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The Impact of User-Generated Content and *E-WOM* on Purchase Decisions for XYZ Products on the Tiktok Application in Malang City

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Abstract: The rapid development of social media, particularly TikTok, has transformed consumer behavior in seeking information and making purchasing decisions. TikTok not only serves as an entertainment medium but also as a digital marketing platform that features user experience-based content. This condition has encouraged the emergence of *User-Generated Content* (UGC) and *Electronic Word-of-Mouth* (E-WOM) as forms of digital communication that are considered more authentic and trustworthy by consumers, particularly Generation Z as the platform's dominant user base. The high level of user interaction with XYZ product content on TikTok indicates the potential influence of UGC and E-WOM on purchase decisions, although findings from previous studies remain inconsistent. This study aims to determine the effect of UGC and E-WOM on purchase decisions for XYZ products on the TikTok application in Malang City. This study adopts a quantitative approach using a survey method. Data were collected through an online questionnaire via Google Forms, distributed to TikTok users from Generation Z in Malang City who had viewed and interacted with XYZ product content. The sampling technique employed was *purposive sampling*, with a total of 143 respondents. Data analysis was conducted using multiple linear regression with the aid of the *Statistical Package for the Social Sciences* (SPSS) application. The results indicate that UGC and E-WOM have a positive and significant effect on purchase decisions for XYZ products. Simultaneously, UGC and E-WOM also exert a significant combined influence on purchase decisions, with UGC emerging as the most dominant variable. It can be concluded that UGC and E-WOM play a significant role in influencing consumer purchase decisions on TikTok, particularly regarding XYZ products in Malang City. Therefore, companies are advised to optimize UGC-based digital marketing strategies and actively manage E-WOM to enhance consumer trust. Future research is recommended to incorporate additional variables or to examine different objects and platforms.
Keywords: User Generated Content (UGC), Electronic Word of Mouth (E-WOM), Purchase Decision

INTRODUCTION

The development of information and communication technology has brought significant changes to various aspects of human life, including the ways in which individuals interact, seek information, and make purchasing decisions (Juliana et al., 2025). Through social media, individuals can not only communicate but also share experiences, opinions, and references regarding various products and services. This shift in communication patterns has made consumers more active and engaged in the purchasing decision-making process. One of the platforms exerting the greatest influence on this behavior is TikTok (Sarusu et al., 2025). TikTok is known for its short-video format and its algorithm, which is capable of displaying content tailored to users' interests. It functions not only as an entertainment medium but also as a platform for individuals and brands to creatively market products and capture consumers' attention through visual and interactive content (Ashley & Tuten, 2015; Chandramouli & Margetis, 2024; Gamble, 2016; Yin et al., 2024).

The use of TikTok in Indonesia has increased significantly in recent years. Based on a survey conducted by the Indonesian Internet Service Providers Association (*APJII*) in 2025, TikTok ranks first as the most frequently accessed social media application among Indonesians, with a usage share of 35.17%, rising from 18.61% in 2024, thereby surpassing Facebook, which

fell to third place. The survey involved 8,700 respondents aged at least 13 years across 38 provinces in Indonesia, with results representing the general condition of national internet users. The high level of TikTok access indicates that the platform has become the dominant social media in Indonesia, displacing previously popular platforms. The *APJII* report also noted that Generation Z (born between 1997 and 2012) represents the demographic with the highest internet penetration rate, at 89.12%, indicating that the younger generation constitutes the most active social media user base, including on TikTok. These findings confirm that TikTok usage in Indonesia is particularly strong among the younger generation, making it a strategic platform for digital marketing and promotional activities in the current era.

Malang City is recognized as one of Indonesia's major university cities, with a substantial young population (Hafiz et al., 2025; Qurrata et al., 2021). Based on data from the Central Statistics Agency (*BPS*) of Malang City in (2024), approximately 25.44% of the total population of Malang City, or around 213,800 people, belong to Generation Z. This figure continues to grow as students from various regions of Indonesia relocate temporarily to pursue their studies in Malang City. Generation Z is widely recognized for its familiarity with digital technology and its active use of various social media platforms in daily life, including Instagram, YouTube, and TikTok (Putri et al., 2024). For this demographic, social media serves not only as a means of entertainment but also as a space for finding inspiration, following trends, and discovering products and services aligned with their interests (Nurhabibah & Farid, 2025).

Promotional activities conducted by various brands on TikTok have significantly influenced the purchasing behavior of the younger generation on the platform. Impulse buying behavior among Generation Z on TikTok is one of the behavioral manifestations arising from such activities (Anindita et al., 2025). According to Lazuardi and Usman (2025), impulse purchases on TikTok are triggered by marketing strategies that leverage *Fear of Missing Out* (*FOMO*) as well as the presentation of emotionally compelling content. TikTok's algorithm, which serves short and personalized videos, renders users susceptible to popular trends and promotional stimuli. Generation Z, known for its high level of social media engagement, frequently makes spontaneous purchasing decisions without undergoing a lengthy rational deliberation process (Putri & Nurhayati, 2024). This is consistent with the findings of Ainurrafiq and Ainurrafik (2024), which demonstrate that product visualization and emotional triggers have a significant effect on impulse purchase decisions among Generation Z consumers. Visually stimulating content encourages spontaneous purchase decisions, as consumers develop an immediate desire to acquire the products they encounter. Consequently, a strong visual strategy on TikTok can accelerate the purchasing decision-making process among Generation Z.

