

DAFTAR PUSTAKA

- Afifah, I. F. (2022). Expertise, Trustworthiness, Similarity, Likeability, Product-Match Up of Celebrity Endorsement to Purchase Intention. *Journal of Communication and Public Relations*, 1(2), 21-30. <https://doi.org/10.37535/105001220223>
- Ahmad, I. H., Idris, I., Alias, S. S., Tuong, C., & Amit, H. (2020). The Credibility of Celebrity Endorser: Its Impact Towards Consumer Purchase Intention On Instagram in Malaysia. *PalArch's Journal*, 17(9), 1327-1343. <https://archives.palarch.nl/index.php/jae/article/view/3756>
- Andrew, R., Suryawan, I. N., & Kusumahadi, R. A. (2023). Fear of Missing Out and Perceived Quality Effect on Purchase Intention by Students. *ARBITRASE: Journal of Economics and Accounting*, 3(3), 573-579. [10.47065/arbitrase.v3i3.715](https://doi.org/10.47065/arbitrase.v3i3.715)
- AnyMind Group. (2022, October 26). *AnyMind Group's State of Influence in Asia 2022/2023 report*. AnyMind Group. Retrieved April 1, 2024, from <https://anymindgroup.com/report/im-2223-report>
- Arikunto, S. (2019). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta. 978-979-518-998-5
- Arogundade, & Kingsley, K. (2022). Celebrity Endorsement and Consumers' Purchase Intention of Brewery Products in Lagos Metropolis, Nigeria. *British International Journal of Business and Marketing Research*, 5(3), 1-8. <https://aspjournals.org/Journals/index.php/bijbmr/article/view/67/65>
- Aruman, E. (2024, March 1). *TREN KONSUMEN 2024: PERSONALISASI, TEKNOLOGI, DAN KEBERLANJUTAN*. MIX Marcomm. Retrieved March 31, 2024, from <https://mix.co.id/marcomm/news-trend/tren-konsumen-2024-personalisasi-teknologi-dan-keberlanjutan/>
- Aziz, Z. D. A., Omar, M. K., & Ariffin, S. (2019). The Effects of Celebrity Endorsements towards Purchase Intention among Malaysian Millennials. *RELIGACIÓN*, 4(14), 116-124. <https://media.neliti.com/media/publications/331629-the-effects-of-celebrity-endorsements-to-544d3f36.pdf>
- Burnasheva, R., & Suh, Y. G. (2022). The moderating role of parasocial relationships in the associations between celebrity endorser's credibility and emotion-based responses. *Journal of Marketing Communications*, 28(4), 343-359. <https://doi.org/10.1080/13527266.2020.1862894>

- Damayanti, S., & Daulay, M. Y. I. (2023). Examining The Role of Social Media Interactions and Para-Social Interaction on Celebrity Purchase Intention. *International Conference on Finance Economics and Business (ICOFEB)*, 1(1), 1-14. <https://proceedings.unimal.ac.id/icofeb/article/view/457>
- DataReportal. (2024, February 21). *Digital 2024: Indonesia—DataReportal—Global Digital Insights*. DataReportal. Retrieved March 31, 2024, from <https://datareportal.com/reports/digital-2024-indonesia>
- Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How Does the Fear of Missing Out Moderate the Effect of Social Media Influencers on Their Followers' Purchase Intention? *SAGE Open*, 13(3), 1-13. <https://doi.org/10.1177/2158244023119725>
- Dwisiuardinata, I. B. N., & Darma, G. S. (2023). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) towards Purchase Intention on Alcoholic Beverage in Bali. *BINUS BUSINESS REVIEW*, 14(1). <https://doi.org/10.21512/bbr.v14i1.8919>
- Farasandy, A. N., & Arafah, W. (2023). Pengaruh Influencer terhadap Purchase Intention pada Platform Media Sosial. *Jurnal Ekonomi Trisakti*, 3(2), 2819-2830. <http://dx.doi.org/10.25105/jet.v3i2.17809>
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning, EMEA. 978-1-4737-5654-0
- Hair, Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications. <http://dx.doi.org/9781544396408>
- Hikmawati, H. (2019). The Influence of Credibility and Attractiveness of Beauty Vlogger as a Celebrity Endorser on Consumer Purchase Intention. *Manajemen Bisnis*, 9(1), 45-52. <https://ejournal.umm.ac.id/index.php/jmb/article/view/9436>
- Hubspot. (2024, March 12). *The HubSpot Blog's 2024 Social Media Marketing Report: Data from 1400+ Global Marketers*. HubSpot Blog. Retrieved March 31, 2024, from <https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report>
- IDN Research Institute. (2024). *Indonesia Gen Z Report 2024*. IDN Times. Retrieved March 31, 2024, from <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>

