

The Role of Post Quantity, Views, and Reviews in Enhancing User-Generated Content and Stimulating Purchase Intention

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ABSTRACT: This study investigates how the quantity of posts, views, and reviews (KPVR) affects the perceived source credibility and information usefulness of User-Generated Content (UGC), and subsequently how these perceptions influence consumer attitudes and online purchase intention for cosmetic products. Grounded in the Theory of Planned Behavior (TPB), this quantitative research was conducted in Denpasar, Indonesia, targeting female consumers who have engaged with UGC on TikTok and YouTube. A total of 115 valid responses were collected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that KPVR significantly enhances both source credibility and information usefulness. These, in turn, positively influence consumer attitudes and ultimately strengthen purchase intentions. This study highlights the vital role of digital interaction metrics in shaping consumer decision-making, offering both theoretical and managerial implications.

Keywords: KPVR; User-Generated Content; Purchase Intention; Source Credibility; Information Usefulness; Customer Attitudes; Social Media; Cosmetic Products; Cosmetic Industry

INTRODUCTION

The proliferation of internet access and social media platforms has revolutionized how consumers interact with product information and make purchasing decisions. In Indonesia, internet penetration reached 79.5% in 2024, further intensifying the influence of platforms such as TikTok and YouTube in consumer decision-making processes. Among the most impactful digital phenomena is User-Generated Content (UGC)—informative, consumer-created content including reviews, unboxings, and tutorials—which now plays a crucial role in shaping brand perception and trust, particularly in the cosmetic industry.

While previous studies have acknowledged the importance of source credibility and information quality, few have examined how quantitative digital indicators—specifically, the number of posts, views, and reviews (KPVR)—affect perceived UGC value. KPVR often serves as the first evaluative cue for consumers and may greatly influence their attitudes and trust.

This study is framed within the Theory of Planned Behavior (TPB), which posits that behavioral intention is determined by attitudes, subjective norms, and perceived behavioral control. By integrating KPVR as external antecedents to source credibility and usefulness, the research expands TPB's applicability in digital settings.

The primary objectives of this research are to: analyze the effect of KPVR on source credibility and information usefulness, investigate how those constructs influence consumer

attitudes toward UGC, and determine how consumer attitudes affect purchase intentions for cosmetic products.

RESEARCH METHODOLOGY

This study employed a quantitative research design with an associative approach to examine the relationships between the quantity of posts, views, and reviews (KPVR), source credibility, information usefulness, consumer attitudes toward User-Generated Content (UGC), and online purchase intention. The research was conducted in Denpasar, Indonesia, focusing on female internet users who had previously engaged with UGC related to cosmetic products on the social media platforms TikTok or YouTube. Respondents were selected using a purposive sampling technique, which ensured that only participants who met the specified criteria were included in the sample. A total of 115 valid responses were collected through an online questionnaire distributed via Google Forms.

The research instrument consisted of a structured questionnaire adapted from validated studies. The questionnaire was designed to measure all research variables using a 10-point Semantic Differential scale, ranging from 1 (strongly disagree) to 10 (strongly agree). The constructs measured in this study included KPVR as the exogenous variable, source credibility and information usefulness as mediating variables, and consumer attitudes toward UGC and online purchase intention as endogenous outcome variables.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with the assistance of SmartPLS software. The analysis process was carried out in three stages. The first stage involved the evaluation of the measurement model (outer model), which aimed to assess the reliability and validity of the constructs through tests of convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. The second stage focused on evaluating the structural model (inner model) by examining the relationships among latent variables using R-squared (R^2) values and predictive relevance (Q^2). Finally, the third stage consisted of hypothesis testing using the bootstrapping procedure to analyze the significance of each hypothesized path based on path coefficients, t-statistics and p-values.