One of the brands capitalizing on this opportunity is XYZ, an Indonesian outdoor equipment brand established in 1989. XYZ is recognized for its broad product range, including bags, shoes, jackets, and hiking gear. In response to the evolving consumer behavior of the current era, XYZ has adapted its approach through modern marketing strategies, utilizing social media platforms such as TikTok as a means of introducing products and strengthening brand image (Kodani & Rochmaniah, 2023). Through its official TikTok account @XYZadventurestore.id, XYZ actively shares short video content, product reviews, and documentation of adventure activities that showcase the use of its products directly through the

repost feature on TikTok. This approach aims not only to increase brand awareness but also to attract the attention of Generation Z, who tend to be highly responsive to visual and interactive content.

As one of Indonesia's leading local outdoor equipment brands, XYZ was selected as the research object due to its broad consumer base and strong brand loyalty. This popularity has made XYZ a frequent subject of discussion across various social media platforms, particularly TikTok (Kodani & Rochmaniah, 2023). Initial observations by the researcher revealed that many TikTok users actively create *User-Generated Content* (UGC), such as review videos, hiking equipment recommendations, and personal accounts of their experiences using XYZ products. Furthermore, *Electronic Word-of-Mouth* (E-WOM) activities — in the form of comments, responses, and discussions about product quality and user experience — are also found in the comment sections and review content of other users. This phenomenon indicates that XYZ has a high level of digital exposure among TikTok users, particularly Generation Z. However, despite the relatively high intensity of UGC and E-WOM surrounding XYZ, empirical studies examining whether these digital communication activities genuinely influence purchase decisions for XYZ products remain limited.

UGC refers to content created by users rather than by companies, and may take the form of product reviews, usage videos, or personal recommendations. According to Suryatini et al. (2025), user-generated content exerts a significant influence on audience perception, as it is regarded as more authentic and trustworthy than official advertising. Short videos such as reviews and unboxings on TikTok are frequently used as references prior to purchasing a product. Contemporary consumers are more readily influenced by real experiences shared by fellow users, as such content is perceived as honest and relevant (Suryatini et al., 2025). A study by Hayat et al. (2024) demonstrated that UGC had a significant effect on purchase decisions; however, contrasting findings were reported by Wafiyah and Wusko (2023), who found that UGC did not have a significant effect on purchase decisions.

One example of UGC related to XYZ products on TikTok is a video documenting a user's experience with an XYZ bag during a mountaineering activity. In the video, the user shares their experience firsthand while using the product, covering aspects such as comfort during use, the bag's functionality in supporting the climbing activity, and an assessment of its features. The user also conveys the product's advantages and limitations based on authentic personal experience, rendering the information objective rather than solely promotional. Content of this nature reflects the defining characteristics of authentic and informative UGC, as it is delivered based on the user's direct experience and has the potential to shape the perception and purchasing considerations of other consumers.

E-WOM is a form of digital communication involving the exchange of information, recommendations, or reviews among users regarding a product or service. On TikTok, E-WOM manifests in the form of comments or review content that spreads organically. This type of interaction generates a broad network effect and can influence potential buyers' perceptions of a brand. When circulating reviews are positive, the likelihood of purchase decisions increases — including for local products such as XYZ (Wafiyah & Wusko, 2023). However, Sari et al. (2025) found that E-WOM does not have a significant effect on purchase decisions and does not mediate the influence of UGC on purchase decisions.

One example of E-WOM related to XYZ products on TikTok can be observed in the comment section of an XYZ bag review video, where users pose questions regarding the product's suitability for specific needs. In these interactions, potential consumers seek recommendations concerning bag suitability for particular body types as well as product limitations that warrant consideration. The content creator responds by providing an evaluation based on personal user experience, encompassing the product's advantages for specific conditions and its limitations in terms of material quality and load capacity. This exchange illustrates an organic transfer of information and firsthand experience between users, thereby reflecting the defining characteristics of E-WOM as an information source capable of influencing potential consumers' perceptions and purchasing considerations.

A purchase decision represents the final stage of the consumer behavior process, wherein an individual chooses to purchase a product after evaluating various considerations (Wulandari & Mulyanto, 2024). According to Kotler and Keller (2016), purchasing decisions are influenced by internal factors such as motivation and perception, as well as external factors such as the social environment and the information received. In the context of social media platforms such as TikTok, the decision-making process is accelerated, as consumers can readily access information, recommendations, and reviews through a variety of digital content (Ainurrafiq & Ainurrafik, 2024). Users who are active on TikTok tend to make spontaneous purchasing decisions as a result of exposure to visually and emotionally appealing promotional content (Larasati & Siregar, 2025). Under these conditions, purchasing decisions are determined not only by rational needs but also by social and emotional impulses shaped through digital interactions.

