

**PENGARUH *USER GENERATED CONTENT* TERHADAP *PURCHASE INTENTION*
PRODUK SERUM AZARINE DENGAN *BRAND IMAGE* SEBAGAI VARIABEL
MEDIASI**

(Studi Kasus *Overclaiming* Terhadap Generasi Z di Kota Bandung)

Ditulis oleh :
Vianita Sopandi

Dibimbing oleh :
Dr. Ir. Dani Dagustani, M.M.,CMA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *User Generated Content (UGC)* terhadap *Purchase Intention* dengan *Brand Image* sebagai variabel mediasi pada produk serum Azarine terhadap Generasi Z di Kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Data diperoleh dari 100 responden pengguna produk serum Azarine yang telah dan belum pernah memakai produk serum tersebut, dengan teknik pengumpulan data melalui kuesioner. Analisis data dilakukan dengan menggunakan *Partial Least Square - Structural Equation Modeling (PLS-SEM)* untuk menguji pengaruh langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa *User Generated Content* berpengaruh positif dan signifikan terhadap *Brand Image*, dan *Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention*. Selain itu, *Brand Image* terbukti memediasi pengaruh antara *User Generated Content* dan *Purchase Intention*.

Kata kunci : *User Generated Content, Brand Image, Purchase intention.*

***THE INFLUENCE OF USER GENERATED CONTENT ON PURCHASE INTENTION
OF AZARINE SERUM PRODUCTS WITH BRAND IMAGE AS A MEDIATING
VARIABLE***

(A Case Study of Overclaim Issues Among Generation Z in Bandung City)

Written by:

Vianita Sopandi

Perceptor :

Dr. Ir. Dani Dagustani, M.M.,CMA

ABSTRACT

This study aims to analyze the influence of User Generated Content (UGC) on Purchase Intention with Brand Image as a mediating variable for Azarine serum products among Generation Z in Bandung City. The research employs a quantitative approach using descriptive and verificative methods. Data were collected from 100 respondents who had used or never used Azarine serum products, obtained through a questionnaire. Data analysis was conducted using Partial Least Square – Structural Equation Modeling (PLS-SEM) to examine both direct and indirect effects among variables. The results indicate that User Generated Content has a positive and significant effect on Brand Image, and Brand Image also has a positive and significant effect on Purchase Intention. Furthermore, Brand Image is proven to mediate the relationship between User Generated Content and Purchase Intention.

Keywords: User Generated Content, Brand Image, Purchase Intention