

DAFTAR PUSTAKA

- Amalia, A. C., & Sagita, G. (2019). Analisa Pengaruh Influencer Social Media Terhadap Keputusan Pembelian Konsumen Generasi Z di Kota Surabaya. *JURNAL SOSIAL: Jurnal Penelitian Ilmu-Ilmu Sosial*, 20(2), 51-59.
- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji validitas dan reliabilitas tingkat partisipasi politik masyarakat kota Padang. *Jurnal Matematika UNAND*, 8(1), 179-188.
- Amin, M., Ryu, K., Cobanoglu, C., & Nizam, A. (2021). Determinants of online hotel booking intentions: website quality, social presence, affective commitment, and e-trust. *Journal of Hospitality Marketing & Management*, 30(7), 845-870.
- Andriyanty, R., & Wahab, D. (2019). Preferensi konsumen generasi Z terhadap konsumsi produk dalam negeri. *ETHOS: Jurnal Penelitian Dan Pengabdian Kepada Masyarakat*, 7(2), 280-296.
- Aptaguna, A., & Pitaloka, E. (2016). Pengaruh Kualitas Layanan Dan Harga Terhadap Minat Beli Jasa Go-Jek. *Widyakala: Journal Of Pembangunan Jaya University*, 3, 49-56.
- Astagini, N., Kaihatu, V., & Prasetyo, Y. D. (2017). Interaksi dan Hubungan Parasosial dalam Akun Media Sosial Selebriti Indonesia. *Communicology: Jurnal Ilmu Komunikasi*, 5(1), 67-93.
- Argo, J. J., Dahl, D. W., & Manchanda, R. V. (2005). The influence of a mere social presence in a retail context. *Journal of consumer research*, 32(2), 207-212.
- Badan Pusat Statistik. (2022, Januari 22). Laju Pertumbuhan PDB Seri 2010. *Bps.go.id*. Diakses dari https://www.bps.go.id/indikator/indikator/view_data/0000/data/104/sdgs_17/1
- Baek, Y. M., Bae, Y., & Jang, H. (2013). Social and parasocial relationships on social network sites and their differential relationships with users' psychological well-being. *Cyberpsychology, Behavior, and Social Networking*, 16(7), 512-517.

- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.
- Beerli, A., Meneses, G. D., & Gil, S. M. (2007). Self-congruity and destination choice. *Annals of Tourism Research*, 34(3), 571-587.
- Bua'a, A. (2016). *Pengaruh Preferensi Konsumen Terhadap Produk Tas Batok Kelapa Pada Home Industri Esa Collection* (Doctoral dissertation, University of Tribhuwana Tungadewi).
- Braithwaite, Paul Schrodt. (1992). *Engaging Theories in Interpersonal Communication*. United States America. Sage Publications.
- Chin, W. W., & Todd, P. A. (1995). On the use, usefulness, and ease of use of structural equation modeling in MIS research: A note of caution. *MIS quarterly*, 237-246
- Choiriyah, S. N. (2021). *Hubungan Stres Akademik Dengan Perilaku Online Impulsive Buying Pada Mahasiswa Fakultas Psikologi Universitas Muhammadiyah Malang* (Doctoral dissertation, Universitas Muhammadiyah Malang).
- Chung, S., & Cho, H. (2014, June). Parasocial relationship via reality TV and social media: its implications for celebrity endorsement. In *Proceedings of the ACM International Conference on Interactive Experiences for TV and Online Video* (pp. 47-54).
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481-495.
- Dukcapil. (2022, Januari 19). Distribusi Penduduk Indonesia Per Juni 2021: Jabar Terbanyak, Kaltara Paling Sedikit. *Dukcapil.kemendagri.go.id*. diakses dari <https://dukcapil.kemendagri.go.id/berita/baca/809/distribusi-penduduk-indonesia-per-juni-2021-jabar-terbanyak-kaltara-paling-sedikit>
- Edi, D., & Betshani, S. (2009). Analisis Data dengan Menggunakan ERD dan Model Konseptual Data Warehouse. *Jurnal informatika*, 5(1), 71-85.
- Gao, W., Liu, Y., Liu, Z., & Li, J. (2018). How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory. *Behaviour & Information Technology*, 37(8), 786-799.