- Ilyas, G. B., Rahmi, S., Tamsah, H., & Yusriadi, Y. (2022). Does fear of missing out give satisfaction in purchasing based on social media content? *International Journal of Data and Network Science*, 6, 409–418. <http://dx.doi.org/10.5267/j.ijdns.2021.12.013>
- Jin, S. V., & Ryu, E. (2020). “I'll buy what she's #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 1-15. <https://doi.org/10.1016/j.jretconser.2020.10212>
- Kominfo. (2023, March 1). *Kementerian Komunikasi dan Informatika*. Kementerian Komunikasi dan Informatika. Retrieved March 31, 2024, from https://www.kominfo.go.id/content/detail/47689/siaran-pers-no-28hmkominfo032023-tentang-kembangkan-ekonomi-digital-indonesia-butuh-talenta-digital-berkualitas/0/siaran_pers
- Kominfo. (2023, October 4). *Kementerian Komunikasi dan Informatika*. Kementerian Komunikasi dan Informatika. Retrieved March 31, 2024, from https://www.kominfo.go.id/content/detail/52037/siaran-pers-no-357hmkominfo102023-tentang-percepat-transformasi-digital-sektor-bisnis-kominfo-implementasikan-tiga-program/0/siaran_pers
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Moving from Traditional to Digital*. Wiley. <https://library.lol/main/6146CAB1BEDFC3DB72CADE18566C5C5D>
- Krisdanu, C. A., & Sumantri, K. A. (2023). TikTok sebagai Media Pemasaran Digital di Indonesia. *Jurnal Lensa Mutiara Komunikasi*, 7(2), 24-36. <http://ejournal.sari-mutiara.ac.id/index.php/JLMI/article/view/4173/3088>
- Lee, J. K. (2021). The Effects of Para-social Interaction on Brand Engagement and Purchase Intentions in One Person Internet Broadcasting Media: The Moderated Mediating Effect of Social Presence by Big Five Personality Traits. *The Korean Journal of Consumer and Advertising Psychology*, 22(2), 239-269. <https://doi.org/10.21074/kjcap.2021.22.2.239>
- Lili, Z., Al Mamun, A., Hayat, N., Salamah, A. A., Yang, Q., & Ali, M. H. (2022). Celebrity Endorsement, Brand Equity, and Green Cosmetics Purchase Intention Among Chinese Youth. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.860177>
- Marketeers. (2023, December 11). *Masuk E-commerce, TikTok Shop Investasi ke GoTo Senilai Rp 23 Triliun*. Marketeers. Retrieved March 31, 2024, from

<https://www.marketeers.com/masuk-e-commerce-TikTok-shop-investasi-ke-goto-senilai-rp-23-triliun/>

Martiningsih, D. A., & Setyawan, A. A. (2022). The Impact of Influencers' Credibility Towards Purchase Intention. *Atlantis Press: Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022)*, 218(1), 196-204. <https://atlantis-press.com/proceedings/icoebs-22/125975174>

Maverick. (2022, March 4). *The Rush of Conventional Media Towards Social Media*. Maverick. Retrieved March 31, 2024, from <https://maverick.co.id/blog/the-rush-of-conventional-media-towards-social-media/>

Moodley, M. N., & Machela, T. (2022). The impact of influencer marketing and celebrity endorsements on consumer behaviour within the South African context. *Sabinet African Journals*, 18(2), 74-93. https://journals.co.za/doi/epdf/10.10520/ejc-irmr1_v18_n2_a6