Although numerous studies have examined the influence of UGC and E-WOM on purchase decisions, most focus on a single variable in isolation or are conducted within the context of different digital platforms. Furthermore, previous research findings reveal that the relationship among UGC, E-WOM, and purchase decisions remains inconsistent. Studies that simultaneously examine the influence of UGC and E-WOM on purchase decisions on TikTok particularly in the context of XYZ products in Malang City remain limited. This gap in the literature warrants further investigation. Therefore, this study is important in providing a more comprehensive understanding of the combined role of UGC and E-WOM in influencing consumer purchase decisions in the era of short-video-based social media such as TikTok.

This study was formulated to analyze the influence of *User-Generated Content* (UGC) and *Electronic Word-of-Mouth* (E-WOM) on purchase decisions for XYZ products on the TikTok application in Malang City, both partially and simultaneously, with the aim of determining the extent to which these two variables affect consumer purchase decisions. The scope of this study is limited to the UGC and E-WOM variables, XYZ products as the research object, Generation Z TikTok users in Malang City who have viewed content related to XYZ, and a research period spanning September to December 2025. This study is expected to provide benefits for the community and relevant stakeholders in designing effective digital marketing strategies; for ITN Malang in the development of digital marketing literature and curriculum; and for students in deepening their understanding and practical experience of consumer behavior on social media.

This study aims to analyze the influence of *User-Generated Content* (UGC) and *Electronic Word-of-Mouth* (E-WOM), both partially and simultaneously, on purchase

decisions for XYZ products on the TikTok application in Malang City. The scope of this study is limited to these two variables, XYZ products on the TikTok platform as the research object, Generation Z respondents in Malang City who have viewed related content, and a research period from September to December 2025. For the community and relevant stakeholders, the benefits of this research include providing new insights for XYZ and similar industry players regarding the effectiveness of UGC and E-WOM-based digital marketing strategies on TikTok, serving as a creative and relevant promotional reference targeting Generation Z, and enhancing public understanding of the influence of social media content on purchasing behavior to encourage more selective and rational consumer decision-making. For ITN Malang, this research contributes to the development of digital marketing literature, serves as a reference for curriculum development in the Digital Business Study Program in alignment with technological and social media trends, and reinforces the institution's position as one that is responsive to developments in the creative industry. For students, this study provides practical experience in applying digital marketing theory through TikTok case studies, an in-depth understanding of the role of UGC and E-WOM in influencing consumer purchase decisions, and a valuable reference for future related research.

RESEARCH METHODS

This study employed a quantitative approach, as it focuses on measuring and analyzing the relationships between variables through numerical data. This approach was selected to determine the extent to which the variables *User-Generated Content* (UGC) and *Electronic Word-of-Mouth* (E-WOM) influence purchase decisions for XYZ products on the TikTok application in Malang City. This study aims to obtain empirical evidence regarding the influence of both independent variables on the dependent variable, based on the results of data processing and analysis derived from respondents through questionnaire distribution. Accordingly, this study is expected to provide a deeper understanding of how user activities on social media particularly TikTok can shape consumer purchase decisions for XYZ products among Generation Z in Malang City.

The population of this study consists of TikTok users in Malang City who belong to Generation Z and have viewed content related to XYZ products. This population was selected because Generation Z represents the most active TikTok user group, characterized by dynamic purchasing behavior in response to digital promotions. Based on the guidelines of Hair Jr. et al. (2019), the ideal sample size ranges from 100 to 200 respondents, with a minimum of five and a maximum of ten times the number of variable indicators. This study encompasses three main variables: *User-Generated Content* (X1) with four indicators, *Electronic Word-of-Mouth* (X2) with four indicators, and Purchase Decision (Y) with five indicators, yielding a total of 13 indicators. Accordingly, the minimum recommended sample size for this study is 130 respondents.

The sampling technique employed was *non-probability sampling* with *purposive sampling*, based on the following respondent criteria: domiciled in Malang City; belonging to Generation Z (born between 1997 and 2012); actively using TikTok at least three times per week; having viewed or interacted with content related to XYZ products; and having purchased XYZ products through either offline or online channels. These criteria were established to ensure that the data obtained are relevant to the research objectives. Primary data were collected

through the distribution of an online questionnaire via Google Forms, compiled based on the indicators of each variable using a five-point *Likert* scale, and disseminated through digital media platforms including WhatsApp, Facebook, and TikTok. Respondent data were kept anonymous and collected solely for academic purposes. Data analysis was conducted using multiple linear regression with the aid of SPSS to examine the influence of *User-Generated Content* (UGC) and *Electronic Word-of-Mouth* (E-WOM) on purchase decisions for XYZ products on TikTok, both partially and simultaneously.

