

DAFTAR PUSTAKA

- 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 (Switzerland)*, *15*(3), 1–15.
<https://doi.org/10.3390/su15032744>
- Astarini, D., & Sumardi, A. (2022). *Drivers and Outcomes of Credibility and Parasocial Interaction to Purchase Intentions*. <https://doi.org/10.4108/eai.3-8-2021.2315150>
- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, *117*(July), 557–569.
<https://doi.org/10.1016/j.jbusres.2018.07.008>
- Aw, E. C., & Chuah, S. H. (2021). “ *Stop the unattainable ideal for an ordinary me !* ” fostering parasocial relationships with social media influencers : *The role of self-discrepancy*. *132*(April), 146–157.
- Aw, E. C. X., Tan, G. W. H., Chuah, S. H. W., Ooi, K. B., & Hajli, N. (2023). Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. *Information Technology and People*, *36*(1), 66–94. <https://doi.org/10.1108/ITP-07-2021-0548>
- Ayodeji, O. G., & Kumar, V. (2020). E-Commerce Research Models: A systematic review and Identification of the Determinants to Success.

International Journal of Business Information Systems, 1(1), 1.

<https://doi.org/10.1504/ijbis.2020.10044532>

Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>

Dinh, T. C. T., & Lee, Y. (2022). “I want to be as trendy as influencers” – how “fear of missing out” leads to buying intention for products endorsed by social media influencers. *Journal of Research in Interactive Marketing*, 16(3), 346–364. <https://doi.org/10.1108/JRIM-04-2021-0127>

Fitriani, D. (2023). *JMIF*. 3, 62–76.

Godulla, A. (2022). Mass communication and para-social interaction: Observations on intimacy at a distance. *Schlüsselwerke: Theorien (in) Der Kommunikationswissenschaft*, 3(1), 13–26. https://doi.org/10.1007/978-3-658-37354-2_2

Gupta, R., Kishore, N., & Verma, D. P. S. (2011). Impact of Celebrity Endorsements on Consumers’ Purchase Intention. *Australian Journal of Business and Management Research*, 1(8), 65–71. <https://doaj.org/article/390f7c7f8c134becaf219cfcf05a980d>

Hajli, N. (2015). Social commerce constructs and consumer’s intention to buy. *International Journal of Information Management*, 35(2), 183–191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>

- Jin, S. A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181–195.
<https://doi.org/10.1080/00913367.2013.827606>
- Jin, S. V., & Ryu, E. (2020). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55(November 2019).
<https://doi.org/10.1016/j.jretconser.2020.102121>
- Johnstone, L., & Lindh, C. (2022). Sustainably sustaining (online) fashion consumption: Using influencers to promote sustainable (un)planned behaviour in Europe’s millennials. *Journal of Retailing and Consumer Services*, 64(August 2021), 102775.
<https://doi.org/10.1016/j.jretconser.2021.102775>
- Kim, H., & Park, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. *Computers in Human Behavior*, 143(February), 107703.
<https://doi.org/10.1016/j.chb.2023.107703>
- Ko, H.-C., & Wu, W.-N. (2017). Exploring the determinants of viewers' loyalty toward beauty YouTubers. *Proceedings of the 2017 International Conference On*, 81–86.

<http://dl.acm.org/citation.cfm?doid=3124116.3124130>

- Kumar, R., & Singh, A. (2022a). Trustworthiness, attractiveness, prestige and Bfi With Parasocial Relationship: A Mediation Analysis. *Academy of Marketing Studies Journal*, 26(5), 1–7.
<https://www.abacademies.org/articles/trustworthiness-attractiveness-prestige-and-bfi-with-parasocial-relationship-a-mediation-analysis-15195.html>
- Kumar, R., & Singh, P. (2022b). Impact of Influencer Marketing on Consumer Purchase Behaviour in India. *Interantional Journal of Scientific Research in Engineering and Management*, 06(05), 2019.
<https://doi.org/10.55041/ijrsrem15974>
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Li, C. Y., & Ku, Y. C. (2018). The power of a thumbs-up: Will e-commerce switch to social commerce? *Information and Management*, 55(3), 340–357.
<https://doi.org/10.1016/j.im.2017.09.001>
- Li, J., Zhu, A., Liu, D., Zhao, W., Zhou, Y., Chen, Y., Liu, Y., & Sun, N. (2020). Sustainability of China's singles day shopping festivals: Exploring the moderating effect of fairness atmospherics on consumers' continuance participation. *Sustainability (Switzerland)*, 12(7), 1–24.
<https://doi.org/10.3390/su12072644>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017).

