

The Influence of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos Local Perfume Products

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Abstract

As digital marketing evolves, consumer behavior regarding information gathering and purchasing has transformed, making it essential for firms to leverage content marketing and electronic word of mouth (e-WOM) to strengthen purchase intention. The present research examines the effects of content marketing and e-WOM on purchase intention for Mykonos local perfume offerings. A quantitative approach with a causal associative design guides this study. Questionnaires were given to 100 purposively selected respondents. Analytical procedures in IBM SPSS included validity and reliability testing, classical assumption evaluation, multiple regression, t tests, F tests, and coefficient of determination. The findings reveal that content marketing significantly and positively influences purchase intention ($t = 8.807$; $p < 0.001$). Electronic word of mouth also shows a significant positive effect ($t = 9.488$; $p < 0.001$) and, based on standardized regression coefficients ($\beta = 0.570$ versus $\beta = 0.529$), exerts a stronger impact than content marketing. Together, both variables significantly affect purchase intention ($F = 90.959$; $p < 0.001$), with an R^2 of 0.652, indicating that 65.2 percent of the variance in purchase intention is explained by these two factors. These results highlight that delivering quality content and fostering positive digital consumer reviews are key to increasing purchase intention for Mykonos local perfume products. For Mykonos specifically, this suggests that investment in curated brand storytelling alongside active cultivation of customer reviews and testimonials offers a more direct route to boosting purchase intention than either strategy pursued in isolation.

Keywords: Content Marketing, Electronic Word of Mouth, Local Perfume, Mykonos, Purchase Intention.

1. Introduction

Information technology developments have driven digital change in numerous domains, marketing among them. With the internet and social media, consumer behavior around information gathering, product evaluation, and purchase choices has evolved. Modern shoppers no longer depend only on brand communications; they also compare offerings and read peer feedback across digital platforms prior to making a purchase. This change has driven companies to develop marketing strategies that are more innovative, interactive, and oriented toward consumer needs in order to compete in the digital era.

High levels of internet and social media penetration in Indonesia underpin this transformation. According to the Digital 2026 Indonesia report, there are roughly 180 million social media users (62.9 percent of the population), and about 230 million people have internet access (Meltwater & We Are Social, 2026). TikTok is the platform with the largest number of users, followed by YouTube and Instagram, each of which has different characteristics in conveying product information to consumers. According to Kotler et al. (2019), social media has become an important tool for companies to build more interactive



relationships with consumers, while Kotler and Keller (2016) state that prior to completing a purchase, consumers typically consult multiple information sources in order to mitigate potential risks. In addition, visual-based social media is also able to increase engagement and strengthen brand image (Kingsnorth, 2022). Such conditions indicate that social media now ranks among the most efficacious marketing platforms for fostering dialogue with consumers.

The development of digital marketing is in line with the growth of the perfume industry in Indonesia. Increasing public awareness of self-care and appearance has caused perfume to no longer be merely a complement, but to have become part of a lifestyle. According to Kotler and Keller (2016), lifestyle changes influence society's consumption patterns of self-care products, while Euromonitor (2024) reports that the beauty and personal care product category, including perfume, continues to experience growth. Kompas data cited by Urban News (2026) shows that the sales value of perfume through e-commerce increased from Rp4 trillion in 2024 to Rp6.1 trillion in 2025, while the number of units sold increased from 84 million to 115 million units. This growth shows that the Indonesian perfume market still has very large potential.

In addition to increasing demand, the perfume industry is also marked by the development of local brands that are able to compete with international products. Improved quality of local products and growing pride in using domestic products have also driven consumer interest in local brands (Al Humaira & Sulhaini, 2026). Based on Kompas Market Insight in Muhammad (2025), HMNS occupies first position with a market share of 4.45%, followed by Saff & Co at 3.98%, while Mykonos is in third position with a market share of 3.32%. Although it has become one of the competitive local perfume brands, this position shows that Mykonos still needs to strengthen its digital marketing strategy to increase competitiveness and consumer purchase intention.

