

DAFTAR PUSTAKA

- A. Navitha Sulthana, & Shanmugam, V. (2020, May 3). *Influence Of Electronic Word Of Mouth eWOM On Purchase Intention*. ResearchGate; unknown. https://www.researchgate.net/publication/341109605_Influence_Of_Electronic_Word_Of_Mouth_eWOM_On_Purchase_Intention
- Abedi, E., Ghorbanzadeh, D. and Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran | Emerald Insight. (2019). *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR>
- Astuti, N. P., & Rahmawati, H. R. (2023). The impact of ewom and perceived quality on purchase intention and purchase decision. *FORUM EKONOMI: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 25(1), 22–34. <https://doi.org/10.30872/jfor.v25i1.12675>
- Brunjes, K. (2019, November 10). *Age Range by Generation - Beresford Research*. Beresford Research. <https://www.beresfordresearch.com/age-range-by-generation/>
- Cham, T. H., Lim, Y. M., Sia, B. C., Cheah, J. H., & Ting, H. (2021). *Medical Tourism Destination Image and its Relationship with the Intention to Revisit: A Study of Chinese Medical Tourists in Malaysia*. (2021). *Journal of China Tourism Research*. <https://www.tandfonline.com/doi/abs/10.1080/19388160.2020.1734514>
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities | Emerald Insight. (2024). *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/intr>
- Cindy Mutia Annur. (2023, September 20). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*. Katadata.co.id; Databoks.

<https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>

Cindy Mutia Annur. (2023, November). *Perawatan dan Kecantikan, Kategori FMCG Terlaris di E-commerce RI 2023*. Katadata.co.id; Databoks. <https://databoks.katadata.co.id/index.php/datapublish/2024/01/11/perawatan-dan-kecantikan-kategori-fmcg-terlaris-di-e-commerce-ri-2023>

Digital 2023: Indonesia — DataReportal – Global Digital Insights. (2023, February 8). *DataReportal – Global Digital Insights*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2023-indonesia>

Ditsani, A. G. (2023). PENGARUH DAYA TARIK VIDEO STORYTELLING MARKETING DAN PACKAGING TERHADAP PERSEPSI MEREK HMNS PERFUMERY - Undip Repository. *Undip.ac.id*. <https://eprints2.undip.ac.id/id/eprint/14482/1/COVER.pdf>

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168–102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>

Fadhilah Ummah. (2023, June 14). *HMNS Gaet Hati Gen Z Lewat Pendekatan Humanis*. www.marketeers.com; www.marketeers.com. <https://www.marketeers.com/hmns-gaet-hati-gen-z-lewat-pendekatan-humanis/>

- Farida Komalasari, Antonny Christianto, & Eko Ganiarto. (2021). *Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta*. UI Scholars Hub. <https://scholarhub.ui.ac.id/jbb/vol28/iss1/1/>
- Gokerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image | Emerald Insight. (2017). *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108//APJML>
- Hair, J. F., Black, W. C., & Babin, B. J. (2019). *Multivariate Data Analysis*. Cengage Learning Emea. Copyright.
- Ho Truc Vi, Phan Trọng Nhân, & Phuong Viet Le-Hoang. (2021, June). *Impact of electronic word of mouth to the purchase intention - the case of Instagram*. ResearchGate; Independent Journal of Management and Production. https://www.researchgate.net/publication/352047220_Impact_of_electronic_word_of_mouth_to_the_purchase_intention_-_the_case_of_Instagram
- Hussain, S., Ahmed, W., Muhammad, R., Ambar Rabnawaz, & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102. <https://doi.org/10.1016/j.chb.2016.09.034>
- Indonesia: fragrances market revenue 2015-2028* | Statista. (2023). Statista; Statista. <https://www.statista.com/forecasts/1214234/indonesia-revenue-fragrance-market>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>

