International Journal of Current Economics & Business Ventures, 5 (2) 2025, 602-628
International Journal of Current Economics & Business Ventures
https://scholarsnetwork.org/journal/index.php/ijeb

JOURNAL

THE INFLUENCE OF USER GENERATED CONTENT AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS AT JATINANGOR HOUSE THROUGH BRAND IMAGE AS AN INTERVENING VARIABLE

Nauval Muhammad Aqil
nauvalmaqil@gmail.com
Universitas Negeri Jakarta

Abstract:
This study aims to analyze the influence of User Generated Content (UGC) and Electronic Word of Mouth (e-WOM) on purchasing decisions at Jatinangor House, with Brand Image as an intervening variable. This research employs a quantitative method with a survey technique using questionnaires distributed online to respondents who are consumers of Jatinangor House in the Jakarta area. Data were analyzed using the Structural Equation Modeling (SEM) method with LISREL 8.80. The results show that UGC and e-WOM have a positive and significant effect on Brand Image. Furthermore, Brand Image has a positive and significant effect on purchasing decisions. UGC also has a positive effect on purchasing decisions, while e-WOM does not have a significant direct effect on purchasing decisions. In addition, Brand Image is proven to mediate the influence of UGC and e-WOM on purchasing decisions. These findings provide practical implications for culinary business practitioners to maximize user-generated content and positive e-WOM communication in building a strong brand image to increase consumer purchasing decisions.

Keywords:
User Generated Content, Electronic Word of Mouth, Brand Image, Purchasing Decisions, SEM Lisrel

BACKGROUND

The rapid development of technology and the internet has made internet access increasingly easy. Currently, the use of technology, especially the internet, is no longer limited to certain groups, but is accessible to almost all levels of society. This ease of access has led to a continuous increase in the number of internet users in Indonesia every year. In 2024, according to data from a survey conducted by the Indonesian Internet Service Providers Association (APJII), 79.50% of the total population of Indonesia, or 221,563,479 people, have used the internet, an increase of 1.31% compared to 2023.

Advances in technology and the internet have impacted various aspects of society, one of which is reflected in the patterns of interaction between individuals. According to Ginting et al. (2024), in today's digital age, the internet and technology have changed the way individuals interact and communicate using information technology and social networks. The emergence and development of social media platforms such as Facebook, Instagram, X (formerly known as Twitter), and TikTok enable individuals to connect with one another without geographical boundaries, creating fast-paced communication networks with extensive reach. The rise of social media has shaped new communication patterns, including text-based communication, image-based communication, video-based communication, and real-time communication with

individuals located far away. This, of course, can have significant impacts on various aspects of life, including social, political, and economic dimensions.

The development of information and communication technology, particularly the evolution of social media, has transformed how consumers seek information and make purchasing decisions. A phenomenon emerging from the development of social media is User-Generated Content (UGC), which essentially consists of reviews provided by internet users who have used or experienced a product or service and then share their experiences on social media, enabling other consumers to consider their options before purchasing the product or service (Anisa & Marlena 2022). In addition to UGC, another phenomenon arising from the development of communication and information technology is Electronic Word of Mouth (e-WOM). According to Putri et al. (2024), e-WOM refers to reviews provided by users who have used a particular product, typically in the form of comments or recommendations for potential consumers of that product.

Jatinangor House not only has a restaurant that provides a dining space for customers to enjoy their meals on-site but also operates a cloud kitchen-concept restaurant. According to Hidayat (2024), a cloud kitchen is a kitchen concept that does not have a physical restaurant for consumers to dine in; instead, it focuses solely on takeout orders and online delivery. With this cloud kitchen concept, it can reach a wider consumer base because operational costs are lower, allowing for the opening of more cloud kitchens, and consumers can also place food orders more easily and quickly.

The emergence of the cloud kitchen concept used by Jatinangor House demonstrates its ability to adapt to digital developments, as consumer behavior in the digital era is increasingly shifting toward online food ordering via food e-commerce platforms and online ride-hailing apps. In this context, UGC and e-WOM play a crucial role in expanding Jatinangor House's promotional reach organically. With positive reviews, appealing food images, and consumer-generated content uploaded to social media platforms like TikTok, Instagram, and Facebook, these elements can indirectly influence consumer purchasing decisions and strengthen Jatinangor House's brand image.

It is important to note that while UGC and e-WOM can have positive impacts, they also have the potential to negatively affect brand image and purchasing decisions. This occurs because fellow consumers are perceived as more trustworthy and unbiased, and UGC is considered relevant when it accurately represents a product based on user experience (Hayat et al., 2024). Therefore, when there is positive UGC and e-WOM about a brand, it ultimately has a positive effect on the brand image because consumers will respond positively to such UGC and e-WOM. Conversely, if there is negative UGC and e-WOM, it will also have a negative impact on the brand.

THEORETICAL FRAMEWORK

User Generated Content

UGC is an unlimited medium with a wide reach that gives users freedom in terms of preferences, reviews, and opinions within virtual communities. With UGC, it is hoped that messages or information related to a product or service needed by consumers and potential consumers can be conveyed through social media (Purba & Irwansyah, 2022). UGC content typically takes the form of reviews shared by social media users based on their experiences with a product through social media (Jesselyn & Sari, 2024). According to Khofifah, R. N., & Hasanah, K. (2023) in their study titled "Analysis of Purchase Decisions on Instagram Through the Variable of Perceived Value as an Intervening Factor," UGC has a significant positive influence on purchase decisions, indicating that UGC influences the purchase decisions made by consumers, which can occur due to the dissemination of information contained in UGC.