RESULTS AND DISCUSSION

Classic Assumption Test

Normality Test

A. Normality Distribution Curve

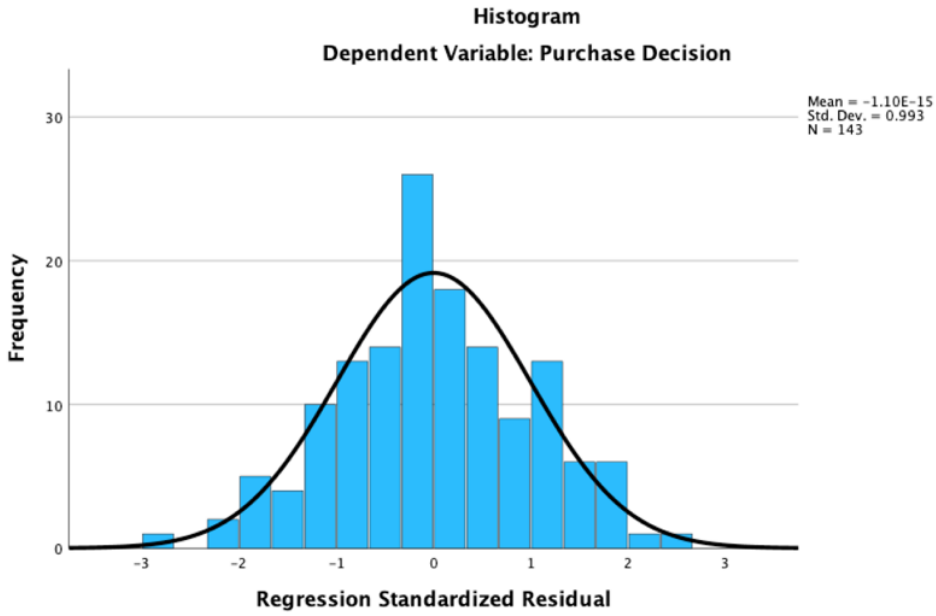

Figure 1. Normality Distribution Curve
Source: Data Processing Results, 2025

Based on the results of normality testing using histograms, it can be seen that the data distribution pattern forms a curve that resembles a bell-shaped curve. The residual data distribution looks symmetrical around zero, with most of the data being in the middle of the distribution and showing no extreme deviations to the left or right. In addition, the normal curve lines displayed on the histogram also follow the histogram bar distribution pattern in a relatively balanced manner. Thus, based on visual analysis through histogram curves, it can be concluded that residual data is normally distributed, so that the assumption of visual normality has been fulfilled.

Kolmogorov-Smirnov test

Table 1. Results of the One-Sample K-S Test

One-Sample Kolmogorov-Smirnov Test

				Unstandardized Residual
N				143
Normal Parameters, b	Red			.0000000
	Std. Deviation			2.49692391
Most Extreme Differences	Absolute			.055
	Positive			.055
	Negative			-.036
Test Statistic				.055
Asymp. Sig. (2-tailed)[c]				.200d
Monte Carlo Sig. (2-tailed)[e]	Sig.			.366
	99% Confidence Interval		Lower Bound	.354
			Upper Bound	.379

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processing Results, 2025

Based on the results of the One-Sample Kolmogorov–Smirnov Test, an Asymp value was obtained. Sig. (2-tailed) is 0.200, which is greater than the significance level of 0.05. Thus, it can be concluded that the residuals in the regression model are normally distributed, so that the normality assumption is fulfilled and the regression model is feasible to use for further analysis.

Multicollinearity Test

Table 2. Test Results Multicollinearity

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	**Std. Error**	**Beta**	**t**	**Sig.**	**Tolerance**	**VIVID**
1	(Constant)	1.506	1.713		.879	.381		
	UGC	.677	.044	.617	15.528	.000	.949	1.054
	E-WOM	.433	.033	.515	12.949	.000	.949	1.054

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2025

Based on the results of the multicollinearity test in table 1, the User Generated Content (UGC) variable has a Tolerance value of 0.949 and a VIF value of 1.054. Meanwhile, the Electronic Word of Mouth (E-WOM) variable also has a Tolerance value of 0.949 and a VIF

value of 1.054.

The Tolerance value of the two independent variables is greater than 0.10 and the VIF value is less than 10. Thus, it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model of this study. Therefore, the regression model was declared to meet the assumption of multicollinearity and was feasible to be used at the next stage of analysis.

Heteroscedasticity Test

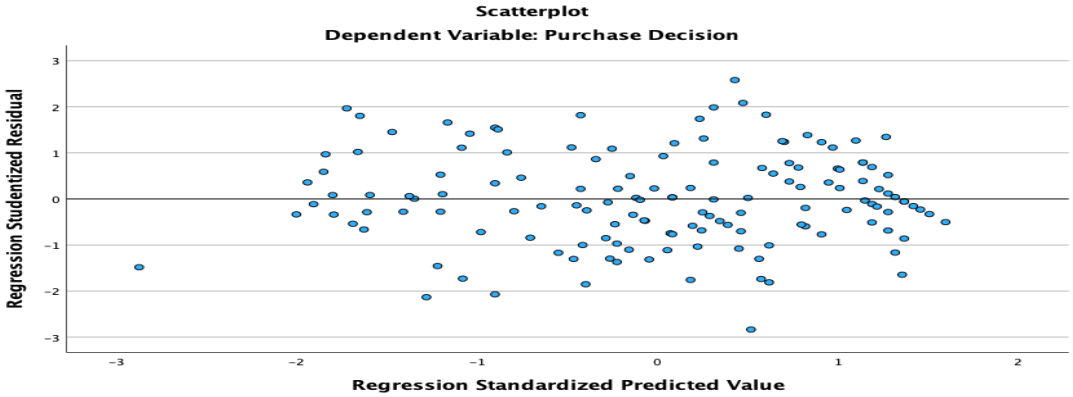

Figure 2. Scatter Plot Visualization Results
Source: Data Processing Results, 2025

