ABSTRACT

The purpose of this research is to examine whether expertise, attractiveness, trustworthiness, materialism, and parasocial relationship significantly influence materialism and purchase intention on social commerce platforms TikTok and Shopee in Indonesia. A total of 200 respondents from the Indonesian population who had watched live shopping streams on these platforms were used as the sample. The sampling method employed Structural Equation Modeling (SEM) analysis using the AMOS program, and data collection was conducted through questionnaires. The findings of the study indicate that expertise, attractiveness, and trustworthiness significantly affect parasocial relationships. Furthermore, parasocial relationships are proven to act as an intervening variable that strengthens the influence of the independent variables on purchase intention and materialism.

Keywords: *expertise, attractiveness, trustworthiness, purchase intention, materialism, parasocial relationship, social commerce*, TikTok, Shopee