Electronic Word of Mouth

Rapidly advancing technology has brought about a shift in the way people communicate, transforming what was once a conventional method into a digital one. One example is the dissemination of information, which was initially passed from person to person when individuals met face-to-face, resulting in the transfer of information. However, due to the advancement of digital technology, this word-of-mouth information has evolved into a process where information spreads from one mouse click to the next, much like a virus that continues to spread. This has encouraged consumers to share information or share their experiences using a brand's products online with internet users, reaching an unlimited audience. This phenomenon can also be referred to as electronic word of mouth (e-WOM) (Kawalo et al., 2022).

Brand Image

Brand image is a comprehensive picture formed in the minds of consumers about a brand, which describes consumers' perceptions, relationships, and experiences with that brand (Mawardy & Lestari, 2023). According to Budiman & Putri (2022), brand image can be described as an understanding of the brand that is imprinted in consumers' memories. Brand image encompasses understanding and trust in the brand, and it can symbolize consumers' overall perceptions of the information available about the brand. Brand image resides in a person's memory and is interpreted into product characteristics, benefits, usage context, user characteristics, and product characteristics. Indirectly, it also encompasses the emotional aspects of consumers (Iranda et al., 2024).

Purchasing Decisions

The purchasing decision-making process reflects consumers' direct actions in choosing a product, which is generally influenced by their preferences for certain brands (Wardhana et al., 2024). According to Irwansyah et al. (2021), a purchase decision is an individual's evaluation of various options and decision to choose a product from among many choices. Furthermore, according to Sudirjo et al. (2024), a purchase decision is a decision made by consumers to purchase certain goods or services after evaluating the available alternatives. A purchase decision is a decision made by consumers that is influenced by many factors such as economics, technology, culture, products, prices, politics, location, promotions, and other people, thereby shaping consumers' attitudes in processing all information and drawing conclusions to purchase a product (Poluan et al., 2024).

METHOD

Research Period

This research will be conducted over a period of seven months, starting from the research proposal preparation stage in January 2025 until July 2025. This timeframe is appropriate for researchers to focus fully on conducting the research.

Research Location

The researcher has decided that this research will be conducted online in Jakarta. The selection of Jakarta as the research location is based on information obtained from the official social media account of Jatinangor House, which indicates that most of Jatinangor House's branches are located in Jakarta, resulting in a significant dominance of consumers from the Jakarta area. This allows the researcher to distribute a larger number of questionnaires despite the relatively short timeframe. This research will be conducted online by distributing

questionnaires created using Google Forms, which will then be shared via social media to save time and costs.

Research Design

This research uses a quantitative approach with analytical methods aimed at testing the relationships between variables defined within the theoretical framework. The variables in this study are measured using instruments that have been compiled in the form of questionnaires, so that the data obtained can be analyzed statistically. The focus of this study is to determine the influence of user-generated content (X1), electronic word of mouth (X2), and brand image (Y) on purchase decisions (Z).

Data collection was conducted through a survey of respondents who are consumers or potential consumers of Jatinangor House, particularly those residing in the Jakarta area. Data collection was carried out by distributing questionnaires online to reach a wider and more efficient range of respondents. The questionnaire used was designed to measure respondents' perceptions of the four variables under study, and each question item was formulated based on indicators adopted from previous relevant studies.

Population

The population is the research object with specific characteristics that are the primary focus of the study to enable observation or analysis aimed at drawing specific conclusions in a particular area. In this study, the population to be studied is consumers who have made purchases from Jatinangor House in the Jakarta area.

Sample

The technique used in sampling in this study is non-probability sampling, which is a sampling technique that does not give equal opportunity to each element or member of the population to be selected as a sample (Prihastuty, 2023). The sample size in this study will use purposive sampling. In this study, the sample size is 10 times the number of indicators, which is 20, so the sample size in this study is 200 samples.

Data Collection Technique

In this study, the data used is primary data. This is because the data in this study is obtained directly from the respondents. The data is obtained through a survey method by distributing questionnaires. The questionnaire is created using Google Forms, which will contain statements prepared by the researcher, and the questionnaire will be distributed online to respondents through social media. These statements represent the variables to be studied with predetermined answer choices so that respondents will not be given the opportunity to provide other answers.

Data Analysis Technique

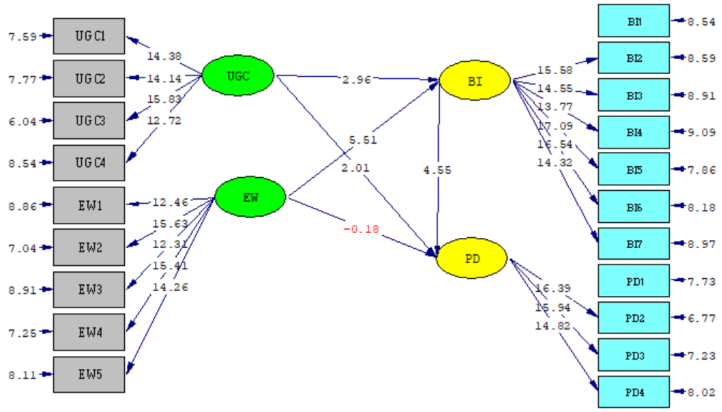
In this study, the measurement of validity and reliability will use Lisrel software, and Structural Equation Modeling (SEM) testing will also be measured using Lisrel software. The selection of Lisrel software for SEM testing is due to its ability to identify complex relationships between variables (Purwanto et al., 2021). Data will be obtained from the responses to each indicator filled out by respondents through the questionnaire.

