DAFTAR PUSTAKA

Aurellia, C., & Dewi, L. (2025). *Influencer Authenticity and Homophily on Tiktok : 2025*(2), 381–395.

Berger, J. (2016). *Contagious: Why Things Catch On*. Simon & Schuster.

Böttger, T., Rudolph, T., Evanschitzky, H., & Pfrang, T. (2017). Customer inspiration: Conceptualization, scale development, and validation. *Journal of Marketing, 81*(6), 116–131. https://doi.org/10.1509/jm.15.0007

Cao, N., Isa, N. M., Perumal, S., & Chen, C. (2025). Perceived Value, Consumer Engagement, and Purchase Intention in Virtual Influencer Marketing: The Role of Source Credibility and Generational Cohort. *Journal of Theoretical and Applied Electronic Commerce Research* , *20*(2). https://doi.org/10.3390/jtaer20020150

Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson.

Chen, C., & Lin, Y. (2017). Telematics and Informatics What drives live-stream usage intention ? The perspectives of fl ow , entertainment , social interaction , and endorsement. *Telematics and Informatics*, (October), 0–1. https://doi.org/10.1016/j.tele.2017.12.003

Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research, 36*(5), 21–35.

Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro

Hair, Jr., J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Sage Publishing* (Vol. 3, Number 1).

Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior, 84*, 58–67. https://doi.org/10.1016/j.chb.2018.02.013

Hoffner, C., & Buchanan, M. (2005). Young Adults ' Wishful Identification With Television Characters. *Media Psychology*, *7*(4), 325–351. 10.1207/S1532785XMEP0704_2

Horton, D., & Wohl, R. (1956). Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance. Psychiatry. *Psychiatry*, *3*(1), 19(3), 215-229.

Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd ed.). Kogan Page.

Koay, K. Y., & Lim, W. M. (2025). Congruence effects in social media *influencer* marketing: the moderating role of wishful identification in *online* impulse buying intentions. *Journal of Product and Brand Management*, *34*(3), 265–278. https://doi.org/10.1108/JPBM-09-2023-4709

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2021). Marketing Management MARKETING MANAGEMENT Marketing Management. In *Pearson Practice Hall* (Vol. 2, Number 1). http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C&val=22677%5C&title=The The influence of social media marketing on brand awareness and brand image moderating effect of religiosity

Mukti, K. A., & Santosa, S. B. (2023). *APLIKASI MODEL S-O-R PADA ANALISIS PENGARUH E-WOM MELALUI SOCIAL MEDIA INFLUENCER , CELEBRITY ENDORSEMENT , DAN CUSTOMER REVIEW TERHADAP MINAT BELI DENGAN BRAND IMAGE SEBAGAI VARIABEL (Studi Kasus pada konsumen produk Erigo melalui S-commerce TikTok Shop*. *12*, 1–13.

Nur'afifah, O., Farida, N., & Lestari, F. D. (2023). Parasocial Interaction on Social Media : Can It Affect Parasocial Relationship ? *Jurnal InterAct*, *8*(2), 66–77.

Ohanian, R., & Ohanian, R. (2013). *Construction and Validation of a Scale to Measure Celebrity Endorsers ' Perceived Expertise , Trustworthiness , and Attractiveness Construction and Validation of a Scale to Measure Celebrity Endorsers ' Perceived Expertise , Trustworthiness , and Attractiveness*. (May 2015), 37–41. https://doi.org/10.1080/00913367.1990.10673191

Rotzoll, K. B. (1989). *Advertising in contemporary society: Perspectives toward*

understanding. University of Illinois Press.

Runiasari, M. (2021). *Analisis Kualitas Konten dan Interaktivitas Merek dalam Meningkatkan Niat Beli Konsumen pada Merek Fesyen Melalui Instagram Menggunakan Paradigma SOR*. 4–5.

Ryan, D., Media, U. S., & Gabay, J. (2016). *P R A I S E FO R D I G I TA L M A R K E T I N G S T R AT E GY*.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.

Tukachinsky, R., & Stever, G. (2019). Theorizing Development of Parasocial Engagement. *Communication Theory*, *29*(3), 209–230. https://doi.org/10.1093/ct/qty032

Widiyaningsih, N., & Nugroho, J. A. (2024). Pengaruh Live Streaming Terhadap Purchase Intention Pada Thrift Shop Dengan Consumers Attitudes Sebagai Variabel Mediasi. *Jurnal Manajemen Pemasaran*, *18*(1), 40–57. https://doi.org/10.9744/pemasaran.18.1.40-57

Zhafira, A. K., Purba, C. A. F., Asteriani, D., & Soesilo, P. K. M. (2022). The Effect of Social Media Influencer's Perceived Sincerity and Perceived Similarity on Consumers' Attitude and Purhcase Intention. *Journal of Research in Business, Economics, and Education*, *4*(1), 22–32. https://e-journal.stiekusumanegara.ac.id/index.php/jrbee/article/view/366

Zhang, P., Chao, C. F., Chiong, R., Hasan, N., Aljaroodi, H. M., & Tian, F. (2023). Journal of Retailing and Consumer Services Effects of in-store live stream on consumers ' offline purchase intention. *Journal of Retailing and Consumer Services*, *72*(September 2022), 103262. https://doi.org/10.1016/j.jretconser.2023.103262