Among the various digital marketing strategies, Content Marketing stands out as commonly used by companies. Chaffey and Ellis-Chadwick (2019) explain that digital marketing fosters more personal relationships with customers by enabling interactive and sustained dialogue. Meanwhile, Pulizzi (2013) explains that in its capacity as a marketing strategy, content marketing focuses on crafting and disseminating content that is meaningful, appropriate, and steady to engage and sustain a targeted consumer base. In the perfume industry, content that is able to explain the scent, quality, longevity, and advantages of a product becomes very important because consumers cannot try the product directly. According to Kotler and Keller (2016), quality content is able to increase trust while also influencing consumer purchase intention.

In addition to Content Marketing, Electronic Word of Mouth (e-WOM) is another significant factor influencing purchase intention. Hennig-Thurau et al. (2004), e-WOM refers to consumer feedback, whether favorable or unfavorable, that is circulated via the internet. The development of social media has made it easier for consumers to share their experiences of using products, so that this information becomes a reference for prospective consumers. Cheung and Thadani (2012) state that consumer attitudes and purchase intention are significantly influenced by electronic word of mouth. For Mykonos local perfume products, reviews regarding scent, longevity, quality, and price suitability are widely found on TikTok, Instagram, YouTube, and marketplaces, so that they have the potential to influence prospective consumers' purchase intention.

While numerous studies have examined the links among Content Marketing, Electronic Word of Mouth, and Purchase Intention, a research void still persists. Previous research conducted by Amarta and Sidharta (2024); Bagas et al. (2023); Fahmi et al. (2025); Fitria et al. (2024); Nursal et al. (2023); Putri and Aryanto (2023); Sagffa and Hasanati (2023); Uyun

et al. (2023); as well as Zaini and Suryadi (2023) generally show that although both variables demonstrate a positive influence on purchase intention, the majority of existing studies have incorporated mediating constructs such as Brand Image, Customer Engagement, Trust, or Brand Trust, and have largely focused on marketplaces, TikTok Shop, skincare, cosmetics, fashion, and local perfume categories in general. What remains comparatively scarce is research specifically dedicated to the direct, unmediated effects of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfume products.

Building on this background, this research sets out to test the direct impact of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfume products. What distinguishes this study is its examination of direct effects absent any mediating variable, its use of Mykonos as the focal brand, and its integration of both independent variables in a single framework. The outcomes should contribute to the broader digital marketing discourse and offer actionable guidance for firms aiming to strengthen their marketing tactics, elevate purchase intention, and improve standing in the local perfume market.

2. Literature Review

2.1. Marketing Management

Marketing management represents a critical component of business operations, oriented toward generating consumer value while advancing organizational goals. Kotler and Keller (2016) characterize it as a blend of art and science encompassing target market selection, customer acquisition and retention, and the deepening of customer relationships through the creation, delivery, and communication of exceptional value.

2.2. Purchase Intention

Purchase intention represents an important construct in marketing that reflects consumers' readiness or desire to make a purchase. It emerges after consumers acquire information about a product, evaluate its advantages, and consider its alignment with their personal requirements. A higher or lower level of purchase intention can indicate the degree of success a company has achieved with its marketing approach. According to Ferdinand (2002), the tendency to take buying action toward a product, which emerges as a response to the product itself, is known as purchase intention. This concept captures how likely a consumer is to buy in the future once interest in a product has been generated.

2.3. Content Marketing

According to Pulizzi (2013), as a marketing process, content marketing emphasizes crafting and disseminating content that is valuable, relevant, and consistent in order to draw in and maintain a specific audience, ultimately driving actions that contribute to company profitability. Echoing this perspective, Kotler et al. (2019) describe content marketing as a strategy centered on producing, organizing, sharing, and amplifying content that is compelling, appropriate, and beneficial to consumers. Its goal is to spark conversation and strengthen consumer engagement with the brand. In today's marketing landscape, consumers are not merely passive recipients of information; they also actively interact with and respond to company generated content.

2.4. Electronic Word of Mouth (e-WOM)

The evolution of information technology and the internet has altered consumer practices in obtaining and circulating information concerning goods and services. If previously word of mouth communication was conducted directly through face-to-face conversation, at present

this communication process can be carried out through electronic media and the internet, known as Electronic Word of Mouth (e-WOM). The presence of social media, online forums, marketplaces, blogs, and various other digital platforms enables consumers to share experiences, provide reviews, and convey opinions about a product to many people within a short time.

