

DAFTAR PUSTAKA

- Adisty, D., Liestyana, Y., & Wahyuningsih, T. (2026). *The Effect of Trustworthiness , Parasocial Relationship , Physical Attractiveness , and Social Attractiveness on Purchase Intention and Brand Trust*. 4(1), 36–50. <https://doi.org/10.59631/sbr.v4i1.463>
- Ahn, J. (2024). *An Exploratory Study on Virtual YouTuber Consumption: Focusing on the Worldview, Appearance, Voice, and Personality of Virtual Youtuber*. 47–58.
- Aleksandra, W., Dorota, M., & Danilo, G. (2025). Adaptation and validation of the Multidimensional Measure of Parasocial Relationships (MMPR) in Poland. *North American Journal of Psychology*, 27(1), 35–52.
- Alfaena, V., & Gumilang, D. A. (2026). *PENGARUH HOMOPHILY , PHYSICAL ATTRACTIVENESS , DAN CREDIBILITY TERHADAP PURCHASE INTENTION MELALUI PARASOCIAL INTERACTION PADA BEAUTY VLOGGER DI. 15*, 1904–1932. <https://doi.org/10.34127/jrlab.v15i1.2155>
- AnimeCorner. (2022). *Hololive ID's Kureiji Ollie Reaches 1 Million YouTube Subscribers*. <https://animecorner.me/hololive-ids-kureiji-ollie-reaches-1-million-youtube-subscribers/>
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*.
- Bailsen, J., & Blascovich, J. (2001). *Avatars*.
- Chen, J., & Liao, J. (2022). Antecedents of Viewers' Live Streaming Watching: A Perspective of Social Presence Theory. *Frontiers in Psychology*, 13(March), 1–11. <https://doi.org/10.3389/fpsyg.2022.839629>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*.
- COVER. (2026). *No Title*. <https://cover-corp.com/>
- Damaj, A., & Nofal, R. (2026). Influencers' Persuasive Power and Parasocial Relationships in Digital Consumption: Insights from Instagram and TikTok. *Journal of Theoretical and Applied Electronic Commerce Research* , 21(4). <https://doi.org/10.3390/jtaer21040112>
- DATAREPORTAL. (2025). *Digital 2026: Indonesia*. Kemp, Simon. [https://datareportal.com/reports/digital-2026-indonesia?rq=digital 2026 indonesia](https://datareportal.com/reports/digital-2026-indonesia?rq=digital%2026%20indonesia)
- Degen, J. L., Pistoll, D., Brandmaier, A. M., & Bröning, S. (2025). Where You Lead, I Will Follow: Developing a New Measure for Studying Parasocial Involvement With Influencers. *Cyberpsychology*, 19(3). <https://doi.org/10.5817/CP2025-3-2>
- Dexerto. (2022). *Hololive founder YAGOO explains VTuber agency origins during fifth anniversary*. <https://www.dexerto.com/entertainment/hololive->

