

***Purchase Intention of Erigo Products
(A Study in DKI Jakarta)***

By Shahinaz Oktavirani

Abstract

This study investigates how User Generated Content (UGC), Electronic Word of Mouth (e-WOM), and Brand Image contribute to consumers' intention to purchase Erigo products. A quantitative method was applied by involving 150 respondents aged above 17 years who live in DKI Jakarta and are familiar with the Erigo brand. The sampling process used a non-probability approach with purposive selection criteria. Primary data were collected through an online questionnaire distributed via Google Forms. The data were then processed using both descriptive and inferential techniques with the assistance of SmartPLS version 4.0.9.9. The findings demonstrate that: (1) User Generated Content (UGC) significantly affects consumers' Purchase Intention toward Erigo products; (2) Electronic Word of Mouth (e-WOM) also has a significant impact on purchase intention; and (3) Brand Image plays a substantial role in influencing consumers' intention to buy Erigo products.

Keywords: *User Generated Content, Electronic Word of Mouth, Brand Image, Purchase Intention*

***Purchase Intention Produk Erigo
(Studi di DKI Jakarta)***

Oleh Shahinaz Oktavirani

Abstrak

Penelitian ini dilakukan untuk menelaah bagaimana *User Generated Content (UGC)*, *Electronic Word of Mouth (e-WOM)*, dan *Brand Image* memengaruhi *Purchase Intention* terhadap produk Erigo. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan melibatkan 150 responden berusia di atas 17 tahun yang tinggal di DKI Jakarta dan telah mengenal produk Erigo. Teknik sampling yang digunakan ialah *non-probability sampling* dengan metode *purposive*. Data primer dikumpulkan melalui penyebaran kuesioner secara daring menggunakan Google Forms. Data tersebut kemudian dianalisis menggunakan teknik deskriptif dan inferensial dengan bantuan perangkat lunak *SmartPLS* versi 4.0.9.9. Hasil penelitian menunjukkan bahwa: (1) *User Generated Content (UGC)* terbukti berpengaruh signifikan terhadap *Purchase Intention* produk Erigo; (2) *Electronic Word of Mouth (e-WOM)* juga berpengaruh signifikan terhadap *Purchase Intention* produk Erigo; dan (3) *Brand Image* memberikan kontribusi signifikan dalam mendorong *Purchase Intention* produk Erigo.

Kata Kunci: *User Generated Content, Electronic Word of Mouth, Brand Image, Purchase Intention*