Based on the results of the heteroscedasticity test using scatter plots, it can be seen that the data points are randomly spread above and below the zero line on the Y-axis. The random point distribution pattern shows that the residual variance is relatively constant across all predicted values. Thus, based on visual analysis through scatter plots, it can be concluded that there are no symptoms of heteroscedasticity in the regression model of this study.

Glover Test

Table 3. Results of the Glejser Heteroscedasticity Test

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	3.149	1.043		3.018	.003
	UGC	-.021	.027	-.068	-.791	.431
	E-WOM	-.013	.020	-.054	-.623	.534

a. Dependent Variable: ABS_RES

Source: Data Processing Results, 2025

In addition to using a visual approach, the heteroscedasticity test was also statistically carried out using the Glejser test, which is by regressing the absolute residual value (ABS_RES) to the independent variables UGC and E-WOM. The criterion for testing the Glejser test is that if the significance value (Sig.) > 0.05, then heteroscedasticity does not occur.

Based on the results of the Glejser test, the significance value for the UGC variable was 0.431 and for the E-WOM variable was 0.534. Both significance values are greater than 0.05,

so it can be concluded that independent variables have no significant effect on residual absolute values. Thus, based on the results of the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model of this study.

Linearity Test

Table 4. Test Results Linearity X1 Against Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * UGC	Between Groups	(Combined)	2630.119	21	125.244	9.546	.000
		Linearity	2271.978	1	2271.978	173.166	.000
		Deviation from Linearity	358.141	20	17.907	1.365	.153
	Within Groups		1587.545	121	13.120		
	Total		4217.664	142			

Source: Data Processing Results, 2025

Based on the results of the linearity test between the User Generated Content (UGC) and Purchase Decision variables, the significance value on the Linearity line was obtained of 0.000, which is smaller than 0.05. This shows that there is a significant linear relationship between the UGC variable and the Purchase Decision. In addition, the significance value on the Deviation from Linearity line is 0.153, which is greater than 0.05. These results show that there is no deviation from the linear relationship between the UGC variable and the Purchase Decision. Thus, it can be concluded that the relationship between the variables UGC (X1) and the Purchase Decision (Y) is linear, thus meeting the assumption of linearity and feasible for use in linear regression analysis.

A. Test the Linearity of Variable X2 against Variable Y

Table 5. Test Results Linearity X2 Against Y

ANOVA Table

			Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Purchase Decision * E-WOM	Between Groups	(Combined)	2196.889	25	87.876	5.088	.000
		Linearity	1807.650	1	1807.650	104.660	.000
		Deviation from Linearity	389.238	24	16.218	.939	.550
	Within Groups		2020.776	117	17.272		
	Total		4217.664	142			

Source: Data Processing Results, 2025

Based on the results of the linearity test between the Electronic Word of Mouth (E-WOM) and Purchase Decision variables, a significance value on the Linearity line of 0.000 was obtained, which is smaller than 0.05. This shows that there is a significant linear relationship between the E-WOM variable and the Purchase Decision. Furthermore, the significance value on the Deviation from Linearity line is 0.550, which is greater than 0.05. These results show that there is no deviation from the linear relationship between the E-WOM variable and the Purchase Decision. Thus, it can be concluded that the relationship between the

variables E-WOM (X2) and Purchase Decision (Y) is linear, so that the assumption of linearity in the regression model of this study has been fulfilled.

Hypothesis Test

Table 6. Test Results Coefficient of Determination

Model Summary[b]				
Models	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.889a	.790	.787	2.515

a. Predictors: (Constant), E-WOM, UGC

b. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2025

Based on the results of multiple linear regression analysis in table 4.18, the Adjusted R Square value was obtained as 0.787. This value shows that 78.7% variation in the Purchase Decision (Y) variable can be explained by the User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) variables together. Meanwhile, the remaining 21.3% were influenced by other variables outside the research model that were not included in the analysis.

In addition, the correlation coefficient (R) value is 0.889, which indicates that the relationship between the variables UGC (X1) and E-WOM (X2) on the Purchase Decision (Y) is very strong. This shows that the better the UGC and E-WOM that consumers receive on TikTok, the higher the tendency of consumers to make decisions to purchase XYZ products.

Partial Test (t-test)

Table 7. Partial Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.506	1.713		.879	.381
	UGC	.677	.044	.617	15.528	.000
	E-WOM	.433	.033	.515	12.949	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2025

A partial test (t-test) is carried out to determine the influence of each independent variable on the dependent variable separately. The test was performed at a significance level of $\alpha = 0.05$, with a table t-value of 1.97705.

