physical attractiveness, indicator PA2 ("This beauty YouTuber looks visually attractive") shows the highest outer loading (0.904), indicating that overall visual appeal is the strongest representation of physical attractiveness for respondents, compared with separate assessments of the face or clothing style. For attitude homophily, indicator AH3 ("This beauty YouTuber shares the same values as I do") has the highest outer loading (0.911), whereas AH1 has the lowest (0.758); this suggests that respondents perceive similarity in values as a stronger form of similarity than similarity in general ways of thinking.

Next, the results of the construct reliability and convergent validity tests are presented in Table 2.

Table 2. Results of Reliability and Convergent Validity Tests

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
X1 (Physical Attractiveness)	0.885	0.886	0.929	0.813
X2 (Social Attractiveness)	0.821	0.822	0.893	0.736
X3 (Attitude Homophily)	0.870	0.883	0.911	0.721
Y (Purchase Intention)	0.801	0.805	0.883	0.715

Table 2 shows that all constructs have Cronbach's Alpha, rho_A, and Composite Reliability values above 0.70, indicating that the research instrument has good reliability, or internal consistency. In addition, the Average Variance Extracted (AVE) values for all constructs are above 0.50 (ranging from 0.715 to 0.813), indicating that the convergent validity of each construct has been met (Garg & Bakshi, 2024).

In addition to convergent validity, evaluation of the measurement model should ideally also include discriminant validity testing, for example using the Fornell–Larcker criterion or the Heterotrait–Monotrait Ratio (HTMT), to ensure that each construct is empirically distinct from the other constructs in the model (Garg & Bakshi, 2024).

Evaluation of the structural model (inner model) shows that the coefficient of determination (R^2) for purchase intention (Y) is 0.645. This R^2 value indicates that physical attractiveness, social attractiveness, and attitude homophily together explain 64.5% of the variance in purchase intention, while the remaining 35.5% is explained by other variables outside this research model. Based on the criteria commonly used in PLS-SEM research, this R^2 value can be categorized as moderate to strong (Garg & Bakshi, 2024).

The results of hypothesis testing using the bootstrapping procedure are presented in Table 3.

Table 3. Hypothesis Testing Results (Path Coefficients)

Hypothesis	Path	Original Sample (β)	T Statistics	P Values	Decision
H1	X1 → Y	0.319	4.417	< .001	Supported
H2	X2 → Y	0.320	3.689	< .001	Supported
H3	X3 → Y	0.313	4.955	< .001	Supported

Table 3 shows that all three hypothesized paths have t-statistics above 1.96 and p-values below 0.001, so H1, H2, and H3 are all supported. Based on the original sample values (path coefficients/β), social attractiveness has the largest effect (β = 0.320), followed by physical attractiveness (β = 0.319) and attitude homophily (β = 0.313). However, in terms of t-statistics, attitude homophily has the highest value (t = 4.955), which indicates the strongest level of significance and consistency among the three paths. Thus, all three dimensions of source attractiveness are shown to have a positive and significant effect on purchase intention, with relatively balanced contributions.

B. *Discussion*

The results of this study generally support the relevance of Source Attractiveness Theory (Khuong An et al., 2024) in the context of marketing through beauty YouTubers in Indonesia. All three dimensions of source attractiveness, whether physical, social, or attitudinal similarity, are shown to play an important role in shaping consumers' purchase intention toward the recommended beauty products. The discussion below is organized by hypothesis, covering the pattern of results, explanation, links to theory, comparison with previous studies, and implications.

The first hypothesis (H1) is supported by the data: physical attractiveness has a positive and significant effect on purchase intention (β = 0.319; t = 4.417; p < 0.001). This finding indicates that the higher consumers' perception of a beauty YouTuber's physical attractiveness, the higher their tendency to intend to buy the recommended products. From the perspective of Source Attractiveness Theory, a physically attractive message source tends to create positive stereotypes that are then transferred to consumers' evaluation of the recommended products (Yuwono et al., 2024). This finding is in line with several previous studies that also found a positive effect of physical attractiveness on consumers' interest and purchase intention (Permana & Astuti, 2023), but differs from other studies that found physical attractiveness to be insignificantly related, or even negatively related, to outcomes in certain cultural contexts and product categories (Kuswati et al., 2024). This difference indicates that the role of physical attractiveness may vary depending on the cultural context and the characteristics of the promoted product; in beauty products, which are closely tied to physical appearance, the match-up between the physical image of a beauty YouTuber and the products they review probably makes this dimension more relevant for Indonesian consumers (Elvira, 2022). The implication is that beauty YouTubers, and the brands that collaborate with them, should continue to pay attention to visual presentation in the content they create.