2.5. The Influence of Content Marketing on Purchase Intention

As a digital marketing tool, Content Marketing enables businesses to attract consumers through content that is informative, engaging, relevant, and useful. According to Pulizzi (2013), it is a strategic orientation toward crafting and sharing consistent, valuable, and pertinent content to engage and sustain a specific audience, while encouraging customer actions that are profitable for the organization. Quality content helps organizations establish closer ties with consumers, which in turn increases product trustworthiness.

Kotler et al. (2019) similarly define content marketing as a method centered on producing, sharing, and amplifying content that is engaging and useful for consumers, ultimately aiming to build engagement and long-term relationships. The relationship between Content Marketing and purchase intention has been supported by prior empirical research. Amarta and Sidharta (2024) demonstrated that Content Marketing has a positive effect on Purchase Intention for HMNS perfumes, whether directly or indirectly via Brand Image. These findings suggest that well-crafted content enhances brand perception, thereby boosting consumer purchase interest.

Fahmi et al. (2025) further corroborate that Content Marketing positively affects Purchase Intention for local perfumes in Jakarta, indicating that creative, informative, and preference aligned content strengthens consumer interest and engagement. This is further supported by Bagas et al. (2023), who found that engaging digital content strengthens purchase intention on digital channels. Collectively, these findings highlight Content Marketing's importance in building communication that drives purchase intention. Based on this rationale, the hypothesis is formulated as follows.

H1: Content Marketing has a positive effect on Purchase Intention.

2.6. The Influence of Electronic Word of Mouth (e-WOM) on Purchase Intention

The development of the internet and social media has changed the way consumers seek information before making a purchase. If previously information about a product was mostly obtained through company advertisements or direct recommendations from close acquaintances, consumers can now obtain information through various reviews, comments, testimonials, and experiences of other users available on the internet. This form of communication is known as Electronic Word of Mouth (e-WOM). According to Hennig-Thurau et al. (2004), e-WOM refers to favorable or unfavorable comments about a product or firm, expressed by past, present, or prospective customers and disseminated online. Echoing this, Cheung and Thadani (2012) view e-WOM as a form of electronic interaction among consumers that can affect the views, opinions, and purchasing conduct of others.

The connection between Electronic Word of Mouth and purchase intention has been reinforced by earlier research. Zaini and Suryadi (2023) found that e-WOM has a significant positive effect on Purchase Intention, indicating that digital consumer feedback and endorsements can amplify product appeal among potential buyers. Putri and Aryanto (2023) provide further support, demonstrating that e-WOM significantly and positively affects purchase intention among Shopee platform users. Concurrently, Uyun et al. (2023) showed that e-WOM can enhance purchase intention for local products by fostering consumer trust.

Consistent findings come from Sagffa and Hasanati (2023), who reported that positive consumer exposure to social media content raises purchase intention. In a related finding, Nursal et al. (2023) demonstrated that e-WOM exerts a notable impact on purchase intention, subsequently shaping consumers' actual purchase choices.

Research by Fitria et al. (2024) on Mykonos local perfumes also indicates that e-WOM plays a role in influencing purchase decisions. These outcomes highlight the importance of favorable consumer interactions on digital platforms in shaping purchasing behavior in the local perfume market. Based on the theory and earlier research outlined, it can be assumed that consumers exposed to more favorable e-WOM will show higher purchase intention toward Mykonos local perfumes. On this basis, the study proposes the following hypothesis.

H2: Electronic Word of Mouth (e-WOM) has a significant effect on purchase intention

2.7. The Influence of Content Marketing and Electronic Word of Mouth (e-WOM) on Purchase Intention

Amarta and Sidharta (2024) empirically demonstrated that the combination of Content Marketing and Electronic Word of Mouth works together to enhance Purchase Intention for HMNS perfume products. Research by Fahmi et al. (2025) also proves that these two variables have an important role in increasing Purchase Intention among local perfume consumers in Jakarta. Reinforcing this point, Bagas et al. (2023) reported that pairing digital marketing with e-WOM increases purchase intention across digital channels. Meanwhile, Fitria et al. (2024) confirmed that e-WOM serves as a vital factor in shaping purchase decisions for Mykonos perfume products. This implies that a successful digital marketing strategy hinges on both the caliber of brand content and the positive exchanges among consumers via digital media.

Given the theoretical considerations and earlier findings outlined above, it is plausible to expect that a combination of well implemented Content Marketing and favorable e-WOM will elevate purchase intention toward Mykonos local perfume products. Accordingly, the third hypothesis is proposed as follows.