International Journal of Current Economics & Business Ventures, 5 (2) 2025, 602-628
International Journal of Current Economics & Business Ventures
https://scholarsnetwork.org/journal/index.php/ijeb

RESULT

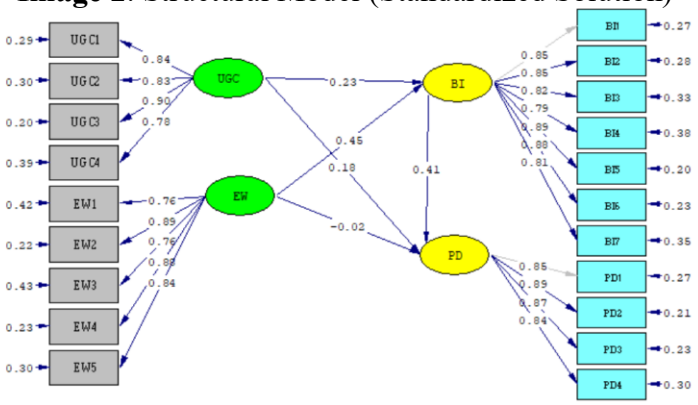
Research Results

Image 1. Structural Model (t-value)



Source: Output Lisrel 8.8 (2025)

Image 2. Structural Model (Standardized Solution)



Source: Output Lisrel 8.8 (2025)

Description:

a) UGC : User Generated Content
b) EW : Electronic Word of Mouth
c) BI : Brand Image
d) PD : Purchase Decision

Based on the results of questionnaire data processing using Lisrel software, the results of structural model analysis in Figures 4.1 and 4.2 produced estimates for the standardized influence relationships between variables in the form of standardized solution values and t-values. Figures 4.1 and 4.2 show an overview of the magnitude of the influence of each variable.

International Journal of Current Economics & Business Ventures, 5 (2) 2025, 602-628
International Journal of Current Economics & Business Ventures
https://scholarsnetwork.org/journal/index.php/ijeb

Table 1. Path Variabel

No	Path	Standardization Coefficient	t-value	t-tabel	Significance	Conclusion
1	UGC → BI	0,23	2,96	1,96	Significant	H1 accepted, UGC has a positive and significant effect on BI
2	EW → BI	0,45	5,51	1,96	Significant	H2 accepted, EW has a positive and significant effect on BI
3	BI → PD	0,41	4,55	1,96	Significant	H3 accepted, BI has a positive and significant effect on PD
4	UGC → PD	0,18	2,01	1,96	Significant	H4 accepted, UGC has a positive and significant effect on PD
5	EW → PD	-0,02	-0,18	1,96	Not Significant	H5 rejected, EW does not have a positive and significant effect on PD
6	Mediasi BI pada UGC → PD	0,10	2,53	1,96	Significant	H6 accepted, BI can mediate the relationship between UGC and PD
7	Mediasi BI pada EW → PD	0,19	3,56	1,96	Significant	H7 accepted, BI can mediate the relationship between EW and PD

Source: Output Lisrel 8.8 (2025)

Figure 1 shows the standardized solution structural model that illustrates the effects on each variable in this study. From the processed data, the following structural model equation was obtained:

International Journal of Current Economics & Business Ventures, 5 (2) 2025, 602-628
International Journal of Current Economics & Business Ventures
https://scholarsnetwork.org/journal/index.php/ijeb

Table 2. Structural Equation Modeling

Structural Equations

BI = 0.23*UGC + 0.45*EW, Errorvar.= 0.62 , R^2 = 0.38
(0.079) (0.082) (0.087)
2.96 5.51 7.14

PD = 0.41*BI + 0.18*UGC - 0.017*EW, Errorvar.= 0.74 , R^2 = 0.26
(0.090) (0.088) (0.094) (0.10)
4.55 2.01 -0.18 7.16

Source: Output Lisrel 8.8 (2025)

The results of the structural analysis in Lisrel 8.8 show the following relationships between latent constructs (Structural Equations):

The first equation is BI = 0.23*UGC +0.45*EW, with an error variance of 0.62 and a coefficient of determination (R^2) of 0.38, or 38%. This means that the variables UGC and EW together can explain 38% of the variation in BI. The coefficient value of 0.23 for UGC to BI, with a t-value of 2.96, indicates a positive and significant relationship. The coefficient value of 0.45 for EW to BI, with a t-value of 5.51, also indicates a positive and significant relationship. For the second equation, PD = 0.41*BI + 0.18*UGC - 0.017*EW, with an error variance of 0.74 and a coefficient of determination (R^2) of 0.26 or 26%, meaning that the variables BI, UGC, and EW together explain 26% of the variation in the PD variable. The coefficient value of 0.41 for BI to PD with a t-value of 4.55 indicates a positive and significant relationship. Furthermore, the coefficient of 0.18 for UGC to PD with a t-value of 2.01 indicates a positive and significant relationship. However, the coefficient of -0.017 for EW to PD with a t-value of -0.18 indicates a negative and insignificant relationship, so the effect of EW on PD is not statistically significant.

