

## The Role of User Generated Content on Purchase Intention with Mediation of Perceived Usefulness and Perceived Trust

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### ABSTRACT

The focus of this research is to ascertain how the material created by the user, through the perception of usability and the perception of trust, influences the purchase intent. Purposive sampling is the strategy used in this qualitative research. 154 people who use social media and search for user-generated content (UGC) to find information about a product. The data analysis of this study was carried out using SmartPLS 4.0. The results of the hypothesis show that the p-value of each relationship between variables has a value below 0.05. The findings show that there is an influence of user-generated content on purchase intention. The perceived usefulness and perceived trust variations are also able to mediate the relationship between user-generated content and purchase intent.

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## INTRODUCTION

The emergence of web 2.0 technology is an evolution from web 1.0 with the concept of programming with static interaction to dynamic interaction so that 2-way communication occurs as happens in social media using web 2.0. A new era in the consumer market has emerged as a result of web 2.0, when goods and services are sold directly to customers (Thoumrungroje, 2014). Compared to using outdated technology or conventional methods, these improvements can increase effectiveness and efficiency and reach a wider market (Qurtubi et al., 2022).

Consumers today have used search engines that come from various platforms, one of which is social media which is used to find information on a product or service (Voramontri & Klieb, 2019). Based on data from We are Social and meltwater, in Indonesia alone social media users reach 139 million or 49.9% of the total Indonesian population. As many as 47% of social media users are looking for information on things to do and buy. Social media is also used by 35.4% of its users in searching for a product to buy. The presence of social media makes consumers no longer passively receive information that is only made by the company, but they can actively obtain information created by other consumers in the form of images, text, videos, and others as a reference in making purchase decisions for a product (Geng & Chen, 2021).

Consumers' behavior in purchase intent is significantly influenced by the information presented to them. Studies show that the credibility of information plays an important role in determining intention in making a purchase decision (He et al., 2022). According to (Philip Kotler & Kevin Lane Keller, 2016), the purchase decision has 5 stages starting from need recognition, need problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior. Purchase intention is very closely related to the purchase decision, where consumers will look for information about the product they are needing or wanting so that they can make a decision to buy the product. According to Darmadi Duriyanto et al. (2013) purchase intention is the desire of consumers to own a product, where the buying interest arises when consumers are already affected by several factors, such as the quality and quantity of the product, the comparison of advantages and disadvantages of competitor products, and the price offered. In other words, purchase intention is the consumer's intention or intention to buy a product or service based on these considerations. Then, according to Schiffman & Kanuk (2007) there are several things as an indicator of purchase intention, consumers will look for information, study products, evaluate products, compare products and the emergence of interest in products. Some of these things can easily be achieved through social media platforms, where users can interact with each other in the comment column to discuss certain topics such as about gadget products, automotive, traveling, body care and other products or services.

UGC refers to social media content created by users or the general public over an experience of the product or service they use, not by professionals who are paid to a company to promote its products (S. Li et al., 2022). This content can take various forms such as personal web pages, blogs, forums, videos on

platforms such as YouTube, and contributions to sites such as Wikipedia (Zhang et al., 2012). User Generated Content significantly influences purchase intent, as has been proven by various studies. Research shows that UGC plays an important role in shaping consumer decisions, especially among generation Z consumers (Panopoulos et al., 2022; Puspitasari & Aruan, 2023). UGC is considered more credible and trustworthy which can then increase brand trust and consumer purchasing decisions (Israfilzade & Baghirova, 2022). In addition, the emergence of digital platforms has highlighted the impact of UGC on consumer decisions, where UGC is considered more objective and influential in driving purchasing trends (Demba et al., 2019). A comparison between user-generated content and company-generated content or brands shows that UGC is more effective in increasing purchase intent (Sang & Now, 2022).