H3: Content Marketing and Electronic Word of Mouth (e-WOM) Have a Significant Effect on Purchase Intention.

To clarify the relationships among variables, the conceptual framework is outlined in Figure 1.

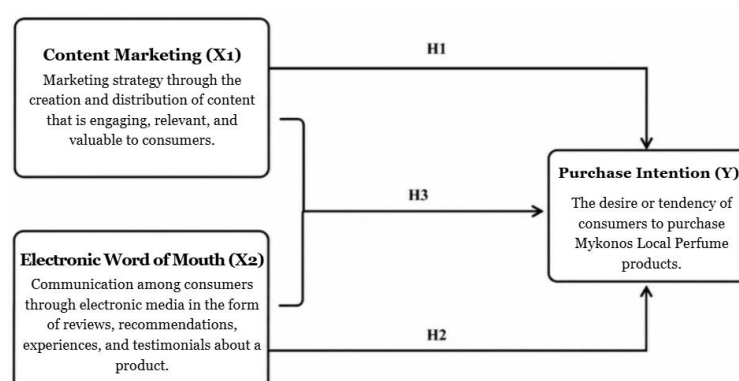


Figure 1. Conceptual Framework
Source: Processed Data

3. Methods

A quantitative causal associative methodology is applied in this research to test the effects of Content Marketing (X1) and Electronic Word of Mouth (X2) on Purchase Intention (Y) regarding Mykonos local perfume offerings. Primary data were collected through an online

Google Form survey, supplemented by secondary sources including books, scholarly articles, research reports, and other relevant materials. Data collection took place online from April through August 2026, involving participants from various parts of Indonesia.

The operationalization of research variables refers to indicators developed by experts, namely Purchase Intention based on Ferdinand (2002), Content Marketing based on Karr (2016), and Electronic Word of Mouth based on Goyette et al. (2010). A five point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), was used to measure all indicators. The population consists of all consumers who are aware of or have encountered promotions for Mykonos local perfume products on social media or other digital channels. Since the exact population size is not known, the study employed non probability sampling using a purposive approach. Respondents had to meet several criteria: being at least 17 years old, familiar with Mykonos, having seen social media promotions, having read product reviews, and willingness to complete the survey. The Lemeshow formula was used to determine the sample size, which set a minimum of 96 respondents, later rounded to 100.

Questionnaires and literature study served as the data collection methods. The collected data were subsequently analyzed using SPSS, which included Pearson Product Moment validity tests, Cronbach's Alpha reliability checks, classical assumption diagnostics (normality, multicollinearity, and heteroscedasticity), and multiple linear regression following the specified equation.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \dots\dots\dots (1)$$

Where:

- Y = Purchase Intention,
- α = constant,
- β_1 and β_2 = regression coefficients,
- X_1 = Content Marketing,
- X_2 = Electronic Word of Mouth (e-WOM), and
- e = error.

Hypothesis evaluation was conducted using a t test for partial influences, an F test for joint influences, and R^2 to measure the model's ability to explain the dependent variable.

4. Results and Discussion

4.1. Research Results

4.1.1. Respondent Characteristics

This research presents respondent demographics across three categories: gender, age, and occupation. The sample consisted of 100 qualified respondents.

Table 1. Respondent Demographic Characteristics

Category	Number of Respondents	Percentage
Gender		
Male	33	33%
Female	67	67%
Total	100	100%
Age		
18 years old	16	16%
19 years old	7	7%
20 years old	11	11%

Category	Number of Respondents	Percentage
21 years old	12	12%
22 years old	13	13%
23-49 years old	41	41%
Total	100	100%
Occupation		
Student	59	59%
Employee	26	26%
Self-employed	12	12%
Other	3	3%
Total	100	100%

Source: Processed Data

Table 1 reveals that the research sample was predominantly female, with 67 respondents (67%) and 33 male respondents (33%). Younger age groups made up the largest share, particularly 18 year olds (16%), 22 year olds (13%), 21 year olds (12%), and 20 year olds (11%), with ages ranging overall from 18 to 49. Based on occupation, the majority of respondents were students, totaling 59 people (59%), followed by employees at 26 people (26%), self-employed individuals at 12 people (12%), and other occupations at 3 people (3%). These characteristics show that respondents were dominated by the productive age group that actively uses digital media, which is consistent with the context of this research.

