

Pengaruh Sikap Terhadap User-Generated Content (UGC) di Tiktok terhadap Purchase Intention = The Influence of Attitude toward User-Generated Content (UGC) In TikTok on Purchase Intention

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Abstrak

Pengguna TikTok di Indonesia semakin berkembang pesat. Pengguna dapat langsung terhubung dengan informasi mengenai produk melalui User-Generated Content (UGC) di TikTok, sehingga dapat menarik perhatian konsumen untuk mengevaluasi produk sebelum melakukan pembelian. Studi ini mengkaji pengaruh sikap pengguna TikTok terhadap UGC terhadap niat pembelian konsumen dengan mengusulkan model untuk menilai pengaruh brand engagement, perceived source credibility, perceived source homophily, perceived benefits, dan information quality sebagai faktor yang mempengaruhi sikap terhadap UGC pada niat pembelian. Penelitian ini menggunakan purposive sampling dari 256 pengguna TikTok di Indonesia yang telah menonton fashion UGC di TikTok. SEM-PLS digunakan untuk melihat hubungan antar variabel. Hasil penelitian ini menemukan bahwa brand engagement, perceived source credibility, perceived source homophily, dan perceived benefits efek positif pada sikap terhadap UGC. Selain itu, sikap terhadap UGC di TikTok memiliki pengaruh yang signifikan dalam mempengaruhi niat membeli konsumen. Hasil penelitian ini memberikan pemahaman yang lebih baik tentang strategi pemasaran digital dengan memeriksa pengaruh sikap konsumen terhadap UGC yang dibagikan di media sosial

.....TikTok users in Indonesia are growing rapidly. The users can directly connect with information through User-Generated Content (UGC) in TikTok which can attract consumers' attention to evaluate the product before making purchases. This study examines the effect of TikTok users' attitudes toward UGC on consumer purchase intention by proposing a model to assess the impact on purchase intention and brand engagement, perceived source credibility, perceived source homophily, perceived benefits, and information quality as the antecedents of attitude toward UGC. This study uses purposive sampling from 256 TikTok users in Indonesia who have watched fashion UGC on TikTok. SEM-PLS was used to see the relationship between variables. The findings imply that brand engagement, perceived source credibility, perceived source homophily, and perceived benefit have a positive effect on attitude toward UGC. Also, attitude toward UGC in TikTok has a significant effect on generating purchase intention. The results provide a better understanding of digital marketing strategy by examining the influence of consumer attitudes toward UGC shared on social media.