

ABSTRACT

THE INFLUENCE OF PARASOCIAL INTERACTION, PERSUASION KNOWLEDGE, AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS (A STUDY ON GLAD2GLOW SKINCARE CONSUMERS IN JABODETABEK)

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This study aims to examine the influence of parasocial interaction, persuasion knowledge, and electronic word of mouth (e-WOM) on purchase decision in the context of Glad2Glow products. This research employs a quantitative approach, aimed at explaining causal relationships among variables through hypothesis testing. The sampling technique used is non-probability sampling with the purposive sampling method, allowing the researcher to select respondents based on specific criteria relevant to the research objectives. Data were collected through an online questionnaire distributed via Google Form on social media. Respondents in this study are consumers or social media users who have been exposed to Glad2Glow promotional content by content creators. Data analysis was conducted using the multiple linear regression analysis method with the assistance of software IBM SPSS versi 27. The results of the study indicate that Parasocial Interaction, Persuasion Knowledge, and Electronic Word of Mouth (e-WOM) have a positive and significant influence on the Purchase Decision of Glad2Glow skincare products. These findings suggest that emotional connections with influencers, consumer understanding of marketing strategies, and positive user reviews all play important roles in encouraging purchase decisions. This study recommends that company strengthen its digital communication strategy by focusing on trust, transparency, and consumer engagement.