Table 3. Direct Effects, Indirect Effects, and Total Effects

Dari	Melalui	Ke	Pengaruh Langsung	Pengaruh Tidak Langsung	Pengaruh Total
UGC		BI	0,23		0,23
EW		BI	0,45		0,45
UGC		PD	0,18		0,18
EW		PD	-0,017		-0,017
BI		PD	0,41		0,41
UGC	BI	PD	0,18	0,23*0,41 = **0,09**	0,27
EW	BI	PD	-0,017	0,45*0,41 = **0,19**	0,17

Source: Output Lisrel 8.8 (2025)

Explanation of Table 4.9:

a. User-generated content (UGC) has a direct positive effect on brand image (BI) of 0.23 or 35%.
b. Electronic word of mouth (EW) has a direct positive effect on brand image of 0.45 or 45%.
c. UGC has a direct positive effect on purchase decision (PD) of 0.18 or 18%.
d. EW has a direct negative effect on PD of -0.017 or -1.7%.
e. BI has a direct positive effect on PD of 0.41 or 41%.

International Journal of Current Economics & Business Ventures, 5 (2) 2025, 602-628
International Journal of Current Economics & Business Ventures
https://scholarsnetwork.org/journal/index.php/ijeb

f. UGC has an indirect effect through BI on PD of 0.09 or 9%.
g. EW has an indirect effect through BI on PD of 0.19 or 19%.

Table 4. Results of Direct and Indirect Relationship Analysis

Total Effects of KSI on ETA

	UGC	EW
BI	0.23	0.45
	(0.08)	(0.08)
	2.96	5.51
PD	0.27	0.17
	(0.09)	(0.09)
	2.99	1.88

Indirect Effects of KSI on ETA

	UGC	EW
BI	- -	- -
PD	0.10	0.19
	(0.04)	(0.05)
	2.53	3.56

Source: Output Lisrel 8.8 (2025)

Based on the analysis conducted, the following results were obtained:

Hypothesis 1: Accepted

User-generated content has a positive and significant effect on brand image. Based on Table 4.15, the total effect was obtained with a t-value of 2.96 > 1.96 and a positive effect of 0.23. This means that the more positive the user-generated content related to Jatinangor House, the more significantly the brand image of Jatinangor House will improve.

Hypothesis 2: Accepted

Electronic word of mouth (e-WOM) has a positive and significant effect on brand image. Based on Table 4.15, the total effect has a t-value of 5.51 > 1.96 and a positive influence of 0.45. This means that the more positive the e-WOM related to Jatinangor House, the more significantly the brand image of Jatinangor House will increase.

Hypothesis 3: Accepted

Brand image has a positive and significant effect on purchase decisions. Based on Table 4.13, the total effect has a t-value of 4.55 > 1.96 and a positive direct effect of 0.41. This means that the more positive the brand image associated with Jatinangor House, the more significantly consumers' decisions to purchase products at Jatinangor House will increase.

Hypothesis 4: Accepted

User-generated content (UGC) has a positive and significant effect on purchasing decisions. Based on Table 4.15, the total effect has a t-value of 2.99 > 1.96 and a positive influence of 0.27. This means that the more positive the UGC related to Jatinangor House, the more significantly consumers' decisions to purchase products at Jatinangor House will increase.

Hypothesis 5: Rejected

E-WOM has a positive but insignificant effect on purchasing decisions. Based on Table 4.15, the total effect has a t-value of 1.88 < 1.96 and a positive influence of 0.17. However, the direct effect of e-WOM on purchase decisions is negative at -0.017 with a t-value of -

0.18. This means that e-WOM has a negative effect and does not significantly influence consumers' purchase decisions at Jatinangor House. Thus, it indicates that an increase in e-WOM cannot be guaranteed to directly increase purchase decisions.

Hypothesis 6: Accepted

Brand image can mediate the relationship between user-generated content and purchasing decisions. Based on Table 4.15, the total effect has an indirect influence t-value of 2.53 > 1.96 and a positive indirect influence of 0.10. It also has a total positive effect of 0.27 with a t-value of 2.99 > This means that UGC not only directly influences purchasing decisions but also indirectly influences them through a significant improvement in brand image, leading to an increase in purchasing decisions among Jatinangor House consumers. By building a positive brand image through UGC, this positive brand image then significantly increases consumers' decisions to purchase Jatinangor House products.

Hypothesis 7: Accepted

Brand image can mediate the relationship between e-WOM and purchasing decisions. Based on Table 4.15, the total effect has an indirect influence t-value of 3.56 > 1.96 and a positive indirect influence of 0.19. It also has a total positive effect of 0.17, although the direct effect is not significant with a t-value of -0.18 < 1.96. This means that e-WOM indirectly influences purchasing decisions through brand image. An increase in e-WOM can enhance brand image, which in turn influences an increase in consumer purchasing decisions for Jatinangor House.**DISCUSSION**

User Generated Content Has a Positive and Significant Impact on Brand Image

The impact of User Generated Content (UGC) on Brand Image (BI) is positive and significant. Therefore, it can be said that UGC has a direct positive impact on BI, with a t-value of 2.96 > 1.96 and a coefficient value of 0.23. This indicates that the more user-generated content, such as reviews, testimonials, or other posts on social media, the stronger the BI of a product becomes.

