

DAFTAR PUSTAKA

- Abdillah, R. F., & Pramesti, A. N. (2024). *DAMPAK RATING DAN ULASAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI E-COMMERCE*.
- 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>
- Beatty, S. E., & Ferrell, M. E. (1998). *Impulse Buying: Modeling Its Precursors*.
- Colliander, J., & Dahlén, M. (2011). Following the Fashionable Friend: The Power of Social Media. *Journal of Advertising Research*, 51(1), 313–320. <https://doi.org/10.2501/jar-51-1-313-320>
- Dimoka, A., Hong, Y., & Pavlou, P. A. (2012). On product uncertainty in online markets: Theory and evidence. *MIS Quarterly: Management Information Systems*, 36(2), 395–426. <https://doi.org/10.2307/41703461>
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hong, Y., & Pavlou, P. A. (2014). Product fit uncertainty in online markets: Nature, effects, and antecedents. *Information Systems Research*, 25(2), 328–344. <https://doi.org/10.1287/isre.2014.0520>
- Horton, D., & Richard Wohl, R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product and Brand Management*, 29(6), 803–814. <https://doi.org/10.1108/JPBM-02-2019-2280>
- Kim, J., & Song, H. (2016). Celebrity’s self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. *Computers in Human Behavior*, 62, 570–577. <https://doi.org/10.1016/j.chb.2016.03.083>
- Kim, Y., & Krishnan, R. (2015). On product-level uncertainty and online purchase behavior: An empirical analysis. *Management Science*, 61(10), 2449–2467. <https://doi.org/10.1287/mnsc.2014.2063>
- Kumar, R., & Singh, A. (2022). Trustworthiness, attractiveness, prestige and Bfi With Parasocial Relationship: A Mediation Analysis. In *Academy of Marketing Studies Journal* (Vol. 26, Issue 5).

- Lacap, J. P. G., Cruz, M. R. M., Bayson, A. J., Molano, R., & Garcia, J. G. (2024). Parasocial relationships and social media interactions: building brand credibility and loyalty. *Spanish Journal of Marketing - ESIC*, 28(1), 77–97. <https://doi.org/10.1108/SJME-09-2022-0190>
- Li, W., Ding, H., Xu, G., & Yang, J. (2023). The Impact of Fitness Influencers on a Social Media Platform on Exercise Intention during the COVID-19 Pandemic: The Role of Parasocial Relationships. *International Journal of Environmental Research and Public Health*, 20(2). <https://doi.org/10.3390/ijerph20021113>
- Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2023). Creating immersive and parasocial live shopping experience for viewers: the role of streamers' interactional communication style. *Journal of Research in Interactive Marketing*, 17(1), 140–155. <https://doi.org/10.1108/JRIM-04-2021-0114>
- 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>
- Ma, X., Aw, E. C. X., & Filieri, R. (2023). From screen to cart: how influencers drive impulsive buying in livestreaming commerce? *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-05-2023-0142>
- Pappas, I. O., & Woodside, A. G. (2021). Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing. *International Journal of Information Management*, 58. <https://doi.org/10.1016/j.ijinfomgt.2021.102310>
- Penttinen, V., Ciuchita, R., & Čaić, M. (2022). YouTube It Before You Buy It: The Role of Parasocial Interaction in Consumer-to-Consumer Video Reviews. *Journal of Interactive Marketing*, 57(4), 561–582. <https://doi.org/10.1177/10949968221102825>
- 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>
- Simon Kemp. (2024, February 21). *DIGITAL 2024: INDONESIA*. <https://datareportal.com/reports/digital-2024-indonesia>
- 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. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Su, B. C., Wu, L. W., Chang, Y. Y. C., & Hong, R. H. (2021). Influencers on social media as references: Understanding the importance of parasocial relationships. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910919>

- Trisnawati, W., Malini, H., Pebrianti, W., Ramadania, R., & Heriyadi, H. (2025). Analyzing The Effect of Social Media Influencer on Purchase Intention Through Parasocial Relationships: The Moderation Role of Influencer-Product Congruency. *ECo-Fin*, 7(1), 96–109. <https://doi.org/10.32877/ef.v7i1.1795>
- Tukachinsky, R. (2015). When Actors Don't Walk the Talk: Parasocial Relationships Moderate the Effect of Actor-Character Incongruence. In *International Journal of Communication* (Vol. 9). <http://ijoc.org>.
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product and Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- 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*, 133–147. <https://doi.org/10.1080/15252019.2020.1769514>
- Zhang, Y., Zhou, H., & Qin, J. (2022). Research on the effect of uncertain rewards on impulsive purchase intention of blind box products. *Frontiers in Behavioral Neuroscience*, 16. <https://doi.org/10.3389/fnbeh.2022.946337>