

ABSTRACT

This study aims to analyze the influence of source credibility and informational value from fitness influencers, as a form of influencer marketing within the study of consumer behavior, on Generation Z's exercise intention in Semarang City, with parasocial relationship as a mediating variable. The high consumption of fitness content on social media by Generation Z, which aligns with the growth of the fitness industry in Indonesia, is not always followed by a genuine intention to exercise, making it important to examine the factors that can bridge this gap through the role of source credibility, informational value, and psychological closeness with fitness influencers, while also offering insight for healthy lifestyle marketing strategies.

This study employs a quantitative method using Partial Least Squares Structural Equation Modeling (PLS-SEM) operated through SmartPLS 4. Data were collected via questionnaire distributed to 123 Generation Z respondents in Semarang City who actively follow at least one fitness influencer account on social media. Purposive sampling was used as the sampling technique.

The results show that source credibility has a positive and significant effect on both parasocial relationship and exercise intention. Informational value also has a positive and significant effect on exercise intention, although it does not significantly affect parasocial relationship. Parasocial relationship has a positive and significant effect on exercise intention. Mediation testing reveals that parasocial relationship does not mediate the effect of either source credibility or informational value on exercise intention.

Keywords: Consumer behavior, Influencer marketing, Source credibility, Informational value, Parasocial relationship, Exercise intention, Healthy lifestyle