

DAFTAR PUSTAKA

- Agustina, W., & Sari, W. P. (2021). Pengaruh Influencer Marketing Tiktok terhadap Brand Image Bittersweet by Najla. *Prologia*, 5(2), 356. <https://doi.org/10.24912/pr.v5i2.10211>.
- Andriani, A., Hariasih, M., & Sukmono, R. A. (2024). Influencer Marketing, Personal Branding Image, and Affiliate Marketing Against Tiktok Shop Consumen Impulsive Buying. *Costing : Journal of Economic, Business and Accounting*, 7.
- Annur, C. M. (2022). *Platform Belanja Online Lewat Siaran Langsung Paling Banyak Digunakan* (2022). Databoks. <https://databoks.katadata.co.id/teknologitelekomunikasi/statistik/1495a09cd46b53b/survei-jakpat-shopee-rajai-penggunaan-live-shopping-diindonesia>.
- APJII *Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. (2024). <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>.
- Azzahra, A., Afwa, A., & Moniko, M. (2024). The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention Through the Perceived Value of Cosmetic Products on Tiktok Shop (An Empirical Study on Students in the City of Pekanbaru). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1). <https://doi.org/10.37676/ekombis.v12i1.5255>.
- Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How Does the Fear of Missing Out Moderate the Effect of Social Media Influencers on Their Followers' Purchase Intention. *Sage Open*, 13 (3), 21582440231197259. <https://doi.org/10.1177/21582440231197259>.
- Dwisuardinata, I. B. N., & Darma, G. S. (2022). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) towards Purchase Intention on Alcoholic Beverage in Bali. *Binus Business Review*, 14(1), 1–11. <https://doi.org/10.21512/bbr.v14i1.8919>.
- Fauziah, F. (2020). Strategi Komunikasi Bisnis Online Shop “Shoppe” Dalam Meningkatkan Penjualan. *Abiwarra : Jurnal Vokasi Administrasi Bisnis*, 1(2), 45–53. <https://doi.org/10.31334/abiwarra.v1i2.792>.
- Flecha Ortiz, J. A., Santos Corrada, M., Perez, S., Dones, V., & Rodriguez, L. H. (2024). Exploring the influence of uncontrolled social media use, fear of missing out, fear of better options, and fear of doing anything on consumer purchase intent. *International Journal of Consumer Studies*, 48(1), e12990.

<https://doi.org/10.1111/ijcs.12990>.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS 25* (9 ed.). Semarang : Badan Penerbit Universitas Diponegoro.
- Haryati, N. T., & Wirapraja, A. (2018). *Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur)*. Jurnal Eksekutif. Vol 15. <https://www.researchgate.net/publication/339787291>.
- Hayati, A. N., Marzuki, A. I. A. A., & Firmanditya, N. (2023). *Ulasan Palsu Di Platform Digital: Perlindungan Hukum Bagi Konsumen dan Pelaku Usaha*. Jurnal Masyarakat Indonesia. Vol 49. <https://jmi.ipsk.lipi.go.id/index.php/jmiipsk/article/viewFile/1172/640>.
- Kementerian Kesehatan Republik Indonesia. (t.t.). *Kategori Usia*. <https://ayosehat.kemkes.go.id/kategori-usia>.
- Kim, H. (2022). Keeping up with influencers: Exploring the impact of social presence and parasocial interactions on Instagram. *International Journal of Advertising*, 41(3), 414–434. <https://doi.org/10.1080/02650487.2021.1886477>.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (Sixteenth edition, global edition). New York : Pearson Education.
- Liang, H.-L., & Lin, P.-I. (2018). Influence of multiple endorser-product patterns on purchase intention: An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/10.1108/IJSMS-03-2017-0022>.
- Liu, H.-H., & Wang, Y.-N. (2019). Interrelationships between Viral Marketing and Purchase Intention via Customer-Based Brand Equity. *Journal of Business and Management Sciences*, 7(2), 72–83. <https://doi.org/10.12691/jbms-7-2-3>.
- McLaughlin, C., McCauley, L. B., Prentice, G., Verner, E.-J., & Loane, S. (2020). Gender differences using online auctions within a generation Y sample: An application of the Theory of Planned Behaviour. *Journal of Retailing and Consumer Services*, 56, 102181. <https://doi.org/10.1016/j.jretconser.2020.102181>.
- Novilia, F., Hendrayati, H., & Fahreze, M. (2024). Examining the Impact of Live Streaming, Affiliate Marketing, and Flash Sale Programs on Purchase Intentions in the TikTok Shop. *Jurnal Ilmiah Manajemen*, 15. <http://journal.ikopin.ac.id/index.php/coopetition/article/view/4398/3481>.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out.