RESULT AND DISCUSSION

Table 1. Respondent Characteristics

Criteria	Classification	Amount (person)	(%)
Age	Generation Z (18 – 27 years)	66	57.4
	Millennials (28 – 43 years)	44	38.3
	Generation X (44 – 59 years)	4	3.5
	Baby Boomers (60+ years)	1	0.9
Education Final	High school	16	13.9
	Diploma	2	1.7
	S1	71	61.7
	S2	26	22.6
	S3	0	0

Platform	Tiktok / Youtube	34	29.6
Social media Used	Tiktok & Youtube	81	70.4

The respondents characteristics reveals that the majority were women aged between 18 and 27 years, accounting for 66 individuals or 57.4% of the total sample. This cohort corresponds to Generation Z, a digitally native group characterized by their high dependency on social media for information gathering and decision-making. The prominence of this group underscores their significant role as the primary consumers and evaluators of cosmetic-related User-Generated Content (UGC) on digital platforms.

In terms of educational background, the data indicate that most respondents had attained at least an undergraduate degree (S1), with 71 individuals or 61.7% falling into this category. This suggests that individuals with higher levels of education tend to be more discerning in their information-seeking behavior, particularly when it comes to evaluating online product reviews and recommendations prior to making a purchase.

With regard to the digital platforms used to access cosmetic-related content, the findings demonstrate that TikTok and YouTube are the dominant sources of information. A substantial 70.4% of respondents (81 individuals) reported using both platforms to view cosmetic product reviews. This highlights the powerful role of visual-oriented and short-form content in influencing consumer preferences, shaping perceptions, and ultimately guiding purchasing intentions in the contemporary digital beauty landscape.

Table 2. Descriptive Analysis

Variable	Mean Score	Interpretation
Quantity of Post, View, and Review (X1)	7.94	High
Source Credibility (Y1)	7.89	High
Information Usefulness (Y2)	7.84	High
Attitude toward UGC (Y3)	8.11	Very High
Online Purchase Intention (Y4)	7.63	High

Descriptive analysis was carried out to capture respondents' general perceptions of the constructs measured in this study. The analysis focused on five key variables: the quantity of posts, views, and reviews (KPVR), source credibility, information usefulness, consumer attitude toward UGC, and online purchase intention. All variables were measured using a 10-point Semantic Differential scale, allowing respondents to indicate their level of agreement with each item.

The results show that mean scores for all variables exceeded 6.41, which places them within the "high" to "very high" interpretation categories. Specifically, attitude toward UGC obtained the highest mean score, followed by KPVR, source credibility, and information usefulness, while purchase intention also scored notably high. These findings suggest that respondents generally perceive cosmetic-related UGC on platforms like TikTok and YouTube as highly informative, trustworthy, and influential in shaping their attitudes and decisions regarding cosmetic product purchases.

This positive perception further reinforces the role of UGC as a powerful communication medium in the digital marketplace—particularly in the beauty industry—where visual content and peer-generated experiences carry significant weight in building consumer confidence and intention.

Table 3. Instrument's Validity and Reliability Test Results

Variable	Indicator	Item Correlation	Description	Cronbach's Alpha	Description
Quantity of Post, View, and Review	X _{1.1}	0,739	Valid	0,766	Reliable
	X _{1.2}	0,641	Valid		
	X _{1.3}	0,635	Valid		
	X _{1.4}	0,794	Valid		
	X _{1.5}	0,632	Valid		
	X _{1.6}	0,602	Valid		
Source Credibility	Y _{1.1}	0,712	Valid	0,787	Reliable
	Y _{1.2}	0,673	Valid		
	Y _{1.3}	0,778	Valid		
	Y _{1.4}	0,727	Valid		
	Y _{1.5}	0,826	Valid		
	Y _{1.6}	0,743	Valid		
Information Usefulness	Y _{2.1}	0,823	Valid	0,799	Reliable
	Y _{2.2}	0,623	Valid		
	Y _{2.3}	0,778	Valid		
Attitude Toward UGC	Y _{3.1}	0,760	Valid	0,818	Reliable
	Y _{3.2}	0,824	Valid		
	Y _{3.3}	0,882	Valid		
	Y _{3.4}	0,775	Valid		
Purchase Intention	Y _{4.1}	0,785	Valid	0,831	Reliable
	Y _{4.2}	0,881	Valid		
	Y _{4.3}	0,915	Valid		
	Y _{4.4}	0,841	Valid		