Electronic Word of Mouth Has a Positive and Significant Impact on Brand Image

The influence of Electronic Word of Mouth (e-WOM) has a positive and significant impact on brand image (BI), with a t-value of 5.51 > 1.96 and a coefficient value of 0.45. This result indicates that consumers' perceptions of a brand can be formed and enhanced through positive reviews and comments from other consumers on social media or other digital platforms.

Brand Image Has a Positive and Significant Influence on Purchasing Decisions

The influence of brand image (BI) on purchasing decisions has a positive and significant effect, with a t-value of 4.55 > 1.96. This means that the better a brand's image is in the eyes of consumers, the more likely those consumers are to decide to purchase the product.

User-Generated Content Has a Positive and Significant Influence on Purchase Decisions

UGC has a positive and significant influence on purchase decisions, with a t-value of 2.99 > 1.96 and a coefficient value of 0.27. This means that content created by users or consumers, such as reviews, experience-sharing content, or other content on social media, has the power to directly influence other consumers in making decisions to purchase a product.

Electronic Word of Mouth Has a Positive and Significant Influence on Purchase Decisions

E-WOM has a negative and non-significant direct effect on purchasing decisions, with a t-value of -0.18 < 1.96 and a coefficient value of -0.02. Although e-WOM has an influence on brand image, this study did not find sufficient evidence to indicate that e-WOM directly influences purchasing decisions.

The rejection of this hypothesis can also be explained through the Consumer Decision Making Process theory. In this theory, the consumer decision-making process consists of five stages, namely: recognition of needs, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. e-WOM plays a role in the information search and alternative evaluation stages, but it is not strong enough to directly drive consumers to the purchase decision stage, especially if the information received has not yet formed a strong perception of the brand. Therefore, in this context, e-WOM is more effective when it functions as an initial information source that helps consumers become familiar with the product, but it still requires mediation in the form of brand image formation to influence the purchase decision as a whole.

This finding is reinforced by the results of a descriptive analysis of the e-WOM variables. Based on Table 4.3, although most respondents admitted to frequently reading customer reviews on social media (item EW1, mean = 3.06) and considered these reviews to influence their confidence in making a purchase (EW4, mean = 3.24), there remains some hesitation among respondents to use e-WOM as the primary reference for purchasing (EW2 and EW5 have means of 3.09 and 2.96, respectively). This means that even though e-WOM is accessed, not all respondents actually use it as the primary basis for their final decision. This aligns with the results of the descriptive analysis of purchasing decisions, where the average score for item PD3—which states that consumers consider Jatinangor House products compared to other fast-food restaurants—is relatively low (mean = 2.87), and there is high variation in the distribution of responses. This indicates that respondents remain uncertain and consider many other factors before making a purchase, even though they have accessed information through e-WOM.

Additionally, the characteristics of the respondents in this study, who are predominantly Generation Z and students, also play a significant role in explaining these results. This generation is known as digital natives, but they are also highly critical and selective in accepting online information. They are not easily swayed by anonymous reviews or ordinary comments on social media and instead prioritize content that appears authentic, such as video reviews (UGC), unboxing videos, and visual testimonials. In other words, although they are frequently exposed to e-WOM, the final decision still depends on how much the information shapes a positive perception of the brand, which in this research model is reflected in the mediating role of the brand image variable (Y).

Thus, it can be concluded that while e-WOM has potential as an information source, its influence on purchasing decisions is not direct. Rather, the brand image formed from e-WOM plays a crucial role as a bridge in the decision-making process, in line with the flow of this research model (X2 → Y → Z). This reinforces the importance of managerial focus on strengthening brand image as a follow-up step to efforts to build communication through e-WOM.

Brand Image Mediates the Relationship between User Generated Content and Purchase Decisions

The results of the analysis show that brand image significantly mediates the relationship between UGC and purchase decisions, with a t-value of 2.53 > 1.96 and an indirect effect

value of 0.10. This indicates that UGC not only influences purchase decisions directly, but also indirectly through brand image.

In this study, the mediation provided by brand image on the relationship between UGC and purchase decisions is partial mediation. This is because brand image can explain part of the influence of UGC on purchase decisions, and there is still a positive and significant direct relationship between UGC and purchase decisions (Sidhu et al., 2021).

Brand Image Mediates the Relationship between Electronic Word of Mouth and Purchase Decisions

The results of this study show that brand image also significantly mediates the relationship between e-WOM and purchase decisions, with a t-value of 3.56 > 1.96 and an indirect effect value of 0.19.

In this study, the mediation provided by brand image on the relationship between e-WOM and purchase decisions is full mediation. This is because brand image can explain the entire influence of e-WOM on purchase decisions, so that there is no longer a significant direct relationship between e-WOM and purchase decisions (Sidhu et al., 2021).

