

## REFERENCES

- Annisawati, A. A., Hurriyati, R., Gaffar, V., & Dirgantari, P. D. (2023). *Journal of Business Management Education (JBME)*. 8(2).
- Asaad, Y., & Filieri, R. (2020). This is a repository copy of What makes hosts trust Airbnb? Antecedents of hosts' trust toward Airbnb and its impact on continuance intention. White Rose Research Online URL for this paper: Version: Accepted Version Article: Wang, Y.. orcid. Org/. In *Journal of Travel Research* (Vol. 59, Issue 4).
- Auter, P. J., & Palmgreen, P. (2000). Development and validation of a parasocial interaction measure: The audience-persona interaction scale. *Communication Research Reports*, 17(1), 79–89. <https://doi.org/10.1080/08824090009388753>
- Bond, B. J. (2018). Parasocial Relationships with Media Personae: Why They Matter and How They Differ Among Heterosexual, Lesbian, Gay, and Bisexual Adolescents. *Media Psychology*, 21(3), 457–485. <https://doi.org/10.1080/15213269.2017.1416295>
- Boyd, A. T., Rocconi, L. M., & Morrow, J. A. (2024). Construct validation and measurement invariance of the Parasocial Relationships in Social Media survey. *PLoS ONE*, 19(3 March), 1–15. <https://doi.org/10.1371/journal.pone.0300356>
- Brinson, N. H., & Lemon, L. L. (2023). Investigating the effects of host trust, credibility, and authenticity in podcast advertising. *Journal of Marketing Communications*, 29(6), 558–576. <https://doi.org/10.1080/13527266.2022.2054017>
- Chung, S., & Cho, H. (2017). Institutional Knowledge at Singapore Management University Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement Fostering Parasocial Relationships with Celebrities on Social Media: Implications for. *Lee Kong Chian School of Business*, 481–495.
- Djafarova, E., & Rushworth, C. (2017). Computers in Human Behavior: Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Djajanto, L. (2021). *Implementation of Discovery Learning Factor Analysis in Transforming Learning Achievement Through Stimulus Organism Response Theory*. 183(Ambec 2020), 87–91.

- Edgar H. Scheinvid. (2011). Universitas Kristen Petra Surabaya. *Dimensi Interior*, 8(1), 44–51. [publication.petra.ac.id/index.php/sastratonghoa/article/view/121%0D](http://publication.petra.ac.id/index.php/sastratonghoa/article/view/121%0D)
- Eisend, M. (2019). Gender Roles. *Journal of Advertising*, 48(1), 72–80. <https://doi.org/10.1080/00913367.2019.1566103>
- Eun, J., & Watkins, B. (2016). YouTube vloggers ' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Fatima, S., & Iyyaz Billah, U. (2023). Influencer Marketing on Social Media: Exploring the Role of Source Credibility in Generating Para Social Relationships and Product Interest. *International Journal of Business Reflections*, 4(2), 120–149. <https://doi.org/10.56249/ijbr.03.01.43>
- Febrianty, F., Yuliansyah, Y., Hamzah, R. S., & Annisa, M. L. (2024). Gender Issues in Digital Financial Literacy and Financial Behavior among Millennials. *Jurnal Economia*, 20(1), 79–94. <https://doi.org/10.21831/economia.v20i1.56529>
- Francis, T., & Hoefel, F. (2018). “True Gen”: Generation Z and its implications for companies. *McKinsey & Company*, 10. <https://www.mckinsey.com/~media/McKinsey/Industries/Consumer Packaged Goods/Our Insights/True Gen Generation Z and its implications for companies/Generation-Z-and-its-implication-for-companies.ashx>
- Hasim, M. A., Mahbob, N. N., Tun, U., & Onn, H. (2025). *Perceived Influencer Credibility and Perceived Content Usefulness in Influencing Consumer Purchase Decisions : A Moderated Model Using SmartPLS*. 41, 232–244.
- Hayes, A. F. (2012). *This document is a companion to Hayes, A. F. (in progress). An Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-based Approach. Under contract for publication by Guilford Press. 1. 1–39.*
- Hayes, B. (2023). *Extending the common sense model to explore symptom severity, psychosocial processes, and quality of life in inflammatory bowel disease.*
- Heinrich, S., & Strategist, M. (n.d.). *Praise for The Gen Z Frequency. Journal of Media Psychology 112008.* (n.d.).
- Kaufman, M. R., Eschliman, E. L., & Karver, T. S. (2023). Differentiating sex and gender in health research to achieve gender equity. *Bulletin of the World Health Organization*, 101(10), 666–671. <https://doi.org/10.2471/BLT.22.289310>