The second hypothesis (H2) is also supported by the data: social attractiveness has a positive and significant effect on purchase intention (β = 0.320; t = 3.689; p < 0.001), with the highest path coefficient among the three exogenous variables. This finding indicates that a beauty YouTuber's friendliness, warmth, and approachability are, relatively speaking, the factors that contribute most to consumers' purchase intention in this study. From the perspective of interpersonal attraction, a message source perceived as friendly and warm tends to build emotional closeness with the audience more easily, which in turn increases the audience's acceptance of the recommendations delivered (Lim & Tae, 2023). This finding is consistent with previous studies showing that social attractiveness carries relatively strong

weight, in some cases even more than physical attractiveness or attitude homophily, in shaping parasocial relationships and consumers' purchase intention toward influencer-recommended products (X. Liu & Zheng, 2024). The implication is that beauty YouTubers should consistently build warm and personal interaction with their audiences, for example through a relaxed communication style, responsiveness to comments, and showing their personal side beyond product review content alone.

The third hypothesis (H3) is likewise supported by the data: attitude homophily has a positive and significant effect on purchase intention ($\beta = 0.313$; $t = 4.955$; $p < 0.001$). Although its path coefficient is the lowest among the three exogenous variables, attitude homophily produces the highest t-statistic, indicating that this relationship is the strongest in statistical significance and consistency. This finding reinforces the argument that similarity in values, attitudes, and lifestyle between the audience and the figures they follow in the media can build emotional closeness that in turn drives purchase intention (Rajput & Gandhi, 2024). Consumers tend to trust product recommendations more when they come from beauty YouTubers perceived as sharing their preferences and lifestyle, because such recommendations are perceived as more relevant and trustworthy (Chen & Lu, 2024). The implication is that beauty YouTubers and brands should consider the fit of values and lifestyle between the chosen figure and the target audience, rather than relying solely on physical attractiveness or follower count.

Overall, the three dimensions of source attractiveness in this study show relatively balanced contributions to purchase intention, with a very small gap between path coefficients (0.313–0.320). This suggests that physical attractiveness, social attractiveness, and attitude homophily are not substitutable dimensions but complementary ones in shaping consumers' purchase intention toward products recommended by beauty YouTubers. This finding enriches the empirical evidence on the role of source attractiveness in influencer marketing in Indonesia and complements similar studies of other beauty vloggers, which generally treat credibility or parasocial interaction as mediating variables between source attractiveness and purchase intention (Hsieh et al., 2023). In contrast to those studies, this study shows that the three dimensions of source attractiveness can also influence purchase intention directly, with fairly good predictive power of the model ($R^2 = 0.645$). This finding also suggests that, in the context of beauty YouTubers in Indonesia, consumers do not rely on a single aspect when judging the credibility of a product recommendation, but weigh a combination of visual impression, quality of social interaction, and closeness of values at the same time before deciding to be interested in, consider, or intend to buy the recommended products.

C. *Theoretical Implications*

Theoretically, the findings of this study make several contributions. First, this study strengthens the relevance of Source Attractiveness Theory in the context of contemporary digital marketing, particularly on the YouTube platform and in the beauty product category, where it has previously been tested mostly in the context of conventional celebrity endorsement (Wang et al., 2025). Second, by testing the three dimensions of source attractiveness simultaneously, this study provides a more comprehensive picture of the relative contribution of each dimension, compared with previous studies that tend to test these dimensions separately or as a single construct (S. Liu, 2025). Third, the finding that the three dimensions contribute in a relatively balanced way, rather than one dimension dominating absolutely, adds nuance to a literature that has not been fully consistent about which dimension matters most in the context of beauty influencers (Ringle et al., 2023).

Compared with studies in other countries, some of which found that physical attractiveness is not significantly related to outcome variables (Ringle et al., 2023), the finding of this study that all three dimensions of source attractiveness have a positive and significant effect also indicates that the relevance of each attractiveness dimension is contextual,

depending on consumer culture, product category, and the characteristics of the social media platform used (Dijkstra & Henseler, 2015). This underscores the importance of replicating research across cultural contexts and product categories to test the boundary conditions of Source Attractiveness Theory, and this study provides one such data point in the context of Indonesian consumers and the beauty product category.

