

DAFTAR PUSTAKA

- Ahmad, F. (2022). *THE INFLUENCE OF EWOM QUALITY, EWOM QUANTITY, EWOM CREDIBILITY TOWARDS CONSUMER'S PURCHASE INTENTION (A STUDY ON SAPPHIRE CITY PARK (SACIPA) AT SUMEDANG)*.
- Ardhiansyah, A. N., & Marlana, N. (2021). Pengaruh social media marketing dan e-wom terhadap minat beli produk geoffmax. *Akuntabel*, 18(3), 379–391.
- Arman. (2022). *INTRODUKSI MANAJEMEN PEMASARAN: Dasar dan pengantar manajemen pemasaran*.
- Bahri, S. (2018). *Metodologi penelitian bisnis : lengkap dengan teknik pengolahan data SPSS*. ANDI.
- Compas. (2023). *Saff & Co market leader kategori Parfum dengan market share 13%! instagram* compas.co.id.
https://www.instagram.com/compas.co.id/reel/C0_ibLoSzNR/
- Dewa, C. B., Pradiatiningtyas, D., & Safitri, L. A. (2022). *Perilaku Konsumen dan Strategi Pemasaran* (1st ed.). Expert.
- Dwiputri, A. L., & Syahputra, S. (2023). Minat beli skincare: Peran electronic word of mouth di Tiktok. *Jurnal Manajemen Maranatha*, 22(2), 217–226.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.
- Filieri, R. (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.
- Frisillia, N. (2023). *PENGARUH ELECTRONIC WORLD OF MOUTH PADA MEDIA SOSIAL TIKTOK TERHADAP MINAT BELI KONSUMEN PADA PRODUK SCARLETT WHITENING*.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- ginee.com. (2021). *Pengguna TikTok Indonesia Gempar, Potensi Cuan Menggeleгар!* Ginee. <https://ginee.com/id/insights/pengguna-tiktok/>

- glints. (2024). *SAFF & Co. Glints*. <https://glints.com/id/companies/saff-and-co/fff620f7-950c-4965-a979-6e0aed8b040c>
- google. (n.d.). *Google Trends*. Retrieved March 26, 2024, from <https://trends.google.com/trends>
- Handoko, N. T., & Melinda, T. (2021). Effect of Electronic Word of Mouth on Purchase Intention Through Brand Image As Media in Tokopedia. *International Journal Business and Accounting Research (IJEBAR)*, 5(4), 83–93.
- Hidayat, F. (2023). *Aplikasi Tiktok Picu Kebangkitan Industri Waralaba*. BERITASATU. <https://www.beritasatu.com/ekonomi/1064155/aplikasi-tiktok-picu-kebangkitan-industri-waralaba>
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - the case of Instagram. *Independent Journal of Management & Production*, 12(4), 1019–1033.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184.
- Kemp, S. (2024). *DIGITAL 2024: INDONESIA*. Datareportal. <https://datareportal.com/reports/digital-2024-indonesia?rq=INDONESIA>
- Khan, S., Dr. Adnan Anwar, & Dr. Sahar Qabool. (2023). Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions. *International Journal of Social Sciences and Entrepreneurship (IJSSE)*, 3(1), 2790–7724.
- Kinradinata, L. L., & Hidayah, R. T. (2023). PENGARUH ELECTRONIC WORD OF MOUTH MELALUI APLIKASI TIKTOK TERHADAP MINAT BELI PADA PRODUK SKINTIFIC. *JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI (JMBI UNSRAT)*, 10(2), 882–892.
- Kotler, P., Amstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing* (19th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Intisari Manajemen Pemasaran* (6th ed.). PENERBIT ANDI.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.

