

DAFTAR PUSTAKA

- Almobarek, M., Mendibil, K., Alrashdan, A., & Mejjaouli, S. (2022). Fault Types and Frequencies in Predictive Maintenance 4.0 for Chilled Water System at Commercial Buildings: An Industry Survey. *Buildings*, 12(11). <https://doi.org/10.3390/buildings12111995>
- Aplikasi TikTok. (2026). *Komentar TikTok*. <https://www.tiktok.com/id-ID/>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>
- Chan, Y. F. (2025). Green Brand Positioning and Consumer Purchase Intention: The Dual Mediating Roles of Self-Image and Functional Congruence. *Sustainability (Switzerland)*, 17(14). <https://doi.org/10.3390/su17146451>
- Chen, J., Luo, J., & Zhou, T. (2024). Research on Determinants Affecting Users' Impulsive Purchase Intention in Live Streaming from the Perspective of Perceived Live Streamers' Ability. *Behavioral Sciences*, 14(3). <https://doi.org/10.3390/bs14030190>
- Du, Y., Rui, J. R., & Yu, N. (2023). How Parasocial Relationship and Influencer-Product Congruence Shape Audience's Attitude Towards Product Placement in Online Videos: The Mediation Role of Reactance. *Psychology Research and Behavior Management*, 16, 1315–1329. <https://doi.org/10.2147/PRBM.S406558>
- Duan, Y., Hao, Z., Liang, F., Fan, M., Zhang, W., Wu, C., & He, X. (2025). How Mind Perception Shapes Influencer–Product Fit: The Diverging Effects of Virtual Versus Human Influencers on Utilitarian and Hedonic Evaluations. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4), 305. <https://doi.org/10.3390/jtaer20040305>
- Febriandika, N. R., Utami, A. P., & Millatina, A. N. (2023). Online impulse buying on TikTok platform: Evidence from Indonesia. *Innovative Marketing*, 19(3), 197–210. [https://doi.org/10.21511/im.19\(3\).2023.17](https://doi.org/10.21511/im.19(3).2023.17)
- Finthariasari, S. E. A. (2021). *Pengaruh Promosi, Store Atmosphere, Dan Variasi Produk Terhadap Keputusan Pembelian*. <https://jurnal.umb.ac.id/index.php/jems/article/view/616>
- Gong, X., & Jiang, X. (2023). Understanding consumer impulse buying in livestreaming commerce: The product involvement perspective. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1104349>

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2021). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Number 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hamed Taherdoost, A., & Lumpur, K. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Number 3). <https://hal.science/hal-02546799v1>
- Hartini, S. (2023). *Impulse Buying in Social Commerce: The Role of Interaction Communication, Expertise, Self-Congruity and Parasocial Relationships*. www.ijmcer.com
- Huang, W., Leong, Y. C., & Ismail, N. A. (2024). The influence of communication language on purchase intention in consumer contexts: the mediating effects of presence and arousal. *Current Psychology*, 43(1), 658–668. <https://doi.org/10.1007/s12144-023-04314-9>
- Ju, M., & Yoo, D. (2024). Culture and Self-Congruity in Online Product Ratings: Exploring a Dual Perspective on Emotional Differences in the Pleasure and Pain of Consumption. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 3443–3460. <https://doi.org/10.3390/jtaer19040167>
- Karahan, M. O. (2025). How Social Media Influencers Shape Online Impulsive Buying: The Mediating Role of Parasocial Interaction. *Tourism and Management Studies*, 21(1), 113–125. <https://doi.org/10.18089/tms.20250107>
- Kilumile, J. W., & Zuo, L. (2024). The Nexus of Influencers and Purchase Intention: Does Consumer Brand Co-Creation Behavior Matter? *Journal of Theoretical and Applied Electronic Commerce Research*, 19(4), 3088–3101. <https://doi.org/10.3390/jtaer19040149>
- Koay, K. Y., & Lim, W. M. (2025). Congruence effects in social media influencer marketing: the moderating role of wishful identification in online impulse buying intentions. *Journal of Product and Brand Management*, 34(3), 265–278. <https://doi.org/10.1108/JPBM-09-2023-4709>
- Koay, K. Y., Lim, W. M., Kaur, S., Soh, K., & Poon, W. C. (2023). How and when social media influencers' intimate self-disclosure fosters purchase intentions: the roles of congruency and parasocial relationships. *Marketing Intelligence and Planning*, 41(6), 790–809. <https://doi.org/10.1108/MIP-06-2023-0246>
- Kong, H., & Fang, H. (2024). Research on the Effectiveness of Virtual Endorsers: A Study Based on the Match-Up Hypothesis and Source Credibility Model. *Sustainability (Switzerland)*, 16(5). <https://doi.org/10.3390/su16051761>