Instrument testing was performed to evaluate the validity and reliability of the questionnaire items employed in this study. Validity testing utilized the Pearson Product-Moment correlation, where each item's correlation with its corresponding construct was examined. According to established statistical standards, an item is deemed valid if the correlation coefficient (r) is greater than or equal to 0.300. With a reference r -table value of 0.361 at a significance level of $\alpha = 0.05$ for $n = 30$, the analysis revealed that all item correlations exceeded the minimum threshold, confirming that the indicators were valid and effectively captured the intended constructs.

Reliability testing was conducted using the Cronbach's Alpha coefficient to assess the internal consistency of items within each variable. A construct is considered reliable when Cronbach's Alpha is greater than or equal to 0.70. The results showed that all research constructs achieved Cronbach's Alpha values above 0.70, indicating strong internal consistency and reliability. These findings affirm that the measurement instrument used in this study is both valid and reliable, and thus appropriate for collecting data from the target population.

Table 4. Results of Measurement Model

Variable	Indicators	Outer Loadings	AVE	√AVE	Composite Reliability	Cronbach's Alpha
Quantity of Post, View, Review	X1.1	0.873	0.539	0.734	0.874	0.827
	X1.2	0.684				

Variable	Indicators	Outer Loadings	AVE	√AVE	Composite Reliability	Cronbach's Alpha
Source Credibility	X1.3	0.705	0.584	0.764	0.892	0.859
	X1.4	0.660				
	X1.5	0.637				
	X1.6	0.815				
	Y1.1	0.781				
	Y1.2	0.601				
	Y1.3	0.654				
	Y1.4	0.792				
	Y1.5	0.885				
Information Usefulness	Y1.6	0.833	0.684	0.827	0.866	0.769
	Y2.1	0.727				
	Y2.2	0.840				
Attitude Toward UGC	Y2.3	0.905	0.765	0.875	0.929	0.898
	Y3.1	0.861				
	Y3.2	0.877				
	Y3.3	0.913				
Online Purchase Intention	Y3.4	0.847	0.732	0.856	0.916	0.877
	Y4.1	0.817				
	Y4.2	0.887				
	Y4.3	0.895				
	Y4.4	0.820				

The evaluation of the measurement model was carried out to assess the validity and reliability of the latent constructs employed in this study. The analysis of the outer model included tests for convergent validity, discriminant validity, composite reliability, and cronbach's alpha—all of which are essential to ensure the robustness of the measurement instruments.

To establish convergent validity, the outer loadings of each indicator were examined. According to Hair et al. (2021), an indicator is considered to demonstrate adequate convergent validity if its standardized loading exceeds 0.50. The results show that the majority of indicators surpassed this threshold, indicating that the observed variables adequately represent their underlying latent constructs.

Discriminant validity was evaluated using the Fornell–Larcker criterion, which posits that a construct should share more variance with its indicators than with other constructs in the model. This is achieved when the square root of the Average Variance Extracted (AVE) is greater than the correlations between that construct and others. The analysis confirmed that all constructs met this criterion, thus demonstrating satisfactory discriminant validity.

Composite Reliability and Cronbach's Alpha were used to assess internal consistency reliability. According to accepted thresholds, values above 0.70 is considered acceptable for exploratory

research. All constructs achieved composite reliability values exceeding 0.70, indicating a reliable measurement framework.

In summary, the measurement model met all the required conditions for convergent validity, discriminant validity, and reliability. Therefore, the outer model is considered robust and appropriate for advancing to the next stage of analysis—the structural model evaluation (inner model) using the PLS-SEM approach.