Based on the results of the t-test test, the following results were obtained:

(H1) User Generated Content (UGC) affects Purchase Decision

The results of the t-test showed that the User Generated Content (UGC) variable had a calculated t-value of 15.528 with a significance value of 0.000. Statistically, the value shows that t calculates (15.528) > t table (1.97705) and the significance value is less than 0.05.

Based on these results, it can be concluded that User Generated Content (UGC) has a positive and significant effect on Purchase Decision. Thus, H1 is accepted, which means that the better and more attractive user-generated content on TikTok, the greater its influence on the purchase decision of Eiger's products.

(H2) Electronic Word of Mouth (E-WOM) affects Purchase Decision

The results of the t-test for the Electronic Word of Mouth (E-WOM) variable showed a calculated t-value of 12.949 with a significance level of 0.000. This value indicates that t count (12.949) > t table (1.97705) as well as significance values are less than 0.05.

Thus, it can be concluded that Electronic Word of Mouth (E-WOM) has a positive and significant effect partially on Purchase Decisions. H2 was therefore accepted, which indicates that reviews, comments, and other consumer experiences on TikTok are instrumental in driving purchase decisions of Eiger products.

Simultaneous Test (F Test)

Table 8. Simultaneous Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3332.347	2	1666.174	263.481	.000[b]
	Residual	885.317	140	6.324		
	Total	4217.664	142			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), E-WOM, UGC

Source: Data Processing Results, 2025

Simultaneous tests (F tests) were conducted to determine the influence of the variables UGC (X1) and E-WOM (X2) together on the Purchase Decision (Y). The test was carried out at a significance level of α = 0.05, with the number of samples N = 143 and the number of independent variables k = 2, so that the F value of the table was obtained of 3.06.

Based on the results of the ANOVA analysis, an F value of 263.481 was obtained with a significance value of 0.000. The results show that the F count (263.481) > the F table (3.06) and the significance value is smaller than 0.05.

Thus, it can be concluded that User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) simultaneously have a significant effect on Purchase Decision. Therefore, H3 is accepted, which means that the two independent variables together have an important role in shaping consumer purchasing decisions for Eiger products on the TikTok app.

Analisis Regresi Linier Berganda

Tabel 9. Hasil Analisis Regresi Linier Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.506	1.713		.879	.381
	UGC	.677	.044	.617	15.528	.000
	E-WOM	.433	.033	.515	12.949	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2025

Based on the Coefficients table, the multiple linear regression equation is obtained as follows:
Y= 1,506 + 〖0,677X〗_1+ 0,433X_2
Remarks:
Y = Purchase Decision
X1 = User Generated Content (UGC)
X2 = Electronic Word of Mouth (E-WOM)
The interpretation of the regression equation is as follows:

The constant of 1.506 shows that if the variables User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) are considered to be zero, then the Purchase Decision value is 1.506. The value of this constant reflects the level of the underlying purchase decision that remains even without the influence of both independent variables.

The regression coefficient of the UGC variable of 0.677 indicates that every one unit increase in the User Generated Content variable, assuming the E-WOM variable is constant, will increase the Purchase Decision by 0.677. This positive value coefficient indicates that UGC has a positive influence on purchasing decisions, where the better the content produced by users on TikTok, the higher the tendency of consumers to purchase Eiger products.

The regression coefficient of the E-WOM variable of 0.433 indicates that every one-unit increase in the Electronic Word of Mouth variable, assuming the UGC variable is constant, will increase the Purchase Decision by 0.433. This positive coefficient indicates that the more positive and intense the reviews, comments, and consumer experiences shared on TikTok, the greater the influence on improving purchasing decisions.

Based on the Standardized Coefficients (Beta) value, the UGC variable has a beta value of 0.617, while E-WOM has a beta value of 0.515. This shows that UGC is the variable that has the most dominant influence on Purchase Decision compared to E-WOM.

Overall, the results of multiple linear regression analysis showed that User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) both had a positive effect on Purchase Decision, with UGC as a variable that contributed to a greater influence in driving purchase decisions for Eiger products through the TikTok application.

The Influence of User Generated Content on Purchase Decision

Based on the results of multiple linear regression analysis and partial tests (t-test), it was found that User Generated Content (UGC) had a positive and significant effect on the Purchase Decision of XYZ products on the TikTok application in Malang City. This is evidenced by the calculated t value of 15.528, which is larger than the t table of 1.97705, and the significance value of 0.000 < 0.05. Thus, the first hypothesis (H1) that states that UGC has an effect on the Purchase Decision is declared accepted.

The significant influence of UGC on purchasing decisions shows that content generated by TikTok users has an important role in shaping consumer buying confidence and interest. In this study, UGC was measured through several indicators, namely trust in the content, credibility of the content, authenticity, and the ability of the content to provide useful information. The results of the descriptive analysis showed that all of these indicators were rated in the high category, indicating that respondents viewed the UGC about XYZ products as a reliable and relevant source of information.