The emergence of influencers or content creators as well as review platforms further strengthens the influence of UGC on purchase intent (Mohamed et al., 2023). With influencers, consumers are increasingly turning to social media platforms in search of informative content that displays products with a real atmosphere so that they can increase their intention to make purchases on a product (Mathur & Singh, 2021). However, some people may argue that influencers and review platforms can lead to information that can ultimately damage the credibility of user-generated content thereby damaging brand-related information and can affect consumer trust and intent to make a product purchase. Moreover, product purchases are made online which requires reliable information in detail on a product because online shopping is different from offline shopping which allows consumers to directly observe the quality and condition of a product or service to be purchased. Online purchases have the risk of errors and falsehoods in the information of a product or service sold (Yang et al., 2023).

This study aims to find out the role of UGC can provide valuable information is an important factor in influencing the intention to make a purchase. Additionally, understanding how the quality of user-generated content affects consumer perception, usability, and trust can provide an overview for marketers or businesses looking to leverage UGC as part of their marketing strategy. Based on this, the researcher decided on the research theme on the role of UGC on purchase intention with the mediation of perceived usefulness and trust.

## **LITERATURE REVIEW**

### ***Use Generated Content***

In the realm of marketing, UGC can play an important role. UGC is seen as a key aspect in content creation and sharing among consumers, significantly influencing brand perception and purchase intent (H. Li & Tu, 2024; Mayrhofer et al., 2020). Research has shown that UGC can increase consumer purchase intent by displaying brands on social media platforms (H. Li & Tu, 2024). Previous research revealed that ease of use, review credibility, and usability have a positive impact on the use of UGC platform (Fileri et al., 2021). This means that when a UGC platform presents benefits that are felt by its users and has

credibility in delivering recommendations and reviews to assess the quality and performance of the product before buying it, they will feel satisfied and will return to using the platform. Then, UGC positively influences the credibility and perceived usability (Thirakulwanich & Sawmong, 2022). Then, in the research of Nosita & Lestari (2019), UGC influences purchase intention through credibility, interest and trust from consumers towards UGC creators. With this, the following hypothesis can be formulated:

- H1 : UGC has an influence on perceived usefulness
- H2 : UGC has an influence on perceived trust
- H7 : UGC has an influence on purchase intention

### ***Perceived Usefulness***

Perceived usefulness is defined as the extent to which a person believes that the use of a system will increase the productivity or performance of that person (Muslim et al., 2014). Adyas & Ainurahmah (2020) said that the perception of benefits is an understanding of how much benefit is obtained on a particular system. Consumers will be able to easily get the information they need in UGC, so that they can benefit from effectiveness and efficiency in carrying out daily activities (Ardiyanto & Kusumadewi, 2020). Meanwhile, according to (Faradila & Soesanto, 2016), the perception of benefits is the level of benefits obtained by users through the internet can be felt when a platform can provide usefulness or benefits and can facilitate carrying out an activity. With the existence of social media platforms, it can be possible for consumers to increase their choices in searching for and disseminating evaluation information and experiences about the products or services obtained (Gibreel et al., 2018). Social media is an option because consumers can search for product information and feedback from previous customers or users to make purchasing decisions by relying on UGC (Huseynov & Dhahak, 2020). This is in line with Ventre & Kolbe's (2020) research, the perceived benefits of UGC can affect consumer purchase intentions. Furthermore, the benefits felt can have a positive influence on purchase intentions. Then the benefits, which are felt, can also mediate the relationship between UGC and purchase intent (Geng & Chen, 2021; Wakhida & Sanaji, 2020). Therefore, the following hypothesis can be formulated:

- H3 : Perceived usefulness has an influence on Purchase Intention
- H5 : Perceived usefulness is able to mediate in the relationship between the quality of UGC interaction and purchase intention