- Gefen, D., & Straub, D. (2003). Managing user trust in B2C e-services. *e-Service*, 2(2), 7-24.
- Ghozali, I. & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Glints. (2022, Januari 16). Pentingkah Sosial Media Presence? Yuk, Pelajari Selengkapnya Disini. *Glints.com*. Diakses dari <https://glints.com/id/lowongan/social-media-presence/#.Yd7VI9VBzIU>
- Gunawardena, C. N., & Zittle, F. J. (1997). Social presence as a predictor of satisfaction within a computer-mediated conferencing environment. *American journal of distance education*, 11(3), 8-26
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2014. *A Primer On Partial Least Squares Structural Equation Modeling (Pls Sem)*. USA: SAGE.
- Hajli, M. (2013), "A research framework for social commerce adoption", *Information Management & Computer Security*, Vol. 21 No. 3, pp. 144-154
- Harahap, L. K., & Pd, M. (2018). Analisis SEM (Structural Equation Modelling) dengan SMARTPLS (partial least square). . Semarang: *Fakultas Sains dan Teknologi UIN [Universitas Islam Negeri] Walisongo*.
- Hartini, S. (2012). Self-Image Congruity: Role In The Formation Of Consumer Attitudes. *Entrepreneur*, 3(1).
- Hastini, L. Y., Fahmi, R., & Lukito, H. (2020). Apakah Pembelajaran Menggunakan Teknologi dapat Meningkatkan Literasi Manusia pada Generasi Z di Indonesia?. *Jurnal Manajemen Informatika (JAMIKA)*, 10(1), 12-28.
- Huang, Y. Y., Li, S. J., & Yang, M. M. (2011). How and when service quality and satisfaction simultaneously influence purchase intentions?. *Health Services Management Research*, 24(3), 121-129.
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155-173.
- Influencer Marketing Hub. (2022, Januari 19). The State Of Influencer Marketing 2021: Benchmark Report. *Influencermarketinghub.com*.

Diakses dari <https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021>

- Juliana, J. (2021). Investigation Self Image Congruity and Restaurant Evaluation on Behavioural Intention Perspective Self Congruence Theory. *Hospitour Journal of Hospitality and Tourism Innovation*, 5(1).
- Juliarty, D. A. (2020). Perilaku Konsumsi Produk Kosmetik Di Kalangan Mahasiswa Laki-Laki Unsoed. *Jurnal Interaksi*, 3(12), 85-94.
- Junaedi, D., Susandy, G., & Apriandi, D. W. (2019). The Influence Of Self-Congruity And Mobile Marketing On Brand Loyalty At Fast Food Restaurants California Chicken In Subang City. *DIMENSIA (Diskursus Ilmu Manajemen STIESA)*, 16(2), 4-4.
- Katadata. (2022, Januari 14). Produk Kesehatan Dan Kecantikan Paling Laku Saat Pandemi. *Databoks.katadata.co.id*. Diakses dari https://databoks.katadata.co.id/datapublish/2021/10/27/produk-kesehatan-dan-kecantikan-paling-laku-saat-pandemi_
- Katadata. (2022, Januari 28). Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris Pada Agustus 2021. *Databoks.katadata.co.id*. Diakses dari <https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021>
- Kim, H. (2021). Keeping up with influencers: exploring the impact of social presence and parasocial interactions on Instagram. *International Journal of Advertising*, 1-21.
- Kim, H., Ko, E., & Kim, J. (2015). SNS users' para-social relationships with celebrities: social media effects on purchase intentions. *Journal of Global Scholars of Marketing Science*, 25(3), 279-294.
- 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.
- Kim, J., Kim, J., & Yang, H. (2019). Loneliness and the use of social media to follow celebrities: A moderating role of social presence. *The Social Science Journal*, 56(1), 21-29
- Khalid, N. R., Wel, C. A. C., Mokhtaruddin, S. A., & Alam, S. S. (2018). The influence of self-congruity on purchase intention for cosmetic merchandises. *International Journal of Academic Research in Business*

and Social Sciences, 8(4), 933-945.

- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102027.
- Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021). Effects of Parasocial Interaction with an Instafamous Influencer on Brand Attitudes and Purchase Intentions. *The Journal of Social Media in Society*, 10(1), 55-78.
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*.
- Limanjaya, V. H. (2015). Pengaruh Brand Personality Teh Javana Terhadap Purchase Intention Melalui Pendekatan Self-Image Congruence. *Jurnal Strategi Pemasaran*, 3(1), 1-15.
- Limantara, Y. D. P. (2017). Pengaruh Customer Perception Terhadap Minat Beli Konsumen Melalui Multiattribute Attitude Model Pada Produk Makanan Organik. *Jurnal Manajemen Pemasaran*, 11(2), 69-78.
- 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*, 2567.
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human behavior*, 56, 225-237.
- Lumintang, G., & Rotinsulu, J. J. (2015). Analisis Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen Pada Holland Bakery Boulevard Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(1).
- Maltby, J., Giles, D. C., Barber, L., & McCutcheon, L. E. (2005). Intense-personal celebrity worship and body image: Evidence of a link among female adolescents. *British journal of health psychology*, 10(1), 17-32.
- Manaf, A. M. A. (2020). Malaysian female users' purchase intentions of celebrity-endorsed products on Insta-gram: A parasocial interaction perspective. *J. Media Communication Research*, 12, 93-109.

- Masruroh, R., & Sudarwanto, T. (2020). Pengaruh Kecantikan Vlogger Review Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Pada Kosmetik Maybelline Di Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(1).
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information & management*, 38(4), 217-230.
- Naseri, R. N. N. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 7674-7681.
- Natasha, K., Kartikasari, D. D., Kusumawanti, N., & Karlina, A. S. 2013. Trend Perawatan Kecantikan Perempuan.
- Nur'afifah, O., Farida, N., & Lestari, F. D. (2020). Parasocial Interaction On Social Media: Can It Affect Parasocial Relationship?. *Jurnal InterAct*, 8(2), 66-77.
- Ozen, H., & Engizek, N. (2014). Shopping online without thinking: being emotional or rational?. *Asia pacific journal of marketing and logistics*.
- Patricia, P., & Sahetapy, W. L. (2021). Pengaruh Telepresence Dan Social Presence Terhadap Purchase Intention Item Virtual Pada Game Battle Royal Pubg. *Agora*, 9(2).
- Perbawani, P. S., & Nuralin, A. J. (2021). Hubungan Parasosial dan Perilaku Loyalitas Fans dalam Fandom KPop di Indonesia. *LONTAR: Jurnal Ilmu Komunikasi*, 9(1), 42-54.
- Praswati, A. N., & Suryandari, R. S. (2021). Pengaruh Hubungan Parasosial Antara Selebriti Dan Pengikutnya Terhadap Niat Beli Dan Niat E-WOM. *Proceeding of The URECOL*, 105-113.
- Pratama, P. (2021). Pengaruh Parasocial Interaction pada Minat Pembelian. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 7(4), 123-132.
- Robi, M., Kusnandar, D., & Sulistianingsih, E. (2017). Penerapan Structural Equation Modeling (Sem) Untuk Analisis Kompetensi Alumni. *Bimaster: Buletin Ilmiah Matematika, Statistika dan Terapannya*, 6(02).
- Rosida, I. (2018). Tubuh Perempuan dalam Budaya Konsumen: Antara Kesenangan Diri, Status Sosial, dan Nilai Patriarki. *Jurnal Antropologi*:

Isu-Isu Sosial Budaya, 20(1), 85-101.

