

Influence of Tiktok Content marketing, Live commerce, and User-generated content (UGC) on Purchase Intention

The F-test results indicate that TikTok content marketing, live commerce, and user-generated content (UGC) simultaneously positively and significantly influence consumer purchase intention. With an F-value of 45.698, surpassing the F-table value of 2.6539, and a significance level of 0.000, it is clear that these variables collectively play a significant role in increasing purchase intention. An Adjusted R-Square of 0.428 indicates that these factors explain 42.8% of the variation in purchase intention, while other factors outside the model influence the remaining 57.2%. A study exploring UGC's role in purchasing decisions found that sentiment analysis shows UGC can impact product recommendations. Furthermore, content marketing, live streaming, and customer reviews significantly influence purchase intent. Although numerous studies confirm TikTok's effectiveness in shaping purchase decisions, the specific underlying factors require further investigation (Gao et al., 2024; Wanda Aulya Dewi & Nur Laili Fikriah, 2024).

CONCLUSION

Based on the results of the study, this research involved 187 respondents in Yogyakarta with the dominant characteristics of being female (78.6%), aged 21-25 years (52.4%), students (64.2%), and active TikTok users who had watched Grace & Glow promotions. This study found that there is a significant influence on consumers' purchase intent for Grace & Glow skincare products in Yogyakarta, arising from the promotional approach implemented through the TikTok social media platform. Specifically, in the form of marketing content, live commerce, and user-generated content (UGC), with an Adjusted R² of 0.428 and a significance value of $p < 0.05$, these three components not only increase brand awareness but also shape positive perceptions that are very important for consumers and trust through authentic interactions. This study found that UGC plays a crucial role, as users perceive it as more authentic and credible, thereby strengthening consumer trust. Statistical test results show a low significance value ($p < 0.005$), confirming that interaction and engagement through live commerce encourage quick and effective purchasing decisions. However, this study is restricted to a specific sample in Yogyakarta, is subject to potential subjectivity bias in the online survey, and focuses on one brand and platform, which may not capture external factors such as influencer impact or long-term effects. As a suggestion, stakeholders in the skincare industry are advised to increase interaction on TikTok through educational content, UGC challenges, and authentic Live Commerce to enhance branding and purchase intent, while accounting for consumers' evolving behavior, which seeks transparency. For future research, expanding the national sample, integrating mixed methods, and further exploring additional variables such as the role of influencers or longitudinal analysis will increase validity; however, present limitations such as limited generalizability and static analysis that do not test moderation interactions between variables suggest the use of advanced causal models such as SEM to address regional bias and data subjectivity.

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