The content authenticity indicator is one of the prominent aspects, where respondents consider that UGC content on TikTok displays the user's real experience in using XYZ products. Content in the form of product usage videos, hiking experience reviews, and personal recommendations from fellow users is considered more honest and not made up. This makes the message conveyed feel closer emotionally and easily accepted by consumers, thus encouraging them to make a purchase decision.

In addition, indicators of credibility and trust in content also contribute to strengthening the influence of UGC on Purchase Decisions. Respondents tend to trust information coming from other users because they are considered to have no direct commercial interest. This condition is in accordance with the characteristics of Generation Z consumers who are more critical of formal advertising and rely more on the real experience of other users before making a purchase.

This finding is strengthened by the value of the UGC regression coefficient of 0.677, which indicates that every one unit increase in the UGC variable will increase the Purchase Decision by 0.677 units, assuming the other variable is constant. The Standardized Coefficient (Beta) value of 0.617 also shows that UGC is the most dominant variable in this research model.

The results of this study are in line with the theory of Stimulus–Organism–Response (SOR) which explains that external stimuli in the form of information or content received by consumers (stimulus) will affect the internal conditions of consumers (organisms), such as perception and trust, which in turn encourages the emergence of responses in the form of purchase decisions. In this study, User Generated Content acts as a stimulus derived from TikTok users' real experience of XYZ products, so that it is able to form positive perceptions and increase consumer confidence in making purchase decisions. These findings are in line with the view that information from fellow consumers tends to be more trusted because it is considered more objective and not directly promotional (Sharma & Jha, 2024), and is supported by research by Wafiyah & Wusko (2023) which states that UGC has a significant effect on purchase decisions on video-based social media platforms such as TikTok.

Thus, it can be concluded that User Generated Content is one of the factors in driving XYZ product purchase decisions on TikTok, especially through indicators of authenticity, credibility, and trust in the content. Therefore, UGC is a strategic element that needs to be considered by companies in optimizing social media-based digital marketing.

The Influence of Electronic Word of Mouth on Purchase Decision

Based on the results of multiple linear regression analysis and partial tests (t-test), it is known that Electronic Word of Mouth (E-WOM) has a positive and significant effect on the Purchase Decision of XYZ products on the TikTok application in Malang City. This is evidenced by the calculated t value of 12.949, which is greater than the table t of 1.97705, and the significance value of 0.000 < 0.05. Thus, the second hypothesis (H2) is declared accepted.

E-WOM in this study was measured through several indicators, namely intensity, positive valence, negative valence, and content. The results of the descriptive analysis showed that the intensity and positive valence indicators obtained relatively high ratings, which indicates that respondents were quite often exposed to positive information, comments, and reviews about XYZ products on TikTok.

The intensity indicator shows that Generation Z consumers are actively reading comments, watching discussions, and paying attention to interactions between users related to

XYZ products. The high intensity of this information exposure makes consumers have a wider reference before making a purchase decision. Meanwhile, the positive valence indicator illustrates the dominance of positive reviews circulating on TikTok, such as comments recommending the product, sharing a satisfactory experience, and expressing satisfaction after using XYZ products.

On the other hand, despite the existence of negative valence indicators, the results of the study show that negative reviews do not dominate and instead function as rational considerations for consumers. Consumers do not necessarily avoid products, but rather compare various opinions before making a decision. This shows that E-WOM works as a social evaluation process that affects consumer perceptions and beliefs as a whole.

An E-WOM regression coefficient value of 0.433 indicates that E-WOM has a positive influence on Purchase Decision, while a Standardized Coefficient (Beta) value of 0.515 indicates that E-WOM makes a considerable contribution in explaining the variation in purchasing decisions, although its influence is smaller than that of UGC.

The results of this study are in line with the theory of Stimulus–Organism–Response (SOR) which explains that the information received by consumers through the digital social environment functions as a stimulus that affects the internal conditions of consumers (organisms), such as perception, trust, and assessment of product quality, which further encourages the emergence of responses in the form of purchase decisions. In the context of this study, Electronic Word of Mouth acts as a social stimulus derived from comments, reviews, and recommendations of other users on TikTok regarding XYZ products, thus influencing the way consumers evaluate products before making a purchase. This finding is in line with the results of a systematic literature review conducted by Khairunisa et al. (2024), which stated that E-WOM on social media has a significant influence on the purchasing decisions of Millennials and Generation Z through the formation of trust, perception of product quality, and social influence that arises from online recommendations and reviews. In addition, the results of this study also support the findings of Wafiyah & Wusko (2023) which show that E-WOM has a significant effect on consumer purchase decisions on social media platforms.

Thus, it can be concluded that Electronic Word of Mouth plays an important role in shaping XYZ's product Purchase Decision on TikTok, especially through the intensity of interaction and the dominance of positive reviews. Therefore, good E-WOM management is an important aspect in building trust and encouraging consumer purchase decisions.