- Computers in Human Behavior*, 29(4), 1841–1848.
<https://doi.org/10.1016/j.chb.2013.02.014>.
- Qin, Z., Chen, Y., Yan, Y., & Huang, Y. (2024). Influencer Marketing Platforms' Effect on Light Meal Purchase Intention and Behavior. *Sustainability*, 16(11), 4369. <https://doi.org/10.3390/su16114369>.
- Rizaty, M. A. (2024). *Data Pengguna Aplikasi TikTok di Indonesia pada Oktober 2021-Januari 2024*. Dataindonesia.id.
<https://dataindonesia.id/internet/detail/data-pengguna-aplikasi-tiktok-di-indonesia-pada-oktober-2021januari-2024>.
- Santika, E. F. (2023). *Demografi Usia Pengguna Tiktok Dunia*. Databoks. <https://databoks.katadata.co.id/media/statistik/3997760dd2e3fd3/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>.
- Saputra, F., Ali, H., & Mahaputra, M. R. (2023). *Peran Ingredients, Influencer Review dan Live Streaming Marketing terhadap Minat Beli Konsumen pada Produk Skincare Varian Mugwort*. *Jurnal Komunikasi dan Ilmu Sosial (JKIS)*. Vol 1. <https://doi.org/10.38035/jkis.v1i3>.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan-Keahlian* (Edisi 6, Vol 1 dan 2). Jakarta : Salemba Empat.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach* (Edisi 8). Hoboken, Amerika Serikat : Wiley.
- Setyawan, R. A., & Marzuki, Y. (2018). *Survei aplikasi video live streaming dan chat. Seminar Nasional Edusaintek FMIPA UNIMUS*. <https://jurnal.unimus.ac.id/index.php/psn12012010/article/view/4216/3911>.
- Sholihah, N., & Fikriyah, K. (2022). Pengaruh Online Consumer Review Influencer Tiktok dan Label Halal terhadap Minat Beli. *Jurnal Ilmu Komputer, Ekonomi dan Manajemen (JIKEM)*, 2.
- Sugiyono. (2019). *Metode Penelitian kuantitatif dan kualitatif dan R&G*. Bandung : Alfabeta.
- Syafaah, N., & Santoso, I. H. (2022). Fear of Missing Out dan Korean Wave: Implikasinya pada Keputusan Pembelian Kosmetik asal Korea. *INOBI: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 5(3), 405–414. <https://doi.org/10.31842/jurnalinobis.v5i3.239>.
- Tanrikulu, G., & Mouratidis, A. (2023). Life aspirations, school engagement, social anxiety, social media use and fear of missing out among adolescents. *Current Psychology*, 42(32), 28689–28699. <https://doi.org/10.1007/s12144-022-03917-y>.

- Towoliu, R. M., Tumbuan, W. J. F. A., & Pandowo, M. H. C. (2024). *Pengaruh Fear Of Missing Out Dan Reputasi Merek Terhadap Minas Beli Produk Apple*. Jurnal EMBA. 12(03). <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/57728>.
- We Are Social, & Meltwater. (2024). *Digital 2024: 5 Miliar Pengguna Media Sosial*. Hootsuite (We Are Social). https://wearesocial-com.translate.google.id/blog/2024/01/digital-2024-5-billion-social-media-users/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc.
- Widyastuti, P. (2022). *Shopping Anxiety and "Fear Of Missing Out" (FOMO) For Purchase Intention Of E-Commerce During Pandemic Covid-19*. Jurnal Ekonomi. 11(02). <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/499>.
- Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector. *Acta Psychologica*, 249, 104415. <https://doi.org/10.1016/j.actpsy.2024.104415>.
- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLOS ONE*, 19(2), e0296339. <https://doi.org/10.1371/journal.pone.0296339>.