- Li, M. ;, Wang, Q. ;, Cao, Y., Foroudi, P., Qi, J., Tchounwou, P. B., Li, M., Wang, Q., & Cao, Y. (2022). *Citation: Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework*. <https://doi.org/10.3390/10.3390/ijerph19074378>
- Li, S., Zhang, Y., Tang, Y., Zhao, W., & Yu, Z. (2025). Impact Mechanisms of Consumer Impulse Buying in Accumulative Social Live Shopping: Considering Para-Social Relationship Moderating Role. *Journal of Theoretical and Applied Electronic Commerce Research* , 20(2). <https://doi.org/10.3390/jtaer20020066>
- Ma, E., Liu, J., & Li, K. (2023). Exploring the mechanism of live streaming e-commerce anchors' language appeals on users' purchase intention. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1109092>
- Marieta Vania, L. A. W. A. J. W. (2024). The Influence of Celebrity Attachment, Self-Congruence, and Brand Attachment on Impulsive Buying among K-Pop Fans in Indonesia. *International Research Journal of Economics and Management Studies*, 3(12). <https://doi.org/10.56472/25835238/irjems-v3i12p121>
- Natacha, S. (2025). The Influence of Self-Congruence, Consumer, Influencer, and Product Congruence on Impulse Buying. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 9. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Ngo, T. T. A., Nguyen, H. L. T., Mai, H. T. A., Nguyen, H. P., Mai, T. H. T., & Hoang, P. L. (2025a). Analyzing the role of customers' experiences and emotional responses in shaping Generation Z's impulse buying behavior on Shopee video platform. *PLoS ONE*, 20(5 May). <https://doi.org/10.1371/journal.pone.0322866>
- Ngo, T. T. A., Nguyen, H. L. T., Mai, H. T. A., Nguyen, H. P., Mai, T. H. T., & Hoang, P. L. (2025b). Analyzing the role of customers' experiences and emotional responses in shaping Generation Z's impulse buying behavior on Shopee video platform. *PLoS ONE*, 20(5 May). <https://doi.org/10.1371/journal.pone.0322866>
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15). <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Olbermann, Z., & Nagl, M. (2025). Reputation through artificial intelligence? On the effectiveness of virtual influencers as spokespersons in corporate crisis communication. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1509682>

- Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. Y. (2024). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-024-01052-7>
- Pérez-Torres, V. (2024). Social media: a digital social mirror for identity development during adolescence. *Current Psychology*, 43(26), 22170–22180. <https://doi.org/10.1007/s12144-024-05980-z>
- Pham Viet, D., Vu Dinh, K., Van Ngo, Q., Pham Thi Huong, G., & Dang Ngoc, C. (2024). The Influence of Image Similarity on Impulsive Buying Behavior of Hanoi Youth. *Transnational Business and Management*, 2(2), 65–76. <https://doi.org/10.33182/tbm.v2i2.3469>
- Schramm, H., Liebers, N., Biniak, L., & Dettmar, F. (2024). Research trends on parasocial interactions and relationships with media characters. A review of 281 English and German-language studies from 2016 to 2020. In *Frontiers in Psychology* (Vol. 15). Frontiers Media SA. <https://doi.org/10.3389/fpsyg.2024.1418564>
- Schrum, M. L., Johnson, M., Ghuy, M., & Gombolay, M. C. (2021). *Four Years in Review: Statistical Practices of Likert Scales in Human-Robot Interaction Studies*. <https://doi.org/10.1145/3319502.3378178>
- Sofya, A., Chusnul Novita, N., Afgani, M. W., & Isnaini, M. (2024). Metode Survey: Explanatory Survey dan Cross Sectional dalam Penelitian Kuantitatif. In *Edu Society: Jurnal Pendidikan, Ilmu Sosial, dan Pengabdian Kepada Masyarakat* (Vol. 4). <https://jurnal.permapendis-sumut.org/index.php/edusociety>
- Stein, J. P., Linda Breves, P., & Anders, N. (2024). Parasocial interactions with real and virtual influencers: The role of perceived similarity and human-likeness. *New Media and Society*, 26(6), 3433–3453. <https://doi.org/10.1177/14614448221102900>
- Talha, M., Tahir, Z., Fatima, A., Saeed, U., Mehroush, I., & Multan, T. (2024). *Influencer-product congruence and social media advertising perception: a mediated pathway to enhance purchase intention*. <https://doi.org/10.33282/rr.vx9i2.264>
- TikTok Shop. (2026). *Hasil Review TikTok Shop*. <https://seller.tiktok.com/>
- Van Reijmersdal, E. A., Aguiar, T. D., & VAN NOORT, G. (2024). How Is Influencer Follower Size Related to Brand Responses? Explaining Influencer Follower Size Success through Cognitive, Affective, and Behavioral Responses. *Journal of Advertising Research*, 64(4), 451–464. <https://doi.org/10.2501/JAR-2024-024>
- Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023). The role of influencer–follower congruence in the relationship between influencer marketing

- and purchase behaviour. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103506>
- Wang, C., Chen, B., Hu, S., & Li, J. (2025). Streamer interaction and consumer impulsive buying in live-stream commerce: the mediating roles of trust and emotional arousal with anticipated regret as boundary condition. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1547639>
- Wijayanto Aripardono, H. (2023). *Impulsive Buying of Fashion Goods on Digital Marketplace among Z-Generation in Batam City: a Multi Method Analysis Approach*. 20(2), 713–720.
- Xia, Y. X., Chae, S. W., & Xiang, Y. C. (2024). How social and media cues induce live streaming impulse buying? SOR model perspective. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1379992>
- Xu, W., Yao, Z., He, D., & Cao, L. (2025). Understanding online review helpfulness: a pleasure-arousal-dominance (PAD) model perspective. *Aslib Journal of Information Management*, 77(2), 391–412. <https://doi.org/10.1108/AJIM-04-2023-0121>