4.1.2. Classical Assumption Test

A. Normality Test

A sound regression model requires normally distributed residuals to ensure valid statistical testing. In this study, normality was assessed through a histogram and normal probability plots, with the results presented in the figure 2.

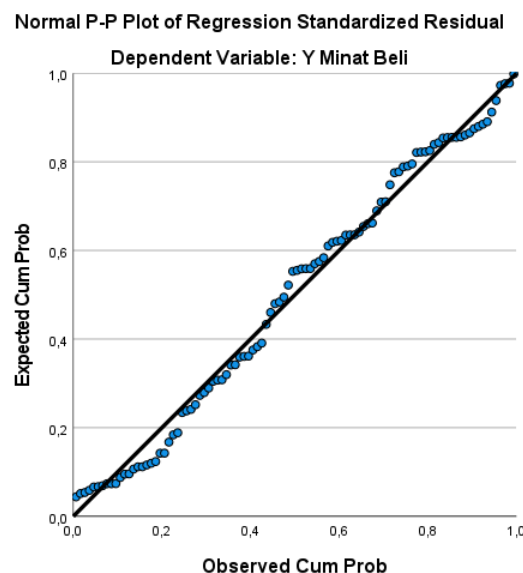


Figure 2. Normality Test Results, SPSS Normal Probability Plot Output

Source: SPSS Output

B. Multicollinearity Test

To detect multicollinearity, the study examined Tolerance and VIF figures based on the following criteria. No multicollinearity exists if Tolerance > 0.10 and VIF < 10. Conversely, multicollinearity is indicated if Tolerance ≤ 0.10 or VIF ≥ 10.

Table 2. Multicollinearity Test Results

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.432	1.575		4.717	0.000		
	Content Marketing	0.194	0.022	0.529	8.807	0.000	0.994	1.006
	Electronic word of mouth	0.367	0.039	0.57	9.488	0.000	0.994	1.006

Source: Data Processing Results, SPSS Output

Table 2 reports that each independent variable yields a Tolerance of 0.994 and a VIF of 1.006. Since these figures meet the established criteria (Tolerance above 0.10 and VIF below 10). Thus, it can be concluded that multicollinearity is absent, meaning Content Marketing and Electronic Word of Mouth are not highly correlated and may be employed together in the regression model.

C. Heteroscedasticity Test

To identify heteroscedasticity, the study employed the Glejser test, which regresses the absolute residuals against the independent variables. If the significance level falls below 0.05, heteroscedasticity is present; if it exceeds 0.05, heteroscedasticity is not indicated.

Table 3. SPSS Heteroscedasticity Test Output Results

		Coefficients ^a		t	Sig.
Model		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error		
1 (Constant)		3.578	0.853	4.196	0.000
Content Marketing		-0.013	0.012	-1.105	0.272
Electronic word of mouth		-0.029	0.021	-1.406	0.163

Source: Data Processing Results, SPSS Output

According to Table 3, the Glejser test yields p values of 0.272 (Content Marketing) and 0.163 (Electronic Word of Mouth), both above 0.05. The absence of heteroscedasticity in the regression model is thus indicated. Accordingly, the model fulfills the relevant assumption and is regarded as fit for further examination.

4.1.3. Coefficient of Determination (R²) Analysis

To measure how effectively Content Marketing and Electronic Word of Mouth explain shifts in Purchase Intention, the research utilizes the R squared value.

Table 4. Coefficient of Determination (R²) Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.652	.645	2.45304

a. Predictors: (Constant), X2 Electronic word of mouth, X1 Content Marketing

b. Dependent Variable: Y Purchase Intention

Source: SPSS Data Processing Results

Table 4 shows an R Square of 0.652, indicating that Content Marketing and Electronic Word of Mouth explain 65.2 percent of the variance in Purchase Intention. The remaining 34.8 percent is attributed to factors outside the model, such as price, product quality, brand image, trust, service quality, consumer experience, promotional offers, and other possible influences on purchase intention. The Adjusted R Square of 0.645 shows that the model's capacity to explain the dependent variable remains substantial after controlling for the number of independent variables. The model is therefore well equipped to analyze the effects of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfumes. Moreover, the R value of 0.808 reflects a very strong relationship, implying that improvements in Content Marketing quality and more favorable e-WOM are likely tied to increased purchase intention.