Onu, C. A., Nwaulune, J., Adegbola, E.A., & Nnorom, G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, 9, 1965-1976. https://growingscience.com/msl/Vol9/msl_2019_183.pdf

Pratama, P. (2021). Pengaruh Parasocial Interaction pada Minat Pembelian. *IDEAS: JURNAL PENDIDIKAN, SOSIAL, DAN BUDAYA*, 7(4), 123-132. 10.32884/ideas.v7i4.518

PR INDONESIA. (2023, October 6). *87% Konsumen di Indonesia Terpengaruh "Influencer" dan Selebritas*. PR Indonesia. Retrieved April 23, 2024, from <https://www.prindonesia.co/detail/3459/87-Konsumen-di-Indonesia-Terpengaruuh-Influencer-dan-Selebritas>

Purwanto, P. (2021). #I Envy, Therefore, I Buy! #: The Role of Celebgram Trustworthiness and Para-Social Interactions in Consumer Purchase Intention. *JMK: Jurnal Manajemen dan Kewirausahaan*, 23(2), 189-196. <https://doi.org/10.9744/jmk.23.2.186-196>

Rahmawati, I., & Sijabat, R. (2022). Analysis of Influencer's Imitation Behavior Phenomenon, Fear of Missing Out About the Impact on Purchase Intention on Local Cosmetic Products Endorsed by Social Media Influencers. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 10454-10468. <https://doi.org/10.33258/birci.v5i2.4859>

- Rayhan, D. F., & Dermawan, R. (2023). The Influence of Celebrity Endorsers and Electronic Word of Mouth (E-Wom) on Shopee Brand Trust. *Indonesian Journal of Business Analytics (IJBA)*, 3(5), 1791-1802. <https://journal.formosapublisher.org/index.php/ijba/article/view/5653/6398>
- Retail Asia. (2022, November 9). *Brand-brand APAC masuk ke media sosial untuk berinteraksi dengan konsumen*. Retail Asia. Retrieved March 31, 2024, from <https://retailasia.com/indonesian/exclusive/brand-brand-apac-masuk-ke-media-sosial-untuk-berinteraksi-dengan-konsumen>
- Retail Asia. (2023, May 15). *Digitalisasi dan ritel berkelanjutan meningkat di Indonesia pasca-pandemi*. Retail Asia. Retrieved March 31, 2024, from <https://retailasia.com/indonesian/event-news/digitalisasi-dan-ritel-berkelanjutan-meningkat-di-indonesia-pasca-pandemi>
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen dan Kewirausahaan*, 9(2), 163-172. https://www.researchgate.net/profile/Rina-Hayu/publication/357449905_The_Effect_of_Trustworthiness_Attractiveness_Expertise_and_Popularity_of_Celebrity_Endorsement/links/62e476dd3c0ea8788768d86a/The-Effect-of-Trustworthiness-Attractiveness-Expertise-and-Po
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson. <https://www.libgen.is/book/index.php?md5=E1EAC6C3AB7F5FA927C27194C0FBB3CB>
- Singh, R. K., Kushwaha, B. P., Chadha, T., & Singh, V. A. (2021). Influence of digital media marketing and celebrity endorsement on consumer purchase intention. *Journal of Content, Community & Communication*, 14(7), 145-158. [10.31620/JCCC.12.21/12](https://doi.org/10.31620/JCCC.12.21/12)
- 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(1-9), 1-9. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Solimun, Fernandes, A. A. R., & Nurjannah. (2019). *Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. Universitas Brawijaya Press. 9786024322373
- Sönmezay, M. (2024). The FOMO effect of social media habits on consumers and the return rate of purchases made under this effect. *ODU Journal of Social*

