

DAFTAR PUSTAKA

- Titman, S., Keown, A. J., Martin, J. D., (2021). *Financial Management: Principles and Applications – 14th Edition*. Pearson Education
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson Education, Inc.
- Statista. (2025, February). *Fragrances*.
<https://www.statista.com/outlook/cmo/beauty-personal-care/fragrances/indonesia>
- Arjana, R. F., & Norhabiba, F. (2024). *Commercium. Pengaruh Pesan Psychological Pricing Terhadap Keputusan Pembelian Konsumen Produk Fashion Wanita dalam E-commerce Shopee*, 8.
<https://ejournal.unesa.ac.id/index.php/Commercium/article/download/58914/45848/129482>
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.
- Faisal, M. (2020). *JURNAL RISET AKUNTANSI DAN KEUANGAN. Karakteristik CEO dan Enterprise Risk Management*, 109-120.
<https://ejournal.upi.edu/index.php/JRAK/article/view/20741>
- Sari, T. A. M., & Mauliddah, N. (2024). *CEO characteristics dan Intellectual Capital terhadap Kinerja Perusahaan. Jurnal Manajemen dan Bisnis*, 7, 76-92.
<https://jurnal.feb-umi.id/index.php/ATESTASI/article/view/570/430>
- Fadhila, A., & Pracoyo, A. (2017, Desember). *Jurnal Ekonomi, Manajemen dan Perbankan. Pengaruh Gaya Kepemimpinan, Motivasi Kerja, Dan Budaya Organisasi Terhadap Kinerja Karyawan (Studi Pada Karyawan Pt. Saka Energi Indonesia)*, 3, 130-136.
<https://jurnal.ibs.ac.id/index.php/JEMP/article/download/241/220>
- InsightTrendsWorld. (2025, November 17). *Beauty: Scent Hacked: How Gen Z is rewriting the fragrance Rulebook for 2026. InsightTrendsWorld*.
<https://www.insighttrendsworld.com/post/beauty-scent-hacked-how-gen-z-is-rewriting-the-fragrance-rulebook-for-2026>
- Tandiono, V. (2025). *Strategi membangun merek sustain di industri fashion yang kompetitif* (Skripsi Sarjana). Universitas Multimedia Nusantara.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
- Priansa, D. (2017). *Manajemen Kinerja Kepegawaian*. Badung: CV PUSTAKA SETIA, 48.
- Ricardianto, P. (2014). *Human Capital Management*. Bogor: IN MEDIA, 67.
- Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior* (18th ed.). Pearson Education.
- Nafizuhrifakhrudin. (n.d.). *Nafi' Zuhri Fakhruddin_230701063_CPK III METPEN*. Scribd.
<https://www.scribd.com/document/903892032/Nafi-Zuhri-Fakhruddin-230701063-CPK-III-METPEN>

