The Influence of User-Generated Content (UGC), E-WOM, and Brand Image on TikTok towards Purchase Intention of Cookie Bomb Fudgybro

By Aulia Zahra

Abstract

This research focuses on analyzing and proving several variables that can influence the purchase intention of Fudgybro's Cookie Bomb products. These variables include user-generated content (UGC), e-WOM, and brand image applied through TikTok social media. The research uses a quantitative approach with 100 respondents of TikTok active users who have known the Cookie Bomb Fudgybro product in Jakarta as its sample. The research data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique through SmartPLS 4.0 software. The technique was used to test the relationship between the variables used in the research model. The results showed that (1) UGC has a positive and significant effect on purchase intention of Cookie Bomb Fudgybro, (2) e-WOM has a positive and significant effect on purchase intention of Cookie Bomb Fudgybro, and (3) brand image has a positive and significant effect on purchase intention of Cookie Bomb Fudgybro.

Keywords: brand image, electronic word-of-mouth, purchase intention, user-generated content.

Pengaruh *User-Generated Content* (UGC), E-WOM, dan Citra Merek pada TikTok terhadap Minat Beli Cookie Bomb Fudgybro

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Abstrak

Penelitian ini berfokus untuk menganalisis dan membuktikan beberapa variabel yang dapat memengaruhi minat beli produk Cookie Bomb Fudgybro. Variabel tersebut meliputi *user-generated content* (UGC), e-WOM, dan citra merek yang diterapkan pada media sosial TikTok. Penelitian menggunakan pendekatan kuantitatif dengan 100 responden meliputi pengguna aktif TikTok yang mengetahui produk Cookie Bomb Fudgybro di Jakarta sebagai sampelnya. Data penelitian dianalisis menggunakan teknik *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui *software* SmartPLS 4. Teknik tersebut dimanfaatkan untuk menguji hubungan antar variabel yang digunakan dalam model penelitian. Hasil penelitian menunjukkan bahwa (1) UGC berpengaruh positif dan signifikan terhadap minat beli Cookie Bomb Fudgybro, (2) e-WOM berpengaruh positif dan signifikan terhadap minat beli Cookie Bomb Fudgybro, serta (3) citra merek berpengaruh positif dan signifikan terhadap minat beli Cookie Bomb Fudgybro.

Kata kunci: citra merek, *electronic word-of-mouth*, minat beli, *user-generated content*.