D. *Practical Implications*

Practically, the findings of this study offer several implications for the beauty industry. For beauty YouTubers, the results indicate the importance of attending to three aspects at once: consistently maintaining an attractive visual presentation and appearance; building warm, personal interaction with the audience through an open and responsive communication style; and consistently showing values, interests, and lifestyles that are relevant and relatable to the audience. For brands and beauty businesses planning to collaborate with beauty YouTubers, the results suggest that influencer selection should not be based solely on follower count or physical attractiveness, but should also consider the quality of the influencer's social interaction with the audience and the fit of values and lifestyle between the influencer and the target market of the promoted product.

E. *Limitations and Future Research*

This study has several limitations that should be considered when interpreting its findings. First, the sampling technique used was nonprobability purposive sampling, so the results cannot be statistically generalized to the entire population of YouTube users in Indonesia. Second, the data are cross-sectional, that is, collected at a single point in time, and therefore cannot capture the dynamics of the relationships among variables over time. Third, the data were collected through a self-reported questionnaire, which may give rise to response bias, such as social desirability bias. Fourth, this study focuses on beauty YouTubers in general without limiting the scope to one particular beauty YouTuber, so variation in the characteristics of the individual beauty YouTubers perceived by respondents has not been fully controlled. Fifth, this study measures purchase intention as a proxy rather than actual purchase behavior, so it cannot confirm that purchase intention is actually translated into real purchasing behavior.

Based on these limitations, future research is advised to: (1) use probability sampling where possible to improve the generalizability of the results; (2) use a longitudinal research design to capture the dynamics of relationships among variables over time; (3) extend the research context to other social media platforms, such as Instagram and TikTok, and to influencer categories outside beauty; (4) add relevant mediating or moderating variables, such as credibility, parasocial interaction, and trust, to gain a more comprehensive understanding of the mechanisms linking the variables; and (5) measure actual purchase behavior as the outcome variable, either through more specific self-reports or verified transaction data. Future research is also advised to consider differences in respondents' demographic characteristics, such as age, gender, and level of spending on beauty products, as control or moderating variables, given that preferences for particular dimensions of source attractiveness may differ across consumer segments (Permana & Astuti, 2023).

IV. CONCLUSION

This study aimed to analyze the effects of the physical attractiveness, social attractiveness, and attitude homophily of beauty YouTubers on consumer purchase intention in Indonesia. Based on the PLS-SEM analysis of 176 YouTube users in Indonesia, it can be concluded that physical attractiveness, social attractiveness, and attitude homophily each have a positive and significant effect on purchase intention, with the model explaining 64.5% of the variance in purchase intention ($R^2 = 0.645$). Based on the path coefficients, social

attractiveness makes the highest contribution, followed by physical attractiveness and attitude homophily, although the differences among the three are small, so the three dimensions can be said to contribute in a mutually complementary way. These findings address the research objective and confirm the relevance of Source Attractiveness Theory in explaining consumer behavior in the context of marketing through beauty YouTubers in Indonesia, and underline that business practitioners in the beauty industry should consider all three dimensions of message-source attractiveness together when designing influencer collaboration strategies on the YouTube platform.

ACKNOWLEDGEMENT

The authors would like to thank Dr. Refius Pradipta Setyanto, S.E., M.Si., as supervisor, for the guidance, input, and direction provided throughout the preparation of this research. Thanks are also extended to the Master of Management Science Program, Faculty of Economics and Business, Jenderal Soedirman University, for its support, and to all respondents who took the time to participate in completing the research questionnaire.

REFERENCES

Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, *15*(3), 2744. https://doi.org/10.3390/su15032744

Ashraf, A., Hameed, I., & Saeed, S. A. (2023). How do social media influencers inspire consumers' purchase decisions? The mediating role of parasocial relationships. *International Journal of Consumer Studies*, *47*(4), 1416–1433. https://doi.org/10.1111/ijcs.12917

Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, *66*, 102904. https://doi.org/10.1016/j.jretconser.2021.102904

Chen, C.-F., & Lu, H.-H. (2024). Transforming a social media influencer's influential power to followers' word of mouth and purchase intention: the role of brand attachment, brand credibility, and parasocial relationship. *Journal of Brand Management*, *31*(4), 415–429. https://doi.org/10.1057/s41262-023-00349-2

Dijkstra, T. K., & Henseler, J. (2015). Consistent Partial Least Squares Path Modeling1. *MIS Quarterly*, *39*(2), 297–316. https://doi.org/10.25300/MISQ/2015/39.2.02

Elvira, M. (2022). The influence of Youtube beauty vloggers on Indonesian Muslim consumers purchase intention of halal cosmetic products. *NUsantara Islamic Economic Journal*, *1*(2), 167–181. https://doi.org/10.34001/nuiej.v1i2.250

Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, *11*(1), 235. https://doi.org/10.1057/s41599-024-02760-9

