

ABSTRACT

Internet usage has become a part of people's lives today. Based on a survey by katadata.co.id, 67.6% of Indonesians use social media. One of the most popular social media is Tiktok. Tiktok users are increasing rapidly in Indonesia, by 63.1% of the total population. At the end of 2021, MS Glow was hit by an issue that worsened the brand's image. Many consumers make negative testimonials about products in the form of content uploaded on Tiktok social media. This makes some people feel less confident about MS Glow products.

The aim of this research is to analyze the effect of UGC variables on e-WOM and the purchase intention of Tiktok users' products. The research was conducted using a quantitative method using SPSS and SmartPLS 3 software. Data was collected through online questionnaires and processed using the PLS-SEM model. The types of variables in this study consist of independent, dependent, and intervening variables.

The results of this study indicate that all model variable relationships have a positive effect. The most influential model relationship is between attitude toward UGC and purchase intention, while the least influential relationship is perceived source credibility for e-WOM mediated by attitude toward UGC. Therefore, MS Glow should pay more attention to consumer attitudes toward UGC because it has a significant effect on conversations on social media and product purchase intentions.

Keywords: *User Generated Content, Perceived Source Homophily, e-Word of Mouth, Purchase Intention.*