CONCLUSION

1. User-generated content has a positive and significant effect on brand image, as indicated by a t-value of 2.96 and a coefficient value of 0.23, which means that the more positive content generated by users or consumers, the stronger the brand image will be.
2. Electronic word of mouth has a positive and significant effect on brand image, as indicated by a t-value of 5.51 and a coefficient value of 0.45. This shows that reviews, comments, and recommendations provided by consumers online can enhance positive perceptions of the brand.
3. Brand image has a positive and significant effect on purchasing decisions, as indicated by a t-value of 4.55 and a coefficient value of 0.43, showing that a strong brand perception can encourage consumers to make a purchase.
4. User-generated content also has a direct positive and significant effect on purchasing decisions, as indicated by a t-value of 2.99 with a coefficient value of 0.27, indicating that content created directly by consumers or users can influence consumers to make purchasing decisions.
5. Electronic word of mouth has a negative and insignificant effect on purchasing decisions, as indicated by a t-value of 1.88 and a coefficient value of 0.17. Although the effect of e-WOM on purchasing decisions is positive, it is not statistically significant.
6. Brand image can significantly mediate the relationship between user-generated content and purchasing decisions, as indicated by a t-value of 2.53 with a coefficient value of 0.10. This means that UGC not only has a direct impact but also shapes brand image first, which then drives consumers to make purchasing decisions.
7. Brand image can also significantly mediate the relationship between electronic word of mouth and purchase decisions, as indicated by a t-value of 3.56 and a coefficient value of 0.19. Although e-WOM does not have a significant direct effect on purchase decisions, it can influence purchase decisions through a positive brand image first. It is this brand image that then significantly influences consumers to make a purchase.

BIBLIOGRAPHY

Addinna, D. (2023). E-WOM: Digital Komunikasi Pemasaran yang Efektif. Manajerial: Jurnal Manajemen dan Sistem Informasi, 149-154.

Adriana, T., Ellitan, L., & Lukito, R. S. (2022). Pengaruh Social Media Marketing dan Electronic Word of Mouth terhadap Purchase Intention Melalui Brand Image pada Scarlett-Whitening di Surabaya. Jurnal Ilmiah Mahasiswa Manajemen (JUMMA), 21-29.

Andarista, F., Hariyani, D. S., & Fauzi, R. U. (2022). Pengaruh Brand Ambassador Dan Promosi Terhadap Minat Beli Brand Erigo Melalui Brand Image Sebagai Variabel Intervening. Journal of Current Research in Business and Economics, 36-44.

Angely, M., Asiyah, S., & Primanto, A. B. (2024). Pengaruh Content Marketing, Brand Image dan E-WOM (Electronic Word of Mouth) Terhadap Keputusan Pembelian Moisturizer Skintific (Studi Kasus Pada Mahasiswa FEB UNISMA Pengguna Aplikasi Shopee). 1477-1486.

Anggraini, F. D., Aprianti, Setyawati, V. A., & Hartanto, A. A. (2022). Pembelajaran Statistika Menggunakan Software SPSS untuk Uji Validitas dan Reliabilitas. JURNAL BASICEDU, 6491-6504.

Anisa, K. D., & Marlena, N. (2022). The Influence Of User Generated Content And E-Wom On The Tiktok Application On The Ppurchase Intention Of Fashion Products. 207-218.

Aripradono, H. W. (2020). Penerapan Komunikasi Digital Storytelling Pada Media Sosial Instagram. 121-128.

Ashrori, T. I., & Santosa, S. B. (2023). Analisis Pengaruh Strategi Co-Branding, Harga Produk, dan Media Sosial sebagai Media Promosi terhadap Keputusan Pembelian Produk Sepatu Lokal Aerostreet dengan Minat Beli sebagai Variabel Intervening. DIPONEGORO JOURNAL OF MANAGEMENT, 1-15.

Azhar, M., Sutiono, H. T., & Wisnalmawati, &. (2021). The Effect of Digital Marketing and Electronic Word of Mouth on Purchase Decisions and Customer Satisfaction. 289-305.

Buanantari, A., & Arinta, Y. N. (2024). Eksplorasi Labe lHalal, Electronic Word of Mouth, dan Influencer Media Sosial terhadap Keputusan Pembelian dengan Citra Brand sebagai Variabel Intervening. JournalofHalalIndustryStudies, 45-60.

Budiman, J., & Putri, &. T. (2022). Analisa Peran Celebrity Endorser Terhadap Purchase Intention dengan Brand Image Sebagai Mediating Pada Industri Kuliner di Kota Batam. 128-139.

Chairil Pua Tingga, S. M., Walmi Sholihat, S. M., Putu Chris Susanto, M. M., Tati Handayani, S. M., Dr. I Wayan Ruspendi Junaedi, S. M., I Komang Angga Maha Putra, S. M., & Made Ayu Jayanti Prita Utami, S. M. (2022). Seni Pemasaran Kontemporer. Bandung: MEDIA SAINS INDONESIA

Cheung, M. L., Pires, G., & Philip J. Rosenberger, I. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. Asia Pacific Journal of Marketing, 695-720.

Choirisa, S. F., Purnamaningsih, P., & Alexandra, Y. (2021). The effect of e-WOM on destination image and attitude towards the visit intention in Komodo National Park, Indonesia. 49-60.

Christine, S. H., & B. K. (2024). User Generated Content (UGC) to Visit and Purchase Intention: Literature Review. JAMEK (JURNAL AKUTANSI MANAJEMEN

EKONOMI DAN KEWIRAUSAHAAN), 108-120.

Dairina, L., & Sanjaya, &. F. (2022). Pengaruh Brand Image terhadap Keputusan Pembelian Produk (Studi pada Produk Sepatu Merek Converse). AT-TAWASSUTH:Jurnal Ekonomi Islam, 118-134.