The Influence of UGC and E-WOM on Simultaneous Purchase Decisions

Based on the results of the simultaneous test (F test), the F value of the calculation was obtained of 263.481, which is much greater than the F of the table of 3.06, with a significance value of 0.000 < 0.05. These results show that the UGC and E-WOM variables together have a significant effect on Purchase Decision. Thus, the third hypothesis (H3) is declared accepted.

These results confirm that consumer purchasing decisions are not only influenced by one digital communication factor, but also by a combination of user-generated content and communication between consumers on social media. UGC provides a visual overview and a real experience, while E-WOM reinforces perception through the collective opinions and judgments of other users. The combination of the two creates a comprehensive information ecosystem for consumers in the decision-making process.

The Adjusted R Square value of 0.787 shows that 78.7% of the variation in Purchase Decision can be explained by the variables User Generated Content and Electronic Word of Mouth simultaneously, while the remaining 21.3% is influenced by other factors outside this research model such as product price, product quality, brand image, promotion, influencer influence, and personal needs and experiences of consumers.

Overall, the results of this study show that an effective digital marketing strategy on the TikTok platform needs to harness the power of UGC and E-WOM simultaneously. By encouraging consumers to produce positive content and maintaining the quality of online interactions and reviews, companies can increase consumer trust and drive purchasing decisions more optimally.

Implications of Research Findings

The results of this study provide theoretical implications that strengthen the concepts and findings in digital marketing studies, especially related to the influence of User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) on Purchase Decisions on XYZ products on the TikTok platform. The findings of the study show that UGC and E-WOM have a significant influence, both partially and simultaneously, on the purchase decision of XYZ products. This is in line with consumer behavior theory which states that information sourced from other users' experiences is considered more credible and able to influence consumer attitudes and decisions.

Theoretically, the results of this study strengthen the view that UGC is a form of content that has high persuasiveness because it is authentic, relevant, and comes from consumers' real experiences in using XYZ products. The higher regression coefficient and beta values of the UGC variables indicate that consumer involvement in creating and disseminating content related to XYZ products plays an important role in shaping purchasing decisions. These findings strengthen the theory of consumer behavior and the concept of UGC and E-WOM, where information based on the experiences of other consumers plays an important role in shaping perceptions and purchasing decisions. The UGC and E-WOM that appear on XYZ products on TikTok serve as a social reference for consumers, especially Generation Z, in assessing the quality and feasibility of products before making a purchase.

In addition, the significant influence of E-WOM on Purchase Decision on XYZ products also strengthens the theory of digital marketing communication which states that the intensity, valence, and content of online reviews can shape consumer perception and trust in a brand or product. Thus, this study makes an empirical contribution to the development of literature on the role of UGC and E-WOM in influencing the purchase decision of local products such as XYZ in the context of short video-based social media, especially TikTok, which is increasingly dominant among Generation Z.

Practical Implications

From a practical perspective, the results of this study provide important implications for business actors, especially the XYZ brand, in designing and optimizing digital marketing strategies on the TikTok platform. The findings that UGC has the most dominant influence on Purchase Decision indicate that companies need to encourage consumers to be more active in creating and sharing product-related content, such as video reviews, user testimonials, and personal experiences after using XYZ products. Companies can leverage strategies such as hashtag challenge campaigns, collaborations with active Tiktok users, as well as providing non-

financial incentives such as resharing videos consumers use the repost feature on XYZ's official account on Tiktok to increase consumer participation in generating UGC. Content that is authentic and not too commercial tends to be more receptive and trusted by potential consumers, which can increase interest and purchase decisions.

In addition, the results of the study also show that E-WOM plays a significant role in influencing the purchase decision of XYZ products. Although E-WOM is entirely generated by consumers and is beyond the company's direct control, XYZ can respond to consumer comments, questions, and reviews in a responsive and solutive manner without intervening in the content of the user's message. An appropriate response to reviews, especially negative comments, can help maintain brand perception and increase consumer trust in XYZ products on the TikTok platform.Overall, the results of this study can be used as a basis for companies to develop more effective social media-based marketing strategies, by focusing on strengthening UGC and responding to E-WOM in an integrated manner to encourage improved purchasing decisions consumers.

CONCLUSIONS

Based on the results of data analysis and discussion, it can be concluded that User Generated Content (UGC) and Electronic Word of Mouth (E-WOM) have a significant effect on the Purchase Decision of XYZ products on the TikTok application in Malang City, both partially and simultaneously, where the results of the t-test show that the t-value of UGC (15.528) and E-WOM (12.949) is greater than the t table (1.97705) with a significance below 0.05, and the F test resulted in a calculated F value (263,481) greater than the F of the table (3.06), which indicates that user-generated content, reviews, comments, and discussions on TikTok are able to form positive perceptions and drive consumer purchase decisions; therefore, XYZ is advised to continue to encourage UGC through interactive campaigns and creator collaborations as well as manage E-WOM with an active response to consumers, digital marketing practitioners are encouraged to make UGC and E-WOM the main strategies of social media marketing because they have proven to be more effective than conventional promotions, and further researchers are expected to add other variables such as brand image, quality perception, price, as well as the influence of influencers with different objects and platforms so that the research results are more comprehensive.

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