The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>

Lou, C., & Kim, H. K. (2019). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10(November), 1–17.

<https://doi.org/10.3389/fpsyg.2019.02567>

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73.

<https://doi.org/10.1080/15252019.2018.1533501>

Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57(January 2020), 102300.

<https://doi.org/10.1016/j.ijinfomgt.2020.102300>

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>

Peng, Y., & Lu, L. (2024). The pre-purchase search channel and purchase behavior: Role of social commerce vs traditional e-commerce. *Journal of Retailing and Consumer Services*, 81(August), 104024.

<https://doi.org/10.1016/j.jretconser.2024.104024>

Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3–4), 279–298.

<https://doi.org/10.1080/0267257X.2019.1708781>

Richins, M. L., & Dawson, S. (1992). A Consumer Values Orientation for Materialism and Its Measurement: Scale Development and Validation. *Journal of Consumer Research*, 19(3), 303. <https://doi.org/10.1086/209304>

Saputra, V. E., & Widyatmoko, W. (2019). Pengaruh Kualitas Pesan Iklan dan Kreativitas Iklan Terhadap Daya Tarik Iklan “Udah Waktunya Pake GO-JEK – Vertibokek.” *Prologia*, 3(1), 289. <https://doi.org/10.24912/pr.v3i1.6253>

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(January 2019), 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>

Steuer, G. S., & Lawson, K. (2013). Twitter as a way for celebrities to communicate with fans: Implications for the study of parasocial interaction. *North American Journal of Psychology*, 15(2), 339–354.

Tandayong, F. A., & Palumian, Y. (2022). Peranan Influencer Dalam Meningkatkan Parasocial Interaction Dan Purchase Intention Produk Kostemik Lokal Scarlett. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*,

I(2), 171–191. <https://doi.org/10.24034/jimbis.v1i2.5375>

Tian, Q., & Hoffner, C. A. (2010). Parasocial interaction With liked, neutral, and disliked characters on a popular TV series. *Mass Communication and Society*, *13*(3), 250–269. <https://doi.org/10.1080/15205430903296051>

Tukachinsky, R., Walter, N., & Saucier, C. J. (2021). Antecedents and effects of parasocial relationships: A meta-analysis. *Journal of Communication*, *70*(6), 868–894. <https://doi.org/10.1093/JOC/JQAA034>

Tyrväinen, O., & Karjaluoto, H. (2025). Unrequited love? A mixed-methods study of parasocial engagement with social media influencers. *International Journal of Information Management*, *80*(October 2023). <https://doi.org/10.1016/j.ijinfomgt.2024.102845>

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, *45*(4), 617–644. <https://doi.org/10.1111/ijcs.12647>

Yuan, C. L., Moon, H., Kim, K. H., & Wang, S. (2021). The influence of parasocial relationship in fashion web on customer equity. *Journal of Business Research*, *130*(September 2019), 610–617. <https://doi.org/10.1016/j.jbusres.2019.08.039>

Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, *0*(0),

133–147. <https://doi.org/10.1080/15252019.2020.1769514>

Zheng, X., Miao, M., Zhang, L., & Huang, L. (2024). Standing out or fitting in?

How perceived autonomy affects virtual influencer marketing outcomes.

Journal of Business Research, 185(August), 114917.

<https://doi.org/10.1016/j.jbusres.2024.114917>

Zhou, L., Zhang, P., & Zimmermann, H. D. (2013). Social commerce research:

An integrated view. *Electronic Commerce Research and Applications*, 12(2),

61–68. <https://doi.org/10.1016/j.elerap.2013.02.003>