Darmawan, A. T., & BudiSetiawan, &. M. (2024). Pengaruh Influencer Marketing, Electronic Word of Mouth dan Social Media Marketing terhadap Keputusan Pembelian. Jurnal Ekonomi & Ekonomi Syariah, 778-790.

Fitriani, N. M., Andriyani, B., & Rahardja, C. T. (2022). Analisis Pengaruh Electronic Word of Mouth melalui Instagram terhadap Brand Image dan Purchase Intention. JEKU (Jurnal Ekonomi dan Kewirausahaan), 1-15.

Fitryani, & Nanda2, &. A. (2022). Implikasi Elektronik Word of Mouth dalam Membangun Tren Pembelian Thrift pada E-commerce. 171-178.

Frenredy, W., & Dharmawan, P. (2020). Dimensi Brand Image Untuk Memprediksi Brand Love Dan Brand Loyaty. Jurnal Manajerial dan Kewirausahaan, 1005-1014.

Ginting, D. C., Rezeki, S. g., Siregar, A. A., & Nurbaiti. (2024). Analisis Pengaruh Jejaring Sosial Terhadap Interaksi Sosial di Era Digital . PPIMAN : Pusat Publikasi Ilmu Manajemen Volume. 2, No. 1 Januari 2024 , 22-29.

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context. Canadian Journal of Administrative Sciences, 5-23.

Hayat, M. A., Hermawan, A., & AsepNuryadin. (2024). Pengaruh Social Media Marketing dan User Generated Content (UGC) terhadap Purchase Decision Produk Luxcrime pada Generasi Z di TikTok. Journal of Information Systems Management and Digital Business (JISMDB), 40-49.

Hidayat, A. (2024). Strategi Periklanan Terbaru Food & Beverage (F&B) Di Dunia Digital Di Asia Tenggara Dan Indonesia Juga Manfaatnya Bagi Kedua Belah Pihak. EMABI: EKONOMI DAN MANAJEMEN BISNIS.

Hisyam, A. (2021). Aplikasi Metode Structural Equation Modeling Dengan LISREL 8.72.

Iranda, D., Sari, S., & SM, A. E. (2024). Strategi Public Relation PTSari Melati Kencana Dalam Mengukuhkan Brand Image Pada Pizza Hut Bengkulu. 17-30.

Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., . . . Lestari, A. S. (2021). Perilaku Konsumen. Bandung: Widina Bhakti Persada Bandung.

Jesselyn, E., & Sari, &. W. (2024). Analisis Regresi User Generated Content terhadap Brand Image Produk Skintific di Aplikasi TikTok Untuk Generasi Z. 184-193.

Joseph F. Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis EIGHTH EDITION. Annabel Ainscow.

Kawalo, O. R., Wenas, R. S., & Rogi, M. H. (2022). Pengaruh Electronic Word of Mouth, Harga, dan Kualitas Produk terhadap Minat Beli Konsumen (Studi pada Etsuko Kitchen Manado). 1340-1351.

Khofifah, R. N., & Hasanah, K. (2023). Analisis Keputusan Pembelian pada Instagram melalui Variabel Perceived Value sebagai Intervening. Management & Accounting Expose, 97-

109.

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Upper Saddle River, NJ: Pearson Education.

Lukitaningsih, A., Hutami, L. T., & Indahsari, M. N. (2024). Analisis Pengaruh Electronic Word of Mouth (E-Wom) dan Celebrity Endorser terhadap Purchase Decision Melalui Brand Image sebagai Variabel Intervening: Studi pada konsumen Emina Cosmetics. 471-481.

Luo, W., & Lee, (.-C. (2022). How User-Generated Content Characteristics Influence the Impulsive Consumption: Moderating Effect of Tie Strength. 278.

Maulana, N., Saftari, I. J., & Batu, R. L. (2021). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian dimediasi oleh Brand Trust pada Bukalapak. 2327-2341.

Mawardy, R. N., & Lestari, &. W. (2023). Analisis Pengaruh Product Quality dan Gaya Hidup terhadap Keputusan Pembelian dengan Brand Image sebagai Variabel Intervening (Studi Kasus pada Konsumen Mie Gacoan di Surakarta). Jurnal Bisnis dan Manajemen, 876-884.

Meranga, I. S. (2023). Examining the Impact of User-Generated Content and Firm-Generated Content on Brand Equity: The Mediating Role of Brand Credibility in Private Higher Education. 266-279.

Minanda, H., Ulya, B. N., & Nita, K. S. (2023). Analisis Pengaruh Electronic Word of Mouth (eWOM) terhadap Brand Image dan Keputusan Berkunjung ke Gili Trawangan Lombok. 2385-2392.

Nur, D. S., & Octavia, A. (2022). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian dengan Kepercayaan Konsumen sebagai Mediasi pada Marketplace Shopee di Kota Jambi. Jurnal ManajemenTerapan dan Keuangan (Mankeu), 387-399.

Poluan, J. G., Karuntu, M. M., & Samadi, R. L. (2024). Pengaruh Digital Marketing terhadap Keputusan Pembelian Produk Kuliner Tradisional (Studi pada Konsumen Gen Z di Kota Tomohon). JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI (JMBI UNSRAT), 119-127.