- Josina. (2024, January 18). *Studi: Gen Z Cari Segala Hal Pakai TikTok*. Detikinet; detikcom. <https://inet.detik.com/cyberlife/d-7147427/studi-gen-z-cari-segala-hal-pakai-tiktok>
- Keharuman 7 Brand Parfum Lokal Ini Mendominasi di E-commerce - Kompas*. (2022, December). Kompas. <https://kompas.co.id/article/data-penjualan-parfum-lokal/>
- Kohler, E., Mogaji, E., & Erkan, İ. (2023). Save the Trip to the Store: Sustainable Shopping, Electronic Word of Mouth on Instagram and the Impact on Cosmetic Purchase Intentions. *Sustainability*, 15(10), 8036–8036. <https://doi.org/10.3390/su15108036>
- Komparasi Brand*. (2024). Topbrand-Award.com. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=1&id_subkategori=773
- Leong, C.-M., Alexa Min-Wei Loi, & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://link.springer.com/article/10.1057/s41270-021-00132-9>
- Maduretno, B., & Sheellyana Junaedi. (2021). The Importance of eWOM Elements on Online Repurchase Intention: Roles of Trust and Perceived Usefulness. *Jurnal Ekonomi Indonesia*, 10(1), 55–69. <https://doi.org/10.52813/jei.v10i1.59>
- Malhotra, N. K. (2020). *Marketing research : an applied orientation* (7th ed.). Harlow, England Pearson.
- Matute, J., Polo-Redondo, Y. and Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness | Emerald Insight. (2015). *Online Information Review*, 40(7), <https://doi.org/10.1108/OIR-11-2015-0373>

- McKnight, D. H., & Kacmar, C. J. (2007). *Factors and effects of information credibility / Proceedings of the ninth international conference on Electronic commerce*. (2024). ACM Other Conferences. <https://dl.acm.org/doi/abs/10.1145/1282100.1282180>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). *A Study of Factors Affecting on Customers Purchase Intention*. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*. <https://www.semanticscholar.org/paper/A-Study-of-Factors-Affecting-on-Customers-Purchase-Mirabi/4518676346f0734f26d3915cd612f0e44f889df5>
- Monavia Ayu Rizaty. (2021, October 23). *YSL, Merek Parfum Terlaris pada Periode Agustus 2021*. *Katadata.co.id; Databoks*. <https://databoks.katadata.co.id/datapublish/2021/10/23/ysl-merek-parfum-terlaris-pada-periode-agustus-2021>
- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. (2024). *Cogent Business & Management*. <https://doi.org/10.1080//23311975.2024.2316933>
- None Indrawati, Putri, C., & Saravanan Muthaiyah. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Nurhandayani, M., Agus Herta Sumarto, & Rachbini, D. J. (2024). The Influence of Electronic Word of Mouth (EWOM) in TikTok Social Media on Purchase Interest of Haircare Products. *Indonesian Journal of Business Analytics*, 4(1), 209–228. <https://doi.org/10.55927/ijba.v4i1.8147>

- Parfum mencatat pertumbuhan pendapatan sebesar 31.1% selama Harbolnas 2022!*. (2023, Juni). *Compas*.
https://www.instagram.com/p/Cv9ZS7TyjIa/?igsh=MjcxDRqNjRueXJv&img_index=2
- Park, T. (2019). How information acceptance model predicts customer loyalty? A study from perspective of eWOM information | Emerald Insight. (2019). *The Bottom Line*, 33(1), 60–73. <https://doi.org/10.1108/BL-10-2019-0116>
- Phung, M. T., Ly, P. T. M., Nguyen, T. T., & Nguyen-Thanh, N. (2020). An FsQCA investigation of eWOM and social influence on product adoption intention. *Journal of Promotion Management*, 26(5), 726-747. <https://www.tandfonline.com/doi/abs/10.1080/10496491.2020.1729318>
- Raffaele Filieri. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Reddy, P., Pandey, M., & Gulati, S. (2022). *Study on effect of eWOM information on purchase intention for electric vehicles*. *International Journal of Health Sciences*; <https://doi.org/10.53730/ijhs.v6nS8.12767>
- Saff & Co market leader kategori Parfum dengan market share 13%!*. (2023, Desember). *Compas*.
https://www.instagram.com/reel/C0_ibLoSzNR/?igsh=czAxNWtidndoc3pr
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). *An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information*. *SAGE Open*. <https://journals.sagepub.com/doi/full/10.1177/21582440211052547>

