

ABSTRACT

This study analyzes a modern marketing phenomenon in the digital era, namely the promotion of perfume products by game streamers through live broadcasts on YouTube. The phenomenon that draws attention in this study is the collaboration between perfume brands and game streamers. The primary objective of this research is to measure the impact of streamer credibility and parasocial interaction on the purchase intention of perfume consumers who are viewers of game streamers on YouTube Indonesia.

This research adopts a quantitative methodology. The population in this study consists of YouTube social media users aged between 18 and 40 years who have watched live-streamed gaming content on YouTube. The study involved 385 respondents. Data collection was conducted online through the distribution of questionnaires via Google Forms. The validity and reliability calculations were carried out using the Statistical Package for Social Science (SPSS) software version 27.

The findings reveal that purchase intention is positively and significantly influenced by streamer credibility and parasocial interaction. This indicates that game streamers on YouTube, with strong credibility and parasocial interaction, serve as highly effective marketing channels for perfume products. Based on the results of the study, several aspects were identified that can be optimized to improve the marketing strategy of perfume products on YouTube. These recommendations are provided to help companies enhance promotional effectiveness, select suitable game streamers, and strengthen their influence on consumer purchase intention.

Keywords: *Streamer Credibility, Parasocial Interaction, Purchase Intention*