

PENGARUH *USER GENERATED CONTENT* (UGC), *ELECTRONIC WORD OF MOUTH* (E-WOM), DAN *BRAND TRUST* TERHADAP *PURCHASE DECISION* PRODUK *SKINCARE* VIRAL DI PLATFORM TIKTOK PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

Rindia Kavita Sukma Diwiyana

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *User Generated Content* (UGC), *Electronic Word Of Mouth* (E-WOM), dan *Brand Trust* terhadap *Purchase Decision* produk *skincare* viral di platform TikTok pada Generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan metode pengumpulan data menggunakan kuesioner. Teknik pengambilan sampel menggunakan teknik pengambilan sampel *nonprobability* sampling. Sampel dalam penelitian ini adalah konsumen Generasi Z yang berdomisili di Daerah Istimewa Yogyakarta dengan jumlah sampel sebanyak 100 responden. Pengujian yang menggunakan adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas, analisis linear berganda, uji t, uji f, dan uji koefisien determinasi. Berdasarkan uji t, variabel *user generated content* (UGC) memiliki nilai t hitung sebesar $4,674 > t$ tabel $1,661$, dengan nilai signifikan sebesar $0,000 < 0,05$. Hasil uji t, variabel *electronic word of mouth* (E-WOM) memiliki nilai t hitung $3,148 > t$ tabel $1,661$, dengan nilai signifikan sebesar $0,002 < 0,05$. Hasil uji t, variabel *brand trust* memiliki nilai t hitung $2,182 > t$ tabel $1,1661$, dengan nilai signifikan sebesar $0,032 < 0,05$. Berdasarkan hasil uji f, variabel UGC, E-WOM, dan *brand trust* memiliki nilai f hitung $12,833 > f$ tabel $2,70$, dengan nilai signifikan $0,000 < 0,05$. Dapat disimpulkan bahwa variabel UGC, E-WOM, dan *brand trust* secara parsial maupun secara simultan memiliki pengaruh positif dan signifikan terhadap *purchase decision*. Berdasarkan hasil koefisien determinasi, diketahui nilai Adjusted R Square sebesar $0,266$, artinya bahwa *purchase decision* dipengaruhi oleh UGC, E-WOM, dan *brand trust* sebesar 26% , sedangkan sisanya 74% di pengaruhi oleh variabel lain yang tidak diteliti pada penelitian ini.

Kata Kunci: *User Generated Content* (UGC), *Electronic Word Of Mouth* (e-WOM), *Brand Trust*, dan *Purchase Decision*.

08/13/20


**THE INFLUENCE OF USER-GENERATED CONTENT (UGC),
ELECTRONIC WORD OF MOUTH (E-WOM), AND BRAND TRUST ON
PURCHASE DECISIONS OF VIRAL SKINCARE PRODUCTS ON TIKTOK
OF GENERATION IN THE SPECIAL REGION OF YOGYAKARTA**

Rindia Kavita Sukma Diwiyana

Abstract

This study aims to investigate the impact of User-Generated Content (UGC), Electronic Word of Mouth (E-WOM), and Brand Trust on the purchase decisions of viral skincare products among Generation Z users on the TikTok platform in the Special Region of Yogyakarta. This research employs a quantitative approach, collecting data through questionnaires. The sampling technique employed is non-probability sampling. The sample consists of Generation Z consumers domiciled in the Special Region of Yogyakarta, with a total of 100 respondents. The tests conducted include validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, linearity tests, multiple linear regression analyses, t-tests, F-tests, and coefficient of determination tests. Based on the t-test, the UGC variable has a t-value of 4.674 > t-table 1.661, with a significance value of 0.000 < 0.05. The E-WOM variable has a t-value of 3.148 > t-table 1.661, with a significance value of 0.002 < 0.05. The brand trust variable has a t-value of 2.182 > t-table 1.661, with a significance value of 0.032 < 0.05. Based on the F-test, the variables UGC, E-WOM, and brand trust have an F-value of 12.833 > F-table 2.70, with a significance value of 0.000 < 0.05. It can be concluded that the variables of User-Generated Content (UGC), Electronic Word of Mouth (E-WOM), and brand trust have both a partial and simultaneous positive and significant influence on purchase decisions. The coefficient of determination indicates that the Adjusted R-Square value is 0.266, meaning that UGC, E-WOM, and brand trust account for 26% of the influence on purchase decisions, while the remaining 74% is attributed to other variables not examined in this study.

Keywords: *User Generated Content (UGC), Electronic Word of Mouth (e-WOM), Brand Trust, Purchase Decision.*