4.1.4. Hypothesis Test

A. Simultaneous Test (F Test)

The F test is employed to assess the joint effect of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfumes. The hypothesis is considered supported if the p value falls below 0.05 or if the F-statistic exceeds the F-table.

Table 5. F-Statistic Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1094.672	2	547.336	90.959	.000 ^b
Residual	583.688	97	6.017		
Total	1678.360	99			

a. Dependent Variable: Y Purchase Intention

b. Predictors: (Constant), X2 Electronic word of mouth, X1 Content Marketing

Source: IBM SPSS Statistics ANOVA Output

As presented in Table 5, the F-statistic is 90.959 with a significance of 0.000 (< 0.05). This value is substantially greater than the F-table of about 3.09 at degrees of freedom 2 and 97. Thus, H3 is accepted, demonstrating that the combined influence of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfumes is positive and significant.

B. Partial Test (T test)

Acceptance of the hypothesis is contingent upon either a significance level under 0.05 or a t-statistic that is larger in absolute value than the t-table value.

Table 6. T test (Partial) Output Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.432	1.575		4.717	.000
X1 Content Marketing	.194	.022	.529	8.807	.000
X2 Electronic word of mouth	.367	.039	.570	9.488	.000

Source: SPSS output results

The test results in Table 6 confirm that Content Marketing and Electronic Word of Mouth each have a significant positive impact on Purchase Intention for Mykonos local

perfumes ($p < 0.05$), thus supporting H1 and H2. Between the two predictors, Electronic Word of Mouth shows greater explanatory power, reflected in its larger t-statistic and beta coefficient.

4.2. Discussion

4.2.1. The Influence of Content Marketing on Purchase Intention for Mykonos Local Perfume Products

Based on the hypothesis test (t test), the t-statistic is 8.807 and the p value is 0.000. With the significance value under 0.05, it is confirmed that Content Marketing exerts a positive and significant influence on Purchase Intention for Mykonos local perfumes, leading to acceptance of H1. The results of this research show that the better the Content Marketing strategy applied by Mykonos through digital media, such as the presentation of product information that is engaging, relevant, useful, and consistent, the higher the consumer's purchase intention for Mykonos local perfume products. Quality content is able to attract consumer attention, increase understanding of the product, build trust, and encourage the formation of a desire to make a purchase. This role is particularly important for a sensory product such as perfume, where scent cannot be directly experienced online; in the absence of physical trial, content that describes olfactory notes, evokes mood or occasion, and visually communicates packaging and brand identity serves as a substitute cue that helps consumers form expectations about the product before purchase.

Consistent with Karr (2016), the results support the view that content marketing entails the creation and distribution of valuable, pertinent, and uniform material to attract a target audience and stimulate advantageous consumer responses. They also match the work of Amarta and Sidharta (2024), who showed that Content Marketing increases Purchase Intention among HMNS perfume consumers by enhancing brand perception through engaging content, thereby strengthening purchase interest. A comparable conclusion was reached by Fahmi et al. (2025), who reported that Content Marketing positively influences Purchase Intention among local perfume consumers in Jakarta. Furthermore, Bagas et al. (2023) demonstrated that digital marketing strategies featuring informative and engaging content can boost purchase intention on online platforms. Collectively, these findings reinforce that Content Marketing constitutes an effective digital strategy for enhancing consumer purchase intention toward Mykonos local perfume products.

4.2.2. The Influence of Electronic Word of Mouth on Purchase Intention for Mykonos Local Perfume Products

Given a t-statistic of 9.488 and a p value of 0.000, the results establish that Electronic Word of Mouth has a significant positive effect on Purchase Intention, supporting H2. The research results show that the more positive reviews, recommendations, product usage experiences, and information shared by consumers through social media and digital platforms, the higher the consumer's purchase intention for Mykonos local perfume products. These findings suggest that e-WOM is regarded by prospective buyers as a credible information channel before they decide to buy. This is consistent with Goyette et al. (2010), who describe Electronic Word of Mouth as informal digital communication among consumers regarding their usage experiences, which can influence others' actions. The stronger effect of eWOM relative to Content Marketing observed in this study ($t = 9.488$ versus $t = 8.807$) is consistent with the low-touch, experience-dependent nature of perfume as a product category. Because scent, longevity, and skin chemistry interactions cannot be verified from brand-produced content alone, prospective buyers appear to place greater weight on the lived

experience of other consumers, treating peer testimony as a more reliable proxy for product performance than company-generated messaging.