- 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 Relationships, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10(November), 1–17. <https://doi.org/10.3389/fpsyg.2019.02567>
- Millenia, D. P., Siregar, W. S., & Fitri, N. (2021). Analisis pengaruh brand awareness, brand image dan product placement terhadap minat beli konsumen kopiko dalam drama korea vincenzo. *Konferensi Nasional Social & Engineering Polmed*, 2(1), 580–588. <https://ojs.polmed.ac.id/index.php/KONSEP2021/article/view/648>
- Moe, M. (2023). Podvertising: Podcast Listeners' Advertising Attitudes, Consumer Actions, and Preference for Host-Read Ads. *Journal of Economics and Behavioral Studies*, 14(4(J)), 50–66. [https://doi.org/10.22610/jebss.v14i4\(j\).3278](https://doi.org/10.22610/jebss.v14i4(j).3278)
- Obreja, I. (2023). Influencer's Authenticity from the Perspective of Generation Z Consumers. *Ovidius University Annals. Economic Sciences Series*, 23(1), 742–749. <https://doi.org/10.61801/ouaess.2023.1.96>
- Putri, F., Lusianingrum, W., Nur, W., Pertiwi, B., & Aisyi, N. R. (2024). *Antecedents and Consequences of Parasocial Relationships in Tourism Marketing : A Case Study of Social Media Influencers*. 15(85), 229–249.
- Qualities, H. (2023). *Conceptualising Listeners' Expectations for Podcast Hosts Introduction In recent years, the distribution of audio media has undergone rapid changes from push to pull*. <https://doi.org/10.1080/1461670X.2023.2178245>
- Rai, J. S., Itani, M. N., Singh, A., & Singh, A. (2021). Delineating the outcomes of fans' psychological commitment to a sports team: Product knowledge, attitude towards the sponsor, and purchase intentions. *Journal for Global Business Advancement*, 14(3), 357–382. <https://doi.org/10.1504/JGBA.2021.116720>
- Reinikainen, A. (2020). *This is a self-archived version of an original article. This version may differ from the original in pagination and typographic details. Copyright : Rights : Rights url : Please cite the original version : 36, 279–298.*
- Ridgeway, C. L., & Saperstein, A. (2024). Diversifying Gender Categories and the Sex/Gender System. *Annual Review of Sociology*, 50(1), 385–405. <https://doi.org/10.1146/annurev-soc-030222-035327>
- Román, S., Riquelme, I. P., & Iacobucci, D. (2023). Fake or credible? Antecedents and consequences of perceived credibility in exaggerated online reviews.

- Journal of Business Research*, 156(November 2021).  
<https://doi.org/10.1016/j.jbusres.2022.113466>
- Song, H. G., Kim, Y., & Hwang, E. (2023). *Behavioral Sciences: How Attitude and Para-Social Interaction Influence Purchase Intentions of Mukbang Users : A Mixed-Method Study*†.
- Stein, J., Liebers, N., Faiss, M., Media, N., Notes, A., & Media, N. (2022). *Manuscript accepted for publication in the journal Mass Communication and Society*. 0–3.
- Stever, G. S. (2017). Parasocial Theory: Concepts and Measures. *The International Encyclopedia of Media Effects*, 1–12.  
<https://doi.org/10.1002/9781118783764.wbieme0069>
- Tang, L., Xu, Z., & Lyu, X. (2023). More popular, more listings? Effects of popularity on Airbnb host expansion. *International Journal of Contemporary Hospitality Management*, 35(5), 1650–1669. <https://doi.org/10.1108/IJCHM-03-2022-0276>
- Taylor, C. R. (2024). Understanding podcast advertising: the need for more research. *International Journal of Advertising*, 43(6), 931–932.  
<https://doi.org/10.1080/02650487.2024.2375179>
- THE INFLUENCE OF PODCAST HOST CREDIBILITY ON GEN Z. (2025).
- Ti, S. (2019). *Computers in Human Behavior Gender differences in privacy tendencies on social network sites : A meta-analysis*. 93(June 2018), 1–12.  
<https://doi.org/10.1016/j.chb.2018.11.046>
- Tian, B., Chen, J., Zhang, J., Wang, W., & Zhang, L. (2023). Antecedents and Consequences of Streamer Trust in Livestreaming Commerce. *Behavioral Sciences*, 13(4). <https://doi.org/10.3390/bs13040308>
- Toreh, F. R., & Azizurrohman, M. (2024). *CELEBRITY ENDORSEMENT, EMOTIONAL RESPONSE, PURCHASE INTENTION BASED ON THE STIMULUS-ORGANISM-RESPONSE*. 22(1), 46–61.
- Vilceanu, M. O. (2025). Parasocial Intimacy, Change, and Nostalgia in Podcast Listener Reviews. *Media and Communication*, 13, 0–19.  
<https://doi.org/10.17645/mac.9059>
- Yuan, S., & Lou, C. (2021). How Social Media Influencers Foster Relationships with Followers: The Roles How Social Media Influencers Foster Relationships with Followers : The Roles of Source Credibility and Fairness in Parasocial Relationships and Product Interest. *Journal of Interactive Advertising*, 0(0), 1–15. <https://doi.org/10.1080/15252019.2020.1769514>

Zhou, X., Huang, Y., & Inoue, Y. (2024). Parasocial interactions and parasocial relationships on Instagram: An in-depth analysis of fashion and beauty influencers. *Heliyon*, 10(21), e39708. <https://doi.org/10.1016/j.heliyon.2024.e39708>