yagoo-explains-vtuber-agency-origins-1926596/

- Dion, K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, 24(3), 285–290.
<https://doi.org/10.1037/h0033731>
- Fitriyani, N., Firdauza, S., Friemay, S., Poetry, A., Burhanuddin, R. A., Nusantara, U. D., History, A., Firdauza, S., Poetry, F. A., Konten, P. I., Audiens, T. R., & Dan, S. H. (2026). *Pengaruh Interaktivitas Konten Terhadap Respon Audiens (Studi Live Streaming Maraphthon By YB)*. 5(1), 1–12.
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, 11(1), 1–14. <https://doi.org/10.1057/s41599-024-02760-9>
- GoodStats. (2025). *Indonesia Masuk Jajaran Pengguna YouTube Terbanyak di Dunia 2025*.
- Hair, J. F., Ringle, C., Sarstedt, M., & Hult, G. T. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Ho, C. I., Liu, Y., & Chen, M. C. (2022). Factors Influencing Watching and Purchase Intentions on Live Streaming Platforms: From a 7Ps Marketing Mix Perspective. *Information (Switzerland)*, 13(5), 1–19.
<https://doi.org/10.3390/info13050239>
- 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>
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2020). Factors influencing people's continuous watching intention and consumption intention in live streaming: Evidence from China. *Internet Research*, 30(1), 141–163.
<https://doi.org/10.1108/INTR-04-2018-0177>
- Joycelyn, V., & Setiobudi, A. (2026). *How Livestream Interactivity Drives Repurchase Intention in Social Commerce : The Mediating Role of Trust*. 6(6), 3038–3053.
- KAORINusantara. (2024). *VTuber Awards Indonesia 2024: Merayakan Kreativitas dan Dedikasi Komunitas Virtual Youtuber di Indonesia*.
<https://www.kaorinusantara.or.id/newsline/219217/vtuber-awards-indonesia-2024-merayakan-kreativitas-dan-dedikasi-komunitas-virtual-youtuber-di-indonesia>
- Khalid, B. (2025). *Determinants of Audience Engagement among Virtual YouTubers*. 8(4), 7–28.

- Kizuna AI. (2026). *Kizuna AI - A.I.Channel*.
<https://www.youtube.com/@AIChannel>
- Komutanont, C., Nuangjamnong, C., & Dowpiset, K. (2021). Major Factors Influencing Watching Game Streaming in Thailand: A Case Study of Multiplayers Online Battle Arena (MOBA) Game and What Motivates People Spectating Their Play. *SSRN Electronic Journal*, 1–17.
<https://doi.org/10.2139/ssrn.3790549>
- Kotler, P., & Keller, K. (2024). *Management & Marketing* (Vol. 58, Issue 1).
- Kowert, R., & Daniel, E. (2021). The one-and-a-half sided parasocial relationship: The curious case of live streaming. *Computers in Human Behavior Reports*, 4, 100150. <https://doi.org/10.1016/j.chbr.2021.100150>
- Kureiji Ollie. (2026). *Kureiji Ollie Ch. hololive-ID*.
<https://www.youtube.com/@KureijiOllie>
- Li, W., Ding, H., Xu, G., & Yang, J. (2023). *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 o.pdf.*
- Li, Y. (2023). Why does Gen Z watch virtual streaming VTube anime videos with avatars on Twitch? *Online Media and Global Communication*, 2(3), 379–403. <https://doi.org/10.1515/omgc-2023-0030>
- Lu, Z., Shen, C., Li, J., Hong, S., & Wigdor, D. (2021). *More Kawaii than a Real-Person Live Streamer : Understanding How the Otaku Community Engages with and Perceives Virtual YouTubers*.
- McCroskey, J. C., & McCain, T. A. (1974). The measurement of interpersonal attraction. *Speech Monographs*, 41(3), 261–266.
<https://doi.org/10.1080/03637757409375845>
- McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. *Journal of Advertising*, 31(3), 29–42.
<https://doi.org/10.1080/00913367.2002.10673674>
- MordorIntelligence. (2026). *No Title*.
<https://www.mordorintelligence.com/industry-reports/vtuber-market>
- Naufal, H. E., & Dewi, C. K. (2025). Influence attitude homophily and social attractiveness to purchase intention with parasocial relationship as an intervening variable in Erigo. *Edelweiss Applied Science and Technology*, 9(6), 2629–2645. <https://doi.org/10.55214/25768484.v9i6.8458>
- Nihongo, T. (2020). *Fenomena Virtual Youtuber 'Kawaii' yang Bermula dari Jepang*. <https://tensai-indonesia.com/virtual-youtuber-kawaii/>
- Nowak, K. L. (2002). The Effect of the Agency and Anthropomorphism on Users ' Sense of Telepresence , Copresence , and Social Presence. *October*, 481–494.

- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Omeish, F., Shaheen, A., Alharthi, S., & Alfaiza, A. (2025). Between human and AI influencers: parasocial relationships, credibility, and social capital formation in a collectivist market: a study of TikTok users in the Middle East. *Discover Sustainability*, 6(1). <https://doi.org/10.1007/s43621-025-00891-w>
- Pang, H., Ruan, Y., & Wang, L. (2024). How Can Mobile Social Media Sustain Consumers? Assessing the Dynamic Influences of Differentiated Perceived Interactivity on Attitudes, Belongingness, and Stickiness. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 2783–2798. <https://doi.org/10.3390/jtaer19040134>
- Peng, Y., Cowan, K., & Lo Ribeiro, J. (2025). Into the virtual worlds: conceptualizing the consumer-avatar journey in virtual environments. *Psychology and Marketing*, 42(2), 374–394. <https://doi.org/10.1002/mar.22129>
- Rarung, Y. R., & Kusnawan, A. (2025). The Impact of Content Strategy, Fan Interaction, Digital Platform Utilization, and Virtual Brand Image on Fan Engagement. *Perspectives in Economics, Accounting, and Resource Leadership (PEARL)*, 1(2), 121–133.
- Rayhan, I. M., & Yulia, I. (2025). *Strategi Komunikasi VTuber dalam Membangun Kedekatan Emosional dengan Audiens Digital*. 1959, 235–244.
- Rubin, R. B., & McHugh, M. P. (1987). Development of Parasocial Interaction Relationships. *Journal of Broadcasting & Electronic Media*, 31(3), 279–292. <https://doi.org/10.1080/08838158709386664>
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer Behaviour A European Outlook*.
- Sheng, J., Kostyk, A., & Chatzipanagiotou, K. (2026). Parasocial relationship: reconceptualization, scale development and validation. *Journal of Business Research*, 210(January 2025), 116122. <https://doi.org/10.1016/j.jbusres.2026.116122>
- 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>
- StreamCharts. (2026). *VTubers set a new cumulative watch time record in Q1 2026*. <https://streamcharts.com/news/vtubers-q1-2026-report>
- 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>

- Sugiyono. (2023). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D*.
- Tang, X., Hao, Z., & Li, X. (2023). The influence of streamers' physical attractiveness on consumer response behavior: based on eye-tracking experiments. *Frontiers in Psychology*, 14(January), 1–18.
<https://doi.org/10.3389/fpsyg.2023.1297369>
- Widodo, B., & Jacky, M. (2025). *Fenomena Virtual Youtuber: Representasi Identitas dan Perilaku Dalam Masyarakat Virtual Dalam Perspektif Sosiologi Virtual (Studi Kasus: Virtual Youtuber Kobo Kanaeru)*. 14(02), 31–40.
- Xu, Y., & Niu, N. (2023). *Understanding Vtuber Live Streaming : Exploration of Psychological Attributes of Viewers*. 14, 166–172.
- Yeh, C.-W., & Chen, F. Y. (2022). Factors Influencing Live Streaming Continuance Watching Intention. *International Journal of Business and Management*, 17(12), 114. <https://doi.org/10.5539/ijbm.v17n12p114>
- Yin, M., Shen, C., & Xiao, R. (2025). Entertainers Between Real and Virtual - Investigating Viewer Interaction, Engagement, and Relationships with Avatarized Virtual Livestreamers. In *IMX 2025 - Proceedings of the 2025 ACM International Conference on Interactive Media Experiences* (Vol. 1, Issue 1). Associationfor Computing Machinery.
<https://doi.org/10.1145/3706370.3727866>
- Zheng, S., Chen, J., Liao, J., & Hu, H. L. (2023). What motivates users' viewing and purchasing behavior motivations in live streaming: A stream-streamer-viewer perspective. *Journal of Retailing and Consumer Services*, 72(December 2022), 103240.
<https://doi.org/10.1016/j.jretconser.2022.103240>