These results are also consistent with Zaini and Suryadi (2023), who confirmed that Electronic Word of Mouth positively and significantly affects consumer Purchase Intention. Putri and Aryanto (2023) similarly found that e-WOM positively influences purchase intention on Shopee. Sagffa and Hasanati (2023) added that favorable consumer discussions on social media boost purchase intention for products. Uyun et al. (2023) demonstrated that e-WOM fosters trust, thereby increasing purchase intention for local goods. Nursal et al. (2023) reinforced this by showing e-WOM's significant effect on purchase intention and subsequent decisions. Fitria et al. (2024) also identified e-WOM as a key factor in purchase decisions for Mykonos perfumes. Collectively, these studies underscore the critical role of positive digital consumer communication in driving purchase intention for Mykonos local perfume products.

4.2.3. The Influence of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos Local Perfume Products

According to the simultaneous test (F test), the F-statistic is 90.959 with $p = 0.000$, indicating that Content Marketing and Electronic Word of Mouth jointly exert a positive and significant influence on Purchase Intention for Mykonos local perfumes. With an Adjusted R Square of 0.645, the two predictors account for 64.5 percent of the variation in Purchase Intention, leaving 35.5 percent explained by external variables outside the model. These findings suggest that a well-executed Content Marketing approach, combined with favorable e-WOM, effectively boosts consumer interest. Engaging product information from the company will be more effective if reinforced by positive reviews, recommendations, and experiences from other consumers through digital media. For a sensory, trial-dependent category like local perfume, this complementarity likely reflects a two-stage decision process: content marketing builds initial awareness and shapes expectations about the scent and brand positioning, while eWOM subsequently validates those expectations against the accounts of other consumers, reducing the perceived risk of purchasing an untested fragrance online.

These results are consistent with Amarta and Sidharta (2024), who demonstrated that Content Marketing and e-WOM boost Purchase Intention for HMNS perfumes, with Brand Image serving as a mediator. Fahmi et al. (2025) also confirmed the role of both variables in driving Purchase Intention among Jakarta's local perfume consumers. Bagas et al. (2023) showed that digital marketing strategies combined with e-WOM increase purchase intention on digital platforms. Fitria et al. (2024) further established e-WOM's contribution to purchase decisions for Mykonos products. Thus, the present study strengthens prior evidence that effective digital marketing hinges on both compelling company content and positive consumer generated communication.

5. Conclusion

The research analyzes the effects of Content Marketing and Electronic Word of Mouth on Purchase Intention for Mykonos local perfumes. Findings from the multiple regression indicate that Content Marketing positively and significantly shapes purchase intention, meaning that the more compelling, relevant, informative, and uniform the brand's digital content, the greater consumers' desire to buy Mykonos products. Electronic Word of Mouth also demonstrates a significant positive effect, meaning that an increase in positive consumer reviews, recommendations, and digital word of mouth heightens trust and purchase interest. When considered jointly, both variables have a significant positive effect, confirming that

combining quality content marketing with positive e-WOM enhances consumer purchase intention toward Mykonos local perfumes.

The results of this research provide the implication that companies need to continue developing digital marketing strategies through the presentation of creative, informative, and relevant content, and encourage the creation of positive electronic word of mouth by maintaining product quality, improving service, and strengthening interaction with consumers. This research also has several limitations, namely that it was only conducted on consumers of Mykonos local perfume products, so that the results cannot yet be generalized to all local perfume brands in Indonesia. Further, this research incorporates only two predictors, namely Content Marketing and e-WOM, while other factors that may affect purchase intention, such as pricing, product quality, brand image, brand recognition, consumer trust, promotional activities, and influencer marketing, remain unexamined. Data collection using questionnaires also depends on respondents' perceptions and honesty, while the quantitative approach used has not been able to explore in depth the experiences or reasons behind consumers' purchasing decisions. Future research should therefore consider including other factors that could affect purchase intention, expanding the research context or regional focus, and applying diverse analytical approaches. Such efforts would yield more thorough insights and enhance the applicability of the results across broader populations.

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