### ***Perceived Trust***

Perceived Trust, Geng & Chen (2021) defines trust as a consumer's willingness to be influenced by integrity (honesty and commitment), kindness (caring, thinking of others), and skill (ability to meet requirements) in recommending products based on the UGC publisher's experience. Communication and information exchange are key aspects of interactivity and have a significant influence on trust. According to Doni Juni Priansah (2017), trust is all the knowledge possessed by consumers and all and conclusions made for an object, its attributes and benefits. According to Chu & Lu (2007) said that on online platforms trust can be defined as honesty. This is because each user does

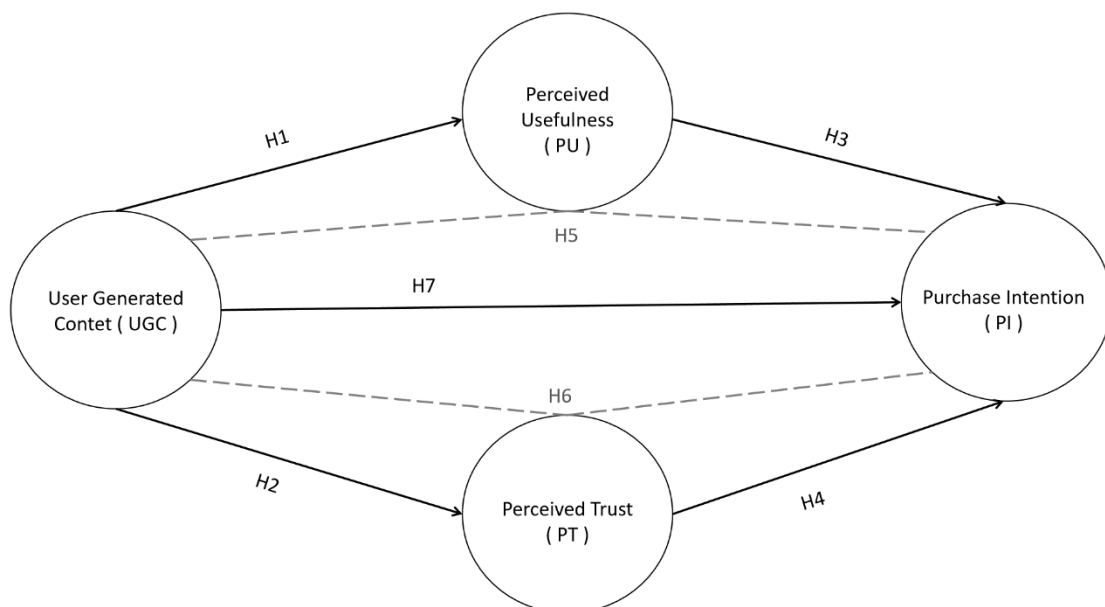
not directly meet face-to-face or make contact, at first users do not know each other, with the truth or honesty in the information conveyed on a product, the trust between users and creators will increase. Perceived trust in UGC significantly impacts purchase intent, as evidenced by various studies. Marits & Zaerofi (2023) found that perceived trust affects purchase intent in the context of online shopping. In addition, Muda & Hamzah (2021a) highlighted that the perceived source credibility of UGC influences purchase intent by mediating attitudes towards UGC. Furthermore, perceived trust can influence purchase intent and also have the ability to mediate between UGC and purchase intent (Geng & Chen, 2021). Therefore, the following hypothesis can be formulated:

H4 : Perceived Trust has an influence on Purchase Intention

H6 : Perceived trust is able to mediate in the relationship between UGC and purchase intention.

### ***Purchase Intention***

Purchase intention is a form of consumer behavior that wants to buy or choose a product based on their experience, use and desire for a product (Kotler & Keller, 2016). Meanwhile, according to Simamora & Bilson (2011), Purchase intention is consumer behavior when they have a month to buy a product or service. Buying interest arises when there is consumer confidence in a product accompanied by the ability to make a purchase. Furthermore, buying interest is the tendency to buy a brand that is based on the equivalence between the purchase motive and the components or characteristics of the brand that can be considered (Pardede & Risqiani, 2022). According to Kotler & Keller (2012) there are 4 factors that affect consumer purchase intention, namely: Attention, Interest, Desire and conviction.