Table 5. R-Square Values of Endogenous Variables

Endogenous Variable	R ² Value
Source Credibility (Y1)	0.748
Information Usefulness (Y2)	0.804
Attitude toward UGC (Y3)	0.893
Online Purchase Intention (Y4)	0.430

The structural model was evaluated to assess both the strength of the relationships among latent constructs and the model's predictive capability. This evaluation involved examining the R-square (R²) values for each endogenous variable, as well as the Q-square (Q²) predictive relevance, to determine how well the model explains and predicts the observed outcomes.

The model includes four endogenous variables: source credibility (Y1), information usefulness (Y2), attitude toward UGC (Y3), and online purchase intention (Y4). The R² value indicates the proportion of variance in each endogenous construct that is explained by its respective predictors within the model.

The results show that the model explains 74.8% of the variance in source credibility (Y1) based on the quantity of posts, views, and reviews (KPVR), with the remaining 25.2% attributed to factors outside the model. Additionally, 80.4% of the variance in information usefulness (Y2) is explained by KPVR and source credibility, while 89.3% of the variance in consumer attitude toward UGC (Y3) is explained by source credibility and information usefulness. Lastly, the model accounts for 43.0% of the variance in online purchase intention (Y4), which reflects a moderate level of explanatory power.

According to Chin (1998), R² values above 0.25 are considered acceptable in social science research, indicating that the model possesses moderate to strong explanatory power. These findings support the robustness of the structural model in explaining the causal relationships among the studied constructs and reinforce the model's suitability for further hypothesis testing and theoretical validation.

The predictive relevance of the model was assessed using the Q-square (Q²) value, which serves as an indicator of the model's ability to accurately predict the values of endogenous constructs. Q² is calculated based on the cross-validated redundancy approach and provides a complementary assessment to the R-square (R²) by evaluating the model's predictive accuracy beyond mere explanatory power.

The Q² value is derived using the following formula:

$$\begin{aligned}
 Q^2 &= 1 - (1 - (R_1)^2) (1 - (R_2)^2) (1 - (R_3)^2) (1 - (R_4)^2) \\
 &= 1 - (1 - 0,748) (1 - 0,804) (1 - 0,893) (1 - 0,430) \\
 &= 1 - (0,252) (0,196) (0,107) (0,570) \\
 &= 1 - 0,003 \\
 &= 0,997
 \end{aligned}$$

Using the R² values from the four endogenous variables—source credibility (0.748), information usefulness (0.804), attitude toward UGC (0.893), and online purchase intention (0.430)—the calculated Q² value is 0.997.

Correlation Between Variables	Original sample	T value	P values	Conclusion
Usefulness of Information (Y2)				
Source credibility (Y1) → Information usefulness (Y2)	0.383	3.685	0.000	H3 accepted
Source credibility (Y1) → Attitude towards UGC (Y3)	0.739	14,530	0.000	H4 accepted
Usefulness of Information (Y2) → Attitudes towards UGC (Y3)	0.232	4.158	0.000	H5 accepted
Stake on UGC (Y3) → Online purchase intention	0.655	9,065	0.000	H6 accepted

Table 6 presents the results of hypothesis testing using PLS-SEM. The first hypothesis (H1) examines the effect of post quantity, views, and reviews (KPVR) on source credibility. The analysis yields a positive path coefficient of 0.865, with a t-statistic of 31.148 (> 1.96) and a p-value of 0.000 (< 0.050), indicating a strong and statistically significant effect. Therefore, H1 is accepted: the quantity of posts, views, and reviews has a significant positive influence on the perceived credibility of the source.

The second hypothesis (H2) tests the influence of KPVR on information usefulness. The result shows a positive path coefficient of 0.544, a t-statistic of 4.853, and a p-value of 0.000, confirming a statistically significant effect. Thus, H2 is accepted, indicating that KPVR significantly enhances the perceived usefulness of the information provided in UGC.