- Linardi, R. L., Goh, T. S., Julitawaty, W., & Syawaluddin, S. (2022). Pengaruh Perilaku Konsumen dan Kualitas Pelayanan terhadap Minat Beli pada PT. Mulia Cipta Abadi Medan. *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(3), 1645–1650.
- Lubis, A. N. (2023). *THE INFLUENCE OF ELECTRONIC WORD OF MOUTH THROUGH THE TIKTOK APPLICATION TOWARDS PURCHASE INTENTION*.
- McMurtry, J. M. (2023). *Marketing For Dummies* (6th ed.). John Wiley & Sons, Inc.
- Muhtar. (2023). *Ini 7 Media Sosial Paling Banyak Digunakan di Indonesia*. UICI. <https://uici.ac.id/ini-7-media-sosial-paling-banyak-digunakan-di-indonesia/>
- Nguyen, C. Q., & My To, L. P. (2022). The Impacts of Electronic Word of Mouth (EWOM) on Cosmetics Purchase Intention among Young Consumers in Vietnam. *ACM International Conference Proceeding Series*, 9–16.
- Noorlitaria A, G., Pangestu, F. R., Fitriansyah, Surapati, U., & Mahsyar, S. (2020). How Does Brand Awareness Affect Purchase Intention In Mediation By Perceived Quality And Brand Loyalty? *Journal of Critical Reviews*, 7(2), 103–109.
- Novalia, Annisa, S., Anisa, B., & Alifa, R. (2021). PEMANFAATAN APLIKASI TIKTOK SEBAGAI MEDIA PROMOSI UNTUK MENINGKATKAN BRAND AWARENESS (STUDI KASUS PADA PT. ES TEH INDONESIA). *Jurnal Akrab Juara*, 6(4), 84–98.
- Panuju, R. (2019). *Komunikasi Pemasaran Pemasaran sebagai Gejala Komunikasi Komunikasi sebagai Strategi Pemasaran* (1st ed.). Prenadamedia Group.
- Parinduri, A. T., & Rahmat, M. (2022). Pengaruh Harga dan Citra Merek Terhadap Minat Beli Masyarakat pada Baba Parfum Indonesia di Kelurahan Bandar Selamat Medan. *All Fields of Science Journal Liaison Academia and Society*, 2(1), 123–138.
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Alfabeta.
- Purwanto, Y., & Sahetapy, W. L. (2022). PENGARUH CONTENT MARKETING DAN INFLUENCER ENDORSER TERHADAP PURCHASE INTENTION PADA BRAND SKINCARE SOMETHINC. *AGORA, Jurnal Mahasiswa Bisnis Manajemen*, 10(1).

- Putri, D. A. R., Nawarini, A. T., Suparno, C., & Suparjito. (2023). THE INFLUENCE OF ONLINE COMMUNITIES AND SOCIAL MEDIA E-WOM ON PURCHASE INTENTION WITH BRAND TRUST AS A MEDIATION VARIABLE (Study of Ion88 Food Stalls on Autobase Twitter @Unsoedfess1963). *Midyear International Conference*, 697–713.
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. DEEPUBLISH.
- Roza, A. S. (2021). *Pengaruh Electronic Word Of Mouth (ewom) Terhadap Minat Beli Konsumen Pada Followers Akun Instagram Avoskin Beauty*.
- Roza, A. S., & Jumhur, H. M. (2021). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP MINAT BELI KONSUMEN PADA FOLLOWERS AKUN INSTAGRAM AVOSKIN BEAUTY THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON CONSUMER ' S PURCHASE INTENTION ON AVOSKIN BEAUTY INSTAGRAM ACCOUNT. *EProceedings of Management*, 8(6), 7867–7872. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/16915>
- SAFF & Co. (n.d.). *Constellation of Senses*. SAFF & Co. Retrieved March 12, 2024, from <https://www.saffnco.com/>
- Safitriani, A., & Auliya, Z. F. (2023). the Effect of Credibility, Quality, and Quantity of EWOM on Purchase Intention. *Efektif: Jurnal Bisnis Dan Ekonomi*, 14(1), 40–57.
- Santiyadewi, G. A., & Albari. (2024). THE INFLUENCE OF EWOM PURCHASE INTENTION WITH TRUST MEDIATING VARIABLES ON MOP BEAUTY PRODUCT. *Jurnal Pamator*, 17(1), 63–77.
- Setianingsih, F. E., & Aziz, F. (2022). Pengaruh Media Sosial Marketing Tiktok Terhadap Minat Beli Online Di Shopee. *Jurnal Administrasi Bisnis*, 11(2), 107–116.
- Sherly, & Ruswanti, E. (2024). THE INFLUENCE OF EWOM DIMENSIONS, PURCHASE INTENTION ON BUYING BEHAVIOR IN WOMEN'S CLOTHING PRODUCTS IN JAVA ISLAND. *Eduvest – Journal of Universal Studies*, 4(3).