## METHODOLOGI

Quantitative methods are used in this study in testing the role of User Generated Content on purchase intention mediated by the variables of perceived usefulness and perceived trust. The primary type of data is used and obtained through the dissemination of questionnaires online through social media such as WhatsApp, Instagram and Twitter (X). In sampling, the purposive sampling technique was used in this study to filter the characteristics of the respondents according to the study (Turner, 2020). The main requirement for respondents to fill out the questionnaire is to use social media such as Instagram, youtube, tiktok, twitter and Facebook. Then respondents also look for user-generated content to find information related to a product on social media. The population in this study was selected based on gender, age, education, occupation, income and frequency of online purchases in Cirebon, Yogyakarta and Jakarta.

Referring to the SEM (Structural Equation Model) research model, the sample size obtained includes 100 - 200 respondents (Hair et al., 2019) The determination of the number of samples is determined using the formula Hair et al. (2019) with the formula of the number of indicators multiplied by 5 - 10. The number of indicators in this study is 16, so the sample obtained is  $16 \times 9 = 144$  samples. Sugiyono (2013) stated that the likret scale is used to measure individual opinions, attitudes, and perceptions towards social phenomena. The variables to be measured are divided into variable indicators using a liquidity scale. Furthermore, the indicator is used as a benchmark for making an instrument item, which can be in the form of a statement or question. The answers for each instrument have a scale that ranges from 1 as strongly disagree to 5 as strongly agree. In this analysis, SmartPLS 4.0 is used to process the data.

## RESEARCH RESULT

In this study, it was known that respondents had diversity based on gender, age, occupation, income and frequency of online purchases. With the existence of this respondent profile, it is expected to provide an overview of the condition of the respondent and its relation to the problem and research objectives.

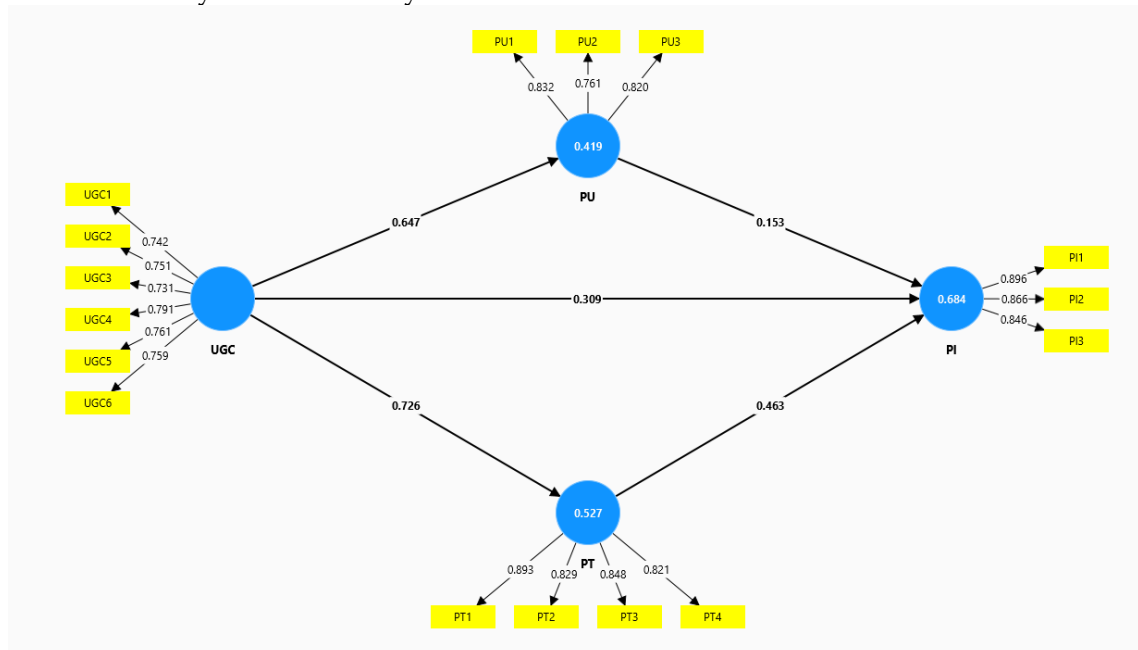
*Table 1: Characteristics of Respondents*