Prihastuty, D. R. (2023). Pengantar Statistika. Solok: PT MAFY MEDIA LITERASI INDONESIA.

Purba, H., & Irwansyah, &. (2022). User Generated Content dan Pemanfaatan Media Sosial Dalam Perkembangan Industri Pariwisata: Literature Review. 229-238.

Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Manajemen Pendidikan: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Kecil. INTERNATIONAL JOURNAL OF SOCIAL, POLICY AND LAW (IJOSPL), 111-121.

Putri, S. A., Safitri, M., Yovita, L., & Oktavia, V. (2024). Pengaruh E-Wom Terhadap Keputusan Pembelian Brand Uniqlo Dengan Brand Image & Brand Trust Sebagai Variabel Mediasi(Studi Kasus : Mahasiswa Feb Universitas Dian Nuswantoro Semarang). INNOVATIVE: Journal Of Social Science Research, 5988-6003.

Rahayu, C. P., & Witjaksono, &. B. (2023). Pengaruh Social Media Marketing Dan Electronic

word of mouth Terhadap Purchase decision Melalui Brand Awareness Pada Produk Kopi Kenangan. Jurnal Bisnisman: Riset Bisnis dan Manajemen, 88-105.

Rahmawati, F. P., & Dermawan, &. R. (2024). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Lipstik Pixy Cosmetics di Kota Surabaya). 2823-2835.

Rosanti, N., Salam, K. N., & Panus. (2021). The Effectsof Brand Image and Product Quality on Purchase Decisions. Quantitative Economics and Management Studies (QEMS) , 365-375.

Sadiyyah, P. A., Octavini, N. A., Agustin, M., & Prikurnia, A. K. (2021). Mengungkap Minat Beli Konsumen melalui Video UGC dan e-WOM pada Aplikasi TikTok Studi Kasus Mahasiswa Institut Teknologi dan Bisnis Diniyyah Lampung. Journal Of Economic and Bussiness Retail, 19-26.

Saefudin, I. (2024). Leveraging User-Generated Content As A Marketing Communication Strategy. 289-298.

Salsabila, A. N., Saidani, B., & P, &. A. (2022). Pengaruh Kualitas Pelayanan dan Harga terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai Variabel Intervening: Studi Kasus Pada Pelanggan Gen Z. Jurnal Bisnis, Manajemen, dan Keuangan, 87-100.

Saraswati, A. R., & Giantari, I. G. (2022). Brand Image Mediation of Product Quality and Electronic Word of Mouth on Purchase Decision. nternationalResearch Journal of Management, IT & Social Sciences, 97-109.

Sari, A. J., Udayana, I., & Cahya, A. D. (2022). Pengaruh Brand Image terhadap Keputusan Pembelian Konsumen: Studi Kasus Variabel Green Marketing dan Brand Ambassador UMKM Ngudi Rejeki Kelorida. 308-327.

Sari, N. M., Madnasir, & Rosilawati, W. (2025). Pengaruh User Generated Content Terhadap Keputusan Pembelian dengan E-Word of Mouth sebagai Variabel Mediasi dalam Perspektif Bisnis Islam. 955-966.

SETIAWAN, F. A., & APRILIANI, R. (2024). Pengaruh Terpaan Konten Instagram @satupersenofficial terhadap Minat Mengikuti Program Satu Persen bagi Followers. CARAKA: Indonesia Journal of Communication, 263-278.

Sidhu, A., Bhalla, P., & Zafar, S. (2021). Mediating Effect and Review of its Statistical Measures. The Empirical Economics Letters, 29-40.

Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Gheta, A. P., & Wardhana, A. (2020). Brand Marketing: The Art of Branding. Bandung: MEDIA SAINS INDONESIA.

Sudirjo, F., Wahyuningsih, D., Wijayanto, G., & Wahyono, D. (2024). Teori Perilaku Konsumen dan Strategi Pemasaran. Solok: PT MAFY MEDIA LITERASI INDONESIA.

Sugiyono, P. D. (2022). Metode Penelitian Kuantitatif, Kualitatif dan R & D. Bandung: Alfabeta Bandung.

Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. CommIT Journal, 9-18.

Syahira, A. N., & Fatchiya, A. (2022). The Effectiveness of e-WOM through Instagram as a Viral Marketing Media for Agroedutourism in the during COVID-19 Pandemic. Jurnal Sains Komunikasi dan Pengembangan Masyarakat, 379-395.

Wafiyah, F., & Wusko, &. A. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. 190-200.

Wahono, R. M., & Masykuroh, &. E. (2022). Pengaruh Inovasi Produk dan Kualitas Pelayanan terhadap Daya Saing dengan Brand Image sebagai Variabel Intervening pada Bank Syariah Indonesia Kantor Cabang Nganjuk Yos Sudarso. Falahiya: Research Journal of Islamic Banking and Finance, 156-172.

We Are Social. (2024, Januari 31). Retrieved from Digital 2024: Indonesia explores the country's evolving digital and social landscape.

Z.Nur, L., Hernita, N., & Puspita, D. (2024). Pengaruh User Generated Content dan Brand Image terhadap Keputusan Pembelian (Studi pada Mahasiswa UNMA Pengguna Produk Skincare The Originote). Jurnal EKBIS (Ekonomi & Bisnis) Politeknik Piksi Ganesha, 12-24..