- Rubin, A. M., & Step, M. M. (2000). Impact of motivation, attraction, and parasocial interaction on talk radio listening. *Journal of Broadcasting & Electronic Media*, 44(4), 635-654.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global journal of management and business research*.
- Sari, N. P., & Sudarwanto, T. (2022). PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP MINAT BELI KONSUMEN PERAWATAN KULIT MS GLOW (Studi Pada Konsumen MS Glow di Jawa Timur). *Jurnal Ilmiah Manajemen, Ekonomi dan Bisnis*, 1(2), 25-40.
- Sarwono, J. (2010). Pengertian dasar structural equation modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis*, 10(3), 173-182.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International journal of advertising*, 39(2), 258-281
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*, 4(2), 105-110.
- Shan, Y., Chen, K. J., & Lin, J. S. (2020). When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motive. *International Journal of Advertising*, 39(5), 590-610.
- Statista. (2022, Februari 11). Breakdown Of Social Media Users By Age And Gender In Indonesia As Of January 2021. *Statista.com*. Diakses dari <https://www.statista.com/statistics/997297/indonesia-breakdown-social-media-users-age-gender/>
- Sugiyono. 2013. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV Alfabeta.
- Suliyanto. (2009). Metode Riset Bisnis, Penerbit Andi, Yogyakarta
- Suliyanto (2018). Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi. Yogyakarta: Andi Offset.

- Sumardi, A. (2021). Pengaruh Self Congruity Dan Perceived Congruence Terhadap Brand Equity Dan Konsekuensinya. *Media Riset Bisnis & Manajemen*, 20(2).
- Suryadinata, E. (2019). Pengaruh Self Congruity dan Brand Personality Terhadap Brand Community untuk Meningkatkan Brand Loyalty. *Petra Business and Management Review*, 5(1).
- Suryani, S., Tambunan, K., & Silalahi, P. R. (2022). Analisis pengaruh media sosial terhadap keputusan pembelian study kasus: perawatan kulit wardah. *JIKEM: Jurnal Ilmu Komputer, Ekonomi dan Manajemen*, 2(1), 72-77.
- Tan, S. M., & Liew, T. W. (2022). Multi-Chatbot or Single-Chatbot? The Effects of M-Commerce Chatbot Interface on Source Credibility, Social Presence, Trust, and Purchase Intention. *Human Behavior and Emerging Technologies*, 2022.
- Taruna, K. T. P. (2021). Pengaruh Hubungan Parasosial, Kredibilitas Influencer, Dan Kredibilitas Brand Terhadap Purchase Intention Pada Produk.
- Tjiptono, F. 2007. *Strategi Pemasaran. Edisi Kedua*. Yogyakarta: Andi Ofset.
- Tranggono, Latifah. (2007). *Buku Pegangan Ilmu Pengetahuan Kosmetik*. Jakarta. Gramedia Pustaka Utama.
- Wahyuningsih, I. (2018). Intensi konsumen terhadap kosmetik dan produk perawatan kulit halal di Indonesia: Pendekatan theory of planned behavior. *JEBA (Journal of Economics and Business Aseanomics)*, 3(1).
- Wardani, E. P., Kusuma, R. S., & Kom, M. I. (2021). *Interaksi Parasosial Penggemar Kpop Di Media Sosial (Studi Deskriptif Pada Fandom Army Di Twitter)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Widjaja, E., & Widjaja, A. W. (2009). Pengaruh Self-Congruity Terhadap Brand Loyalty Pada Pengguna Telepon Genggam Nokia. *Ultima Management: Jurnal Ilmu Manajemen*, 1(1), 1-21.
- Wu, W. Y., Lu, H. Y., Wu, Y. Y., & Fu, C. S. (2012). The effects of product scarcity and consumers' need for uniqueness on purchase intention. *International journal of consumer studies*, 36(3), 263-274.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*.

- Yuksel, M., & Labrecque, L. I. (2016). "Digital buddies": parasocial interactions in social media. *Journal of Research in Interactive Marketing*
- Zhong, Y., Shapoval, V. and Busser, J. (2021), "The role of parasocial relationship in social media marketing: testing a model among baby boomers", *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 5, pp. 1870-1891