- Sciences Research*, 14(1), 65-80. <https://dergipark.org.tr/tr/download/article-file/2797778>
- Spruch, S. (2023, September 28). *YSL Beauty taps 5 Gen-Z stars for Myslf men's fragrance campaign*. Glossy. Retrieved April 1, 2024, from <https://www.glossy.co/pop/ysl-taps-5-gen-z-stars-for-myslf-mens-frAGRance-campaign/>
- Statista. (2024, February 27). *Indonesia: social media usage for brand research by platform type 2023*. Statista. Retrieved March 31, 2024, from <https://www.statista.com/statistics/1361915/indonesia-social-media-usage-for-brand-research-by-platform-type/>
- Stricker, K. (2023). *TikTok Micro-Influencers Vs. Celebrity Influencers*. Social Motto. Retrieved April 23, 2024, from <https://www.mysocialmotto.com/tiktok-micro-influencers-vs-celebrity-influencers/>
- Study Mass Communication. (2024). *Advantages and Disadvantages of New Media | StudyMassCom.com*. Study Mass Communication. Retrieved March 31, 2024, from <https://studymasscom.com/new-media/advantages-and-disadvantages-of-new-media/>
- Sudirgo, G., & Cahyadi, L. (2024). Measuring the Role of Social Media and E-word of Mouth on Purchase Intention of Seconde Make-up Products. *KINERJA*, 28(1), 74-90. <https://ojs.uajy.ac.id/index.php/kinerja/article/view/8338/3449>
- Sugiyono, S. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, CV. <https://digilib.stekom.ac.id/ebook/view/METODE-PENELITI-KUANTITATIF-KUALITATIF-DAN-RND>
- Tarigan, R. S., Tandung, J. C., Sutrisno, A. K., & Viriyani, V. (2023). The Effect of Celebrity Endorsement on Purchase Intention. *International Journal of Financial and Investment Studies (IJFIS)*, 4(1), 50-62. <https://ijfis.petra.ac.id/index.php/ijfis/article/view/115/81>
- Thuy, P. T., Huong, N. T. G., & Lan, D. T. K. (2023). The Impact of the Fear of Missing Out on Purchasing Trendy Fashion Products among Young Consumers on Social Media Platforms. *International Journal of Advanced Multidisciplinary Research and Studies*, 3(5), 1240-1249. <https://www.mlitiresearchjournal.com/admin/uploads/archives/archive-1697779065.pdf>

TikTok. (2023, April 18). *Success Stories Dr. Kevin Shoes*. TikTok. Retrieved April 1, 2024, from <https://www.TikTok.com/business/id/inspiration/dr-kevin-shoes>

TikTok. (2023, August 22). *Success Stories HEYLOOK*. TikTok for Business. Retrieved April 1, 2024, from <https://www.TikTok.com/business/id/inspiration/heylook>

Timur, Y. P., Ratnasari, R. T., & Nailul. (2022). Celebrity Endorsers VS Expert Endorsers: Who Can Affect Consumer Purchase Intention for Halal Fashion Product? *JEBIS: Jurnal Ekonomi dan Bisnis Islam*, 8(2), 2525-3027. <https://pdfs.semanticscholar.org/242e/30e3264f9756ecc92316fa4095ed3d40c809.pdf>

Utami, D. I. (2022). Pengaruh Daya Tarik Celebrity Endorser, Kredibilitas Celebrity Endorser, Kreativitas Iklan dan Kemenarikan Pesan Iklan terhadap Niat Beli Pengguna E-Commerce. *Jurnal Entrepreneur dan Manajemen Sains*, 3(1), 391-402. Utami, Pen<https://doi.org/10.35760/eb.2022.v27i3.5950>

Widyastuti, P. (2022). Shopping Anxiety and “Fear Of Missing Out” (Fomo) for Purchase Intention of E-Commerce During Pandemic Covid-19. *Jurnal Ekonomi*, 11(2), 1116-1123. <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/499>.

Wuisan, D., Kananda, I. L., Saputra, M. A., & Dinata, M. R. (2021). The Effect of Celebrity Endorsement on PurchaseIntention of Adidas Products Mediated byCustomer’s Attitude Toward Brand. *ADI International Conference Series*, 3(1), 525-533. <https://adi-journal.org/index.php/conferenceseries/article/view/386>