<b>Information</b>	<b>Sum</b>	<b>Percentage</b>
<b>Gender</b>		
Male	77	50 %
Female	77	50 %
<b>Age</b>		
18 - 21	31	20,1%
22 - 29	87	56,5%
30 - 36	35	22,7%
>37	1	0,6 %
<b>Education</b>		
SMA/SMK	44	28,6%
S1	107	69,4%
S2	1	0,6 %

Other	2	1,2%
<b>Work</b>		
Student	63	40,9%
Private Workers	44	28,6%
PNS	10	6,5%
Entrepreneurial	25	16,2%
Other	12	7,2%
<b>Income</b>		
≤ 500,000	38	24,7%
Rp 500.000 - Rp 1.000.000	16	10,4%
Rp. 1.000.000 - Rp 2.000.000	18	11,7%
Rp 2.000.000 - Rp 4.000.000	36	23,4%
Rp 4.000.000 - Rp 8.000.000	43	27,9 %
≥ Rp. 8.000.000	3	1,9 %
<b>Purchase Frequency</b>		
< 5	33	24,7%
5 - 10	55	35,7%
10 - 20	45	29,2%
> 20	16	10,4%

### Evaluation of the Measurement Model (Outer Model)

According to Ghozali & Latan (2015), the testing of the measurement model shows how the manifest variable or observed variable presents the exogenous latent variable and the endogenous variable to be measured. The relationship between manifest variables and latent variables can be seen based on the validity and reliability test of the model.



Picture 1 : Hasil Bootstrapping

*Validity Test*

According to Ghozali and Latan (2015) to find out the correlation between indicators and their structures, convergent validity tests can be carried out using outer loadings and AVE. If the value of outer loadings is greater than 0.70, then the indicator is valid. This is shown by all the items in table 2 that have a value greater than 0.70. Therefore, the entire indicator can be used because it is valid and can be applied to its construction.

According to Ghozali and Latan (2015), the convergent validity test can be seen based on outer loadings and AVE values to measure the correlation of indicators to their construction. The indicator can be declared valid when it has an outer loading value > 0.70. Based on table 1, all items have outer loadings values that exceed 0.70, so it can be said that all of these indicators are worth using because they are valid and realistic to their construction.

*Table 2 : Tabel Outer Loadings*

	<b>PI</b>	<b>PT</b>	<b>PU</b>	<b>UGC</b>
PI1	0.896			
PI2	0.866			
PI3	0.846			
PT1		0.893		
PT2		0.829		
PT3		0.848		
PT4		0.821		
PU1			0.832	
PU2			0.761	
PU3			0.820	
UGC1				0.742
UGC2				0.751
UGC3				0.731
UGC4				0.791
UGC5				0.761
UGC6				0.759

According to Ghozali (2016), when the results show that the AVE value obtained exceeds 0.5, it can illustrate that convergent validity has a good value and it can be said that one latent variable is able to explain more than half of the indicative variants of the indicator in the mean. In table 3, it is explained that each variable has a value that exceeds 0.5 so that the variable used can be declared valid.

