

DAFTAR PUSTAKA

- Attest. (2026). *Gen Z media consumption 2026: What 1,000 young Americans told us*. Attest Research Platform.
- Azzahra, A., & Roslina. (2025). The influence of influencer credibility on purchase intention of cosmetic products (A study on followers of the influencer Tasya Farasya). *Indikator: Jurnal Ilmiah Manajemen & Bisnis*, 9(3), 64–74. <https://doi.org/10.22441/indikator.v9i3.34638>
- Buckley, O., Ashman, R., & Haenlein, M. (2025). Leveraging livestreaming to enrich influencer marketing. *California Management Review*, 67(2), 111–140.
- Chen, N., & Yang, Y. (2023). The role of influencers in live streaming e-commerce: Influencer trust, attachment, and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(3), 1601–1618. <https://doi.org/10.3390/jtaer18030081>
- Dewi, I. G. A. A. I. S., & Putri, S. T. G. (2025). The influence of influencer credibility and brand image on interest in buying facial skin care products marketed via TikTok among Generation Z female consumers in Denpasar City. *Journal of Tourism Economics and Policy*, 5(2).
- Esa, M. M., Ibrahim, S., Naseri, R. N. N., Norman, H., Kasim, N. A. M., & Mohd Shah, N. (2025). The relationship between influencer credibility and student purchase intentions: The role of attractiveness, trustworthiness and expertise. *International Journal of Research and Innovation in Social Science*, 9(9), 2767–2779. <https://doi.org/10.47772/IJRISS.2025.909000227>
- 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, 235. <https://doi.org/10.1057/s41599-024-02760-9>
- Han, J., & Balabanis, G. (2024). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology & Marketing*, 41(2), 394–426. <https://doi.org/10.1002/mar.21927>

- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion: Psychological studies of opinion change*. Yale University Press.
- Jiang, Y., Lee, H.-T., & Li, W. (2024). The effects of live streamer's expertise and entertainment on the viewers' purchase and follow intentions. *Frontiers in Psychology*, 15, Article 1383736. <https://doi.org/10.3389/fpsyg.2024.1383736>
- Kemp, S. (2025). *Digital 2025: Global overview report*. We Are Social & Meltwater.
- Kim, M. (2023). Parasocial interactions in digital tourism: Attributes of live streamers and viewer engagement dynamics in South Korea. *Behavioral Sciences*, 13(11), 953.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management* (16th ed.). Pearson.
- Kumar, P. A., & Subathra, K. (2025). The S-O-R framework in action: The impact of source credibility, interactivity, and perceived usefulness on consumer engagement and trust in live streaming commerce. *Innovative Marketing*, 21(3), 1–13. [https://doi.org/10.21511/im.21\(3\).2025.01](https://doi.org/10.21511/im.21(3).2025.01)
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurement of advertising effectiveness. *Journal of Marketing*, 25(6), 59–62. <https://doi.org/10.2307/1248516>
- Martiningsih, D. A., & Setyawan, A. A. (2022). The impact of influencers' credibility towards purchase intention. *Advances in Economics, Business and Management Research*, 218, 196–204.
- Nguyen, H. H., Nguyen-Viet, B., Nguyen, Y. T. H., & Le, T. H. (2022). Understanding online purchase intention: The mediating role of attitude towards advertising. *Cogent Business & Management*, 9(1), Article 2095950. <https://doi.org/10.1080/23311975.2022.2095950>
- 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>

- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer behavior* (10th ed.). Pearson.
- Sprout Social. (2026). *How Gen Z uses social media and what that means for brands*. Sprout Social Inc.
- Streams Charts. (2025). *Q2 2025 global livestreaming landscape*.
- 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*, 13(19), 10919. <https://doi.org/10.3390/su131910919>
- Sutrantiyas, R. R., Arif, N. F., & Sugandini, D. (2025). The effect of influencer credibility on purchase intention of beauty products among TikTok users in the Special Region of Yogyakarta through trust as a mediator. *American Journal of Economics and Management Business*, 4(5).
- Tang, X., Hao, Z., & Li, X. (2024). The influence of streamers' physical attractiveness on consumer response behavior: Based on eye-tracking experiments. *Frontiers in Psychology*, 14, 1297369. <https://doi.org/10.3389/fpsyg.2023.1297369>
- Wang, X., Aisihaer, N., & Aihemaiti, A. (2022). Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions. *Frontiers in Psychology*, 13, Article 1021256. <https://doi.org/10.3389/fpsyg.2022.1021256>
- Zhang, Y., & Lee, G. (2025). Interactions among attractiveness, expertise, trustworthiness, and product involvement in consumption behavior on livestreams. *SAGE Open*, 15(3). <https://doi.org/10.1177/21582440251365416>
- Zhao, K., Hu, Y., Hong, Y., & Westland, J. C. (2021). Understanding characteristics of popular streamers on live streaming platforms: Evidence from Twitch.tv. *Journal of the Association for Information Systems*, 22(4), 1076–1098. <https://doi.org/10.17705/1jais.00689>