- Sinambela, L. P., & Sinambela, S. (2021). *Metodologi Penelitian Kuantitatif: Teoritik dan Praktik* (1st ed.). PT RajaGrafindo Persada.
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, 22(4), 521–538.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suhendra, I. (2024). *Mencium Industri Parfum Lokal Indonesia yang Semakin Harum*. VIVA Lifestyle. <https://www.viva.co.id/gaya-hidup/inspirasi-unik/1694678-mencium-industri-parfum-lokal-indonesia-yang-semakin-harum?page=2>
- Sujarweni, V. W. (2015). *SPSS Untuk Penelitian*. Pustaka Baru Press.
- Sukmawati, D. A. R., Mathori, M., & Marzuki, A. (2022). PENGARUH PROMOSI, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE SOMETHINC. *Jurnal Riset Akuntansi Dan Bisnis Indonesia STIE Widya Wiwaha*, 2(2), 579–599.
- Sulthana, A. N., & Vasantha, D. S. (2019). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 8(10), 1–5.
- Sumampouw, R., Sumampouw, J., & Pandowo, A. (2022). Pengaruh Electronic Word-of-Mouth terhadap Minat Beli pada Produk Scarlett dengan Kesadaran Merek sebagai Variabel Mediasi. *Manajemen Dan Kewirausahaan*, 3(2), 111–124.
- Sundayana, R. (2020). *Statistika Penelitian Pendidikan* (2nd ed.). Alfabeta.
- SUSANTO, S. G. A. A. P. (2023). *PENGARUH DIMENSI ELECTRONIC WORD OF MOUTH (E-WOM) PADA MEDIA SOSIAL TIKTOK TERHADAP NIAT BELI KONSUMEN (STUDI KASUS PADA MERK MS GLOW) THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) DIMENSIONS ON*.
- Swasty, R. (2023). *Pangsa Pasar Adalah: Pengertian, Jenis, Cara Menghitung dan Contohnya*. Medcom.Id. https://www.medcom.id/pendidikan/news-pendidikan/MkMQagVk-pangsa-pasar-adalah-pengertian-jenis-cara-menghitung-dan-contohnya#google_vignette
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and brand awareness impact on consumer purchase intention: Mediating role of brand image. *Pakistan Administrative Review*, 1(1), 84–102.

- TikTok. (n.d.). *TikTok SAFF & Co.* Retrieved March 28, 2024, from https://www.tiktok.com/@saffnco?is_from_webapp=1&sender_device=pc
- Tjiptono, F., & Diana, A. (2020). *Pemasaran* (1st ed.). ANDI.
- Utami, F. N., Dewi, C. K., & Ramadhani, A. N. (2023). The Effect of Acceptance Electronic Word-of-Mouth Information on Intention to Purchase Local Skincare: A Gender Perspective. *Proceedings of the International Conference on Enterprise and Industrial Systems (ICOEINS 2023)*.
- Utami, N., Ningrum, N. K., & Cahya, A. D. (2023). Pengaruh Social Media Instagram Marketing dan Brand Image terhadap Purchase Intention Produk Avoskin dimediasi oleh Brand Trust. *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(3), 3258–3264.
- Xaviera, A. R., Haya, R. F., & Aqillah, N. (2022). Analyzing the Impact of Electronic-Word of Mouth (E-WOM) on Purchase Intention: A Case Study on Brand Erigo Store Indonesia. *SSRN Electronic Journal*, 1–16.