- Sekar Langit Nariswari. (2023, December 10). *Mengulik Cerita 3 Wewangian Unggulan HMNS yang Penuh Makna*. KOMPAS.com; Kompas.com. https://lifestyle.kompas.com/read/2023/12/10/085846820/mengulik-cerita-3-wewangian-unggulan-hmns-yang-penuh-makna?page=all#google_vignette
- Shen, X.-L., Kem, & Zhao, S. J. (2014). *Understanding Information Adoption in Online Review Communities: The Role of Herd Factors*. <https://doi.org/10.1109/hicss.2014.81>
- Stories*. (2016). *HMNS Perfume*. <https://madeforhmns.com/pages/stories>
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information systems research*, 14(1),47-65. <https://pubsonline.informs.org/doi/10.1287/isre.14.1.47.14767>
- TikTok Jadi Raja Aplikasi Dunia, Kalahkan Instagram Hingga WhatsApp*. (2023, September 19). Teknologi; cnnindonesia.com. <https://www.cnnindonesia.com/teknologi/20230918143850-185-1000458/tiktok-jadi-raja-aplikasi-dunia-kalahkan-instagram-hingga-whatsapp/amp>
- Vanya. (2023, February 2). *Digital Marketing: Pengertian dan Contohnya*. KOMPAS.com;Kompas.com. <https://www.kompas.com/skola/read/2023/02/02/100000669/digital-marketing--pengertian-dan-contohnya>
- Wahyuni, W. (2022). *Mengetahui Penetapan Usia Dewasa yang Cakap Hukum Berdasarkan UU*. Hukumonline.com. <https://www.hukumonline.com/berita/a/mengetahui-penetapan-usia-dewasa-yang-cakap-hukum-berdasarkan-uu-lt62f641be37bbd/>

- Widodo, T., & Salamah, A. H. M. P. (2023). The Effect of E-wom on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products). *Quantitative Economics and Management Studies*, 4(4), 683–696. <https://doi.org/10.35877/454RI.qems1770>
- Wisnubrata. (2020, August 10). *Parfum Lokal HMNS Ciptakan Aroma yang “Nempel” di Ingatan*. KOMPAS.com;Kompas.com. <https://lifestyle.kompas.com/read/2020/08/10/114006420/parfum-lokal-hmns-ciptakan-aroma-yang-nempel-di-ingatan?page=all>
- Yang, F. X. (2017). *Effects of Restaurant Satisfaction and Knowledge Sharing Motivation on eWOM Intentions: The Moderating Role of Technology Acceptance Factors* - Fiona X. Yang, 2017. *Journal of Hospitality & Tourism Research*. <https://journals.sagepub.com/doi/abs/10.1177/1096348013515918>
- Yeap, J. A., Ignatius, J., & Ramayah, T. (2014). Determining consumers’ most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior*, 31, 250–258. <https://doi.org/10.1016/j.chb.2013.10.034>
- Yusuf Assidiq. (2023, March 24). *TikTok Jadi Aplikasi Paling Banyak Digunakan Cari Ulasan Produk*. Republika Online; Republika Online. <https://rejogja.republika.co.id/berita/rs041e399/tiktok-jadi-aplikasi-paling-banyak-digunakan-cari-ulasan-produk>
- Zhang, M., Hu, M., Guo, L., & Liu, W. (2017). Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities: The perspective of service ecosystem | Emerald Insight. (2016). *Internet Research*, 27(4), 839–857. <https://doi.org/10.1108/INTR>