For the third hypothesis (H3), which assesses the influence of source credibility on information usefulness, the analysis reveals a positive path coefficient of 0.383, with a t-statistic of 3.685 and a p-value of 0.000. These results confirm a significant relationship, leading to the acceptance of H3. This suggests that credible sources increase the likelihood that consumers perceive the content as useful.

The fourth hypothesis (H4) evaluates the impact of source credibility on attitude toward UGC. The analysis produces a positive path coefficient of 0.739, a t-statistic of 14.530, and a p-value of 0.000. This relationship is statistically significant. Therefore, H4 should be accepted.

Similarly, the fifth hypothesis (H5) explores the effect of information usefulness on attitude toward UGC. The results show a positive path coefficient of 0.232, a t-statistic of 4.158, and a p-value of 0.000, indicating a significant effect. Thus, H5 is accepted, confirming that useful information positively influences consumer attitudes toward user-generated content.

The sixth and final hypothesis (H6) examines the influence of attitude toward UGC on online purchase intention. The analysis yields a positive path coefficient of 0.655, a t-statistic of 9.065,

and a p-value of 0.000, confirming a strong and significant relationship. Therefore, H6 is accepted, indicating that favorable attitudes toward UGC significantly enhance the intention to purchase cosmetic products online.

These findings provide empirical support for the Theory of Planned Behavior (TPB), wherein attitudes—formed through cognitive and evaluative processes such as perceived credibility and information relevance—directly shape behavioral intentions. KPVR metrics function as crucial informational cues that guide consumers in evaluating the authenticity and trustworthiness of UGC. Moreover, the results underscore the mediating roles of source credibility and information usefulness, emphasizing the importance of digital interaction quality in influencing consumer trust and purchase decisions.

This research aligns with and extends previous studies (e.g., Mir & Rehman, 2013; Fitriani & Trianasari, 2023), by integrating digital engagement metrics into the TPB framework. From a practical standpoint, the findings suggest that marketers should not only focus on content quality but also actively enhance visibility and engagement metrics—such as encouraging likes, comments, shares, and reviews—to reinforce credibility, perceived usefulness, and ultimately influence purchase behavior in the digital beauty market.

CONCLUSION

This study concludes that the quantity of posts, views, and reviews (KPVR) significantly contributes to the development of source credibility and information usefulness in the context of User-Generated Content (UGC). These two mediating constructs subsequently play a critical role in shaping consumer attitudes toward UGC, which in turn enhance their intention to purchase cosmetic products. The findings provide empirical validation for the Theory of Planned Behavior (TPB), affirming that consumer intention is largely driven by attitudes formed through evaluative judgments—particularly those related to the perceived credibility and relevance of digital content. Within the dynamic landscape of social media platforms such as YouTube and TikTok, KPVR metrics have emerged as powerful cognitive cues that reinforce consumers' perceptions of trust and informational value.

By integrating KPVR as external antecedents in the TPB framework, this research advances the theoretical discourse on consumer behavior in digital environments. It demonstrates that digital visibility and interactivity—measured through KPVR—are not merely indicators of content popularity but also strategic levers that shape psychological mechanisms underlying trust, attitude, and intention. Consequently, this study enriches existing literature on digital marketing by illustrating how quantitative interaction metrics influence consumers' affective and behavioral responses toward UGC.

From a managerial perspective, the results underscore the importance of data-driven digital strategies, particularly for practitioners in the cosmetic industry. Marketers, influencers, and content creators are advised to consistently increase KPVR by producing regular, engaging content, fostering user interaction, and encouraging authentic consumer reviews. These actions are essential for enhancing perceived credibility and informational value, ultimately influencing purchase decisions. Furthermore, small and medium-sized enterprises (SMEs) and beauty brands can benefit from promoting consumer participation by motivating satisfied customers to generate and share UGC. This approach not only boosts organic reach and engagement but also builds consumer trust through social proof. As such, the continuous monitoring and optimization of KPVR-related metrics should be integrated into every brand's digital marketing and social media management strategy to sustain competitive advantage in the digital marketplace.

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