*Table 3 : Nilai AVE*

<i>Average Variance Extracted (AVE)</i>	
PI	0.757
PT	0.720
PU	0.648
UGC	0.571

***Discriminant Validity***

In knowing the discriminant validity, cross loading can be used to see if an instrument can meet the discriminant validity well. Menurt, Ghozali & Imam (2014) An indicator that can meet this can be seen from the cross loading of tilapia constructs that are higher than those of other variables. In table 4, it shows that the cross loading value between each indicator and its construct has a greater value than the construct of other variables, so it can be said that the inkator - indicator used in this study has good discriminant validity.

*Table 4 : Cross Loading*

	<b>PI</b>	<b>PT</b>	<b>PU</b>	<b>UGC</b>
UGC6	0.584	0.504	0.486	<b>0.759</b>
UGC5	0.689	0.639	0.509	<b>0.761</b>
UGC4	0.616	0.637	0.489	<b>0.791</b>
UGC3	0.502	0.482	0.401	<b>0.731</b>
UGC2	0.436	0.446	0.557	<b>0.751</b>
UGC1	0.507	0.548	0.491	<b>0.742</b>
PU3	0.415	0.434	<b>0.820</b>	0.508
PU2	0.325	0.29	<b>0.761</b>	0.371
PU1	0.658	0.577	<b>0.832</b>	0.621
PT4	0.654	<b>0.821</b>	0.536	0.646
PT3	0.639	<b>0.848</b>	0.487	0.594
PT2	0.593	<b>0.829</b>	0.493	0.601
PT1	0.736	<b>0.893</b>	0.423	0.623
PI3	<b>0.846</b>	0.567	0.518	0.631
PI2	<b>0.866</b>	0.708	0.528	0.657
PI1	<b>0.896</b>	0.734	0.563	0.656

In this test, the validity value can be interpreted well if the root of the AVE value in the construct is higher than the correlation of the construct with other latent variables. In table 5, it can be seen that the PI value is 0.870 where this value is higher between the correlation of PT, PU and UGC. Meanwhile, the value of PT is 0.848 where the highest value is compared to PU and UGC. The PU value is 0.805 where the value has a higher correlation than UGC and for the variable UGC itself has a value of 0.756. Judging from the values in the table, it can be said that the Fornell-Lacker Criteria have good validity.

*Table 5 : Fornell Lacker Criteria*

	<b>PI</b>	<b>PT</b>	<b>PU</b>	<b>UGC</b>
PI	0.870			
PT	0.775	0.848		
PU	0.617	0.570	0.805	
UGC	0.745	0.726	0.647	0.756

**Reliability Test**

The Reliability Test evaluates the measurement model by looking at the magnitude of the variance of the item to explain the indicators of its formation. It is declared reliable if it has a Cronbach Alpha result of >0.7 (Ghozali, 2016). In table 6, it can be seen that Cronbach's alpha value is > from 0.7 which means that the variables listed can be said to be good or declared to be reliable.

*Table 6 : Reliability Test*

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>
PI	0.839	0.845	0.903
PT	0.870	0.873	0.911
PU	0.742	0.784	0.846
UGC	0.850	0.855	0.889

**R-Square Test**

R-square or commonly known as the determination coefficient is a measure used with the aim of determining the proportion of variance in a dependent variable that can be predicted or explained by an independent variable in the value of the coefficient expected to have a value between 0 and 1. mentioned that a value of 0.67 indicates that the model has a strong proportion, 0.33 indicates a moderate proportion and 0.19 indicates a weak proportion. (Ghozali & Latan, 2015).

*Table 7 : Hasil R-square*

	<b>R-square</b>	<b>R-square adjusted</b>
PI	0.684	0.678
PT	0.527	0.524
PU	0.419	0.415

**Hypothesis Test**

Based on the test results shown in Table 8, which shows that the value of the coefficient of the User Generated Content path to Perceived Usefulness is 0.647 (significant), the t-value calculated > t table (13,087 > 1.96), and the p-value < the significance level (0.000 > 0.05), then H1 can be accepted.