Gubalane, A., & Ha, Y. (2023). The effects of social media influencers' credibility on product evaluation, product attitude, and purchase intention: The mediating effects of product-influencer fit. *International Journal of Innovative Research and Scientific Studies*, *6*(4), 946–959. https://doi.org/10.53894/ijirss.v6i4.2116

Hsieh, J.-K., Kumar, S., Tang, Y.-C., & Huang, G.-Z. (2023). Investigating the relationships between influencers and their followers: Moderator of human brand of influencer (HBI) phase. *Electronic Commerce Research and Applications*, *58*, 101252. https://doi.org/10.1016/j.elerap.2023.101252

Kemp, S. (2024). *Digital 2024: Indonesia. DataReportal / We Are Social & Meltwater.*

Khuong An, G., Thuy An Ngo, T., Tu Tran, T., & Thy Nguyen, P. (2024). Investigating the influence of social media influencer credibility on beauty product purchase behaviors: a case study from Vietnam.

Innovative Marketing, *20*(3), 261–276. https://doi.org/10.21511/im.20(3).2024.21

Kuswati, R., Soepatini, S., Kussudyarsana, K., & Zakiyah, S. (2024). Parasocial Interactions of Indonesian Beauty Vloggers in the Digital Age: Do they Impact Purchases by Millennial Netizens? *WSEAS TRANSACTIONS ON INFORMATION SCIENCE AND APPLICATIONS*, *21*, 196–207. https://doi.org/10.37394/23209.2024.21.19

Lim, S.-H., & Tae, D.-S. (2023). The Effect of Beauty YouTube's Content Characteristics on Consumers' Beauty Product Attitudes and Purchase Intention. *The Korean Society of Beauty and Art*, *24*(4), 147–160. https://doi.org/10.18693/jksba.2023.24.4.147

Liu, S. (2025). Exploring Purchase Intention in Online Influencer Marketing Campaigns Through an Integrated Model. *Sage Open*, *15*(3). https://doi.org/10.1177/21582440251355184

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, *11*(1), 15. https://doi.org/10.1057/s41599-023-02512-1

Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, *174*, 121246. https://doi.org/10.1016/j.techfore.2021.121246

Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, *10*(11), e32168. https://doi.org/10.1016/j.heliyon.2024.e32168

Pereira, M. J. de S., Cardoso, A., Canavarro, A., Figueiredo, J., & Garcia, J. E. (2023). Digital Influencers' Attributes and Perceived Characterizations and Their Impact on Purchase Intentions. *Sustainability*, *15*(17), 12750. https://doi.org/10.3390/su151712750

Permana, R. A. M., & Astuti, B. (2023). Pengaruh Review Beauty Influencer Terhadap Niat Beli Produk Pada Media Sosial YouTube. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, *6*(3), 290–304. https://doi.org/10.31842/jurnalinobis.v6i3.276

Rajput, A., & Gandhi, A. (2024). The branding power of social media influencers: an interactive marketing approach. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2380807

Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. *Data in Brief*, *48*, 109074. https://doi.org/10.1016/j.dib.2023.109074

Sheng, X., Zeng, Z., Zhang, W., & Hu, Y. (2022). Vlogger's persuasive strategy and consumers' purchase intention: The dual mediating role of para-social interactions and perceived value. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.1080507

Vatanasakdakul, S., Aoun, C., & Defiandry, F. (2023). Social Commerce Adoption: A Consumer's Perspective to an Emergent Frontier. *Human Behavior and Emerging Technologies*, *2023*, 1–18. https://doi.org/10.1155/2023/3239491

Wang, J., Ma, Y., Min, L., Geng, J., & Xiao, Y. (2025). The impact of social media fashion influencers' relatability on purchase intention: The mediating role of perceived emotional value and moderating role of consumer expertise. *Acta Psychologica*, *258*, 105174. https://doi.org/10.1016/j.actpsy.2025.105174

Wong, A., & Wei, J. (2023). Persuasive cues and reciprocal behaviors in influencer-follower relationships: The mediating role of influencer defense. *Journal of Retailing and Consumer Services*, *75*, 103507. https://doi.org/10.1016/j.jretconser.2023.103507

Yuwono, W., Permata, N. S., & Christiarini, R. (2024). ANALISIS PENGARUH INFLUENCER CREDIBILITY TERHADAP PURCHASE INTENTION PRODUK SKINCARE LOKAL DENGAN MEDIASI BRAND IMAGE, TRUST, DAN BRAND SATISFACTION. *Jurnal Manajemen Terapan Dan Keuangan*, *13*(02), 510–519. https://doi.org/10.22437/jmk.v13i02.31782