*Table 8 : Pengaruh Langsung*

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
PT -> PI	0.463	0.470	0.080	5.788	0.000
PU -> PI	0.153	0.150	0.069	2.205	0.028
UGC -> PI	0.309	0.307	0.089	3.476	0.001
UGC -> PT	0.726	0.729	0.046	15.78	0.000
UGC -> PU	0.647	0.652	0.049	13.087	0.000

Table 8 which presents the results of the assignment shows that the value of the coefficient of the User Generated Content path to Perceived Trust is 0.726 (significant), the t-value of the t-calculated > t of the table (15.78 > 1.96), and the p-value < the significance level (0.000 > 0.05) then H2 is acceptable.

H3 is acceptable, because based on the results of the assignment, it shows that the value of the coefficient of the Perceived Usefulness path to Purchase intention is 0.463 (significant), the t-value of the t-calculated > t table (2.025 > 1.96), and the p-value < the significance level (0.028 > 0.05). The relationship between perceived trust and purchase intention had a value of 0.153 (significant), a t-value calculated > t table (5.788 > 1.96), and a p-value value < a significance level (0.028 > 0.05). With this it can be concluded that H4 is accepted.

Table 8 shows the value of the relationship between user-generated content and purchase intention of 0.309 (significant) for the coefficient path value, the t-value calculated > t table (3.476 > 1.96), and the p-value < significance level (0.001 > 0.05). with this value, H7 is acceptable.

Table 9 : Path Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
UGC -> PU -> PI	0.099	0.097	0.046	2.156	0.031
UGC -> PT -> PI	0.337	0.344	0.069	4.911	0.000

The mediation role by variable perceived usefulness and perceived trust in the influence of user-generated content on purchase intent has significant value. With a value of 0.99 (significant), the t-value calculated > t table (2.156 > 1.96), and the p-value < the significance level (0.031 > 0.05). With this, the relationship between UGC and PI mediated by PU can be accepted or supported by H5. Meanwhile, for H6, the perceived trust mediating relationship between UGC and PI has a coefficient path value of 0.0.337 (significant), a t-value calculated > t table (4.911 > 1.96), and a p-value < significance level (0.000 > 0.05). this value supports H6.

## DISCUSSION

### *The Effect of UGC on Perceived Usefulness*

The results of the hypothesis test show that the relationship between these variables has a positive influence. Based on the results above, the better the quality of user-generated content, the higher the influence on perceived usefulness. The process of delivering information messages without interruption, having good interaction and feedback, and good quality of information delivery or storytelling makes the information easy to understand by UGC users so that consumers get benefits from the content.

When UGC has interaction, it can effectively convey information by attracting other users who then engage them so that the information or experience of using the product has more points of view (Lee et al., 2011). In line with this, Geng & Chen (2021) stated that UGC has a significant influence on perceived usefulness. In the research D. Souza & R. Baldanza (2018) also mentioned that the assessment of the user experience on a product can play an important role in increasing the perceived usability.

#### ***The Effect of UGC on Perceived Trust***

User Generated Content has an influence on Perceived Trust, which can be seen from the path value of 0.726 which indicates a positive value and the P-value shows a number of 0.000 which is less than 0.05 so that it can be said that Hypothesis (H2) has a positive significance. This means that the content provided by UGC has honesty, credibility and content creators are not demanded by brands. Saghfira & Astuti (2022) in their research user generated content trust plays an important role in improving purchase decisions. Geng & Chen (2021) is of the opinion that perceived trust has a positive significance on purchase intention.

#### ***Effect of Perceived Usefulness on Purchase Intention***

Perceived Usefulness has an influence on Purchase Intention which can be seen from the path value of 0.153 which indicates a positive value and the P-value shows a number of 0.028 which is less than 0.05 so that it can be said that the Hypothesis (H3) is acceptable. From this, the information presented has benefits for consumers in considering and determining products so as to increase the intention to buy products. Cui et al. (2019) in their research stated that the quality, credibility and usefulness of information are important factors in influencing purchase intention. This study emphasizes the impact of the usefulness of information on purchase intent.

#### ***The Effect of Perceived Trust on Purchase Intention***

Perceived Trust has an influence on Purchase Intention can be seen from the path value of 0.463 which indicates a positive value and the P-value shows a number of 0.000 which is less than 0.05 so it can be said that the Hypothesis (H4) has a positive significance. With the honesty of content creators when conveying UGC with credible information when sharing the experience of a product can increase purchase intent. This is in line with the research of Geng & Chen (2021) which stated that perceived usefulness is significant to purchase intent. In a study by Yang (2018) it was shown that trust in completeness and recommendations of information can affect purchase intention.

#### ***Perceived usefulness is able to mediate the influence between UGC and Purchase Intention and Perceived Trust is able to mediate the influence between UGC and Purchase Intention***

Based on the results of this study, hypothesis test 5 (H5) is acceptable. This is evident because the P-value results of the indirect relationship between the influence of UGC and Purchase intention through perceived usefulness have a

value of 0.031 and have a positive path value of 0.099. Hypothesis 6 (H6) is also acceptable because the indirect relationship between the influence of UGC and Purchase Intention through Perceived Trust has a P-value of 0.000 with a positive path of 0.337. Then the R-square value together affects or simultaneously affects the variables UGC, Perceived Usefulness and Perceived Trust on Purchase Intention is 0.684 with an adjusted R-square value of 0.678. So it can be explained that all construction buildings are simultaneously 68.4% or 67.8%, therefore R square adjusted is more than 67%, then the influence of all constructions is strong. With this, it can be said that perceived usefulness is able to mediate the relationship between UGC and Purchase Intention while perceived trust is able to mediate the relationship between UGC and Purchase Intention.

This study has similarities with his research (Geng & Chen, 2021) by using perceived usefulness and perceived trust as mediators between UGC and purchase intent. Then in the research (Qalati et al., 2021) it was stated that trust can significantly mediate the relationship between perceived service, website quality and purchase intent.

### *The Effect of UGC on Purchase Intention*

These results show that when the information provided by UGC content creators has the quality of the content that is assessed and the process of delivering a good message, credibility, benefits felt and participation or feedback provided by other users or consumers, the interaction attracts attention and transmits information effectively. That way, the better the quality of UGC, the more it will affect purchase intention. Consumers will be more interested in seeing the information provided by UGC creators on positive reviews of a product they share on social media platforms.

This influence is also similar to a study by Ruangkanjanases et al. (2021) Where, content created by users, especially Electronic Word of Mouth (E-WoM) on social media, significantly affects consumer purchase intentions by adopting information online. This study highlights the importance of factors such as information quality, credibility and audience attitudes towards the information presented in shaping consumer behavior in making purchases. User-generated content on UGC platforms can positively affect the credibility and usefulness of the information from the content which then has an impact on consumers' attitudes towards UGC and their purchase intention (Utami & Rahyuda, 2019). Muda & Hamzah (2021b) in their research also mentioned that UGC has an influence on Purchase Intention.

## **CONCLUSIONS AND RECOMMENDATIONS**

From the results of the study, it was concluded that User Generated Content has an impact on purchase intention. UGC also has a positive impact on perceived usability and trust. With this, it can be said that when UGC has quality that makes it easy to provide reliable information and has credibility for a product, it is very possible for consumers to stimulate purchase intention on the product. Then, a marketer can use UGC as a tool to introduce products, increase credibility and validate their products.

## ADVANCED RESEARCH

This research has limitations, especially in the scope of Cirebon, Yogyakarta and Jakarta districts/cities with a sample dominated by Generation Z. Further research is expected to cover the millennial generation and generation X as well as a wider area. In addition, future research can include certain product objects such as smartphones, body care products and focus on other products to find out whether user-generated content can affect the buying interest of certain products with the mediation of usability and perceived trust.

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