

ABSTRACT

The Effect of User-Generated Content on Purchase Intention of Brand Jiniso Through Brand Awareness and Brand Trust (Case Study of TikTok Social Commerce Users in Jabodetabek)

Bima Aji Putra ¹⁾, Dr. Edi Purwanto, S.E., M.M., M.Mis., M.M.T., M.H.²⁾

¹⁾ *Student of Management Department, Pembangunan Jaya University*

²⁾ *Lecturer of Management Department, Pembangunan Jaya University*

The popularity of social media has changed the way people interact and communicate globally, and brought about a transformation in the world of online shopping through social commerce business models. Content and reviews provide a realistic view of the product. This study aims to examine the effect of user-generated content on purchase intention for the Jiniso brand in the social commerce business model on TikTok, through the mediation of brand awareness and brand trust. A quantitative approach was used with PLS-SEM (Partial Least Squares Structural Equation Modeling) based data analysis technique using SmartPLS 4 application. The results showed that user-generated content has a significant influence on purchase intention, both directly and indirectly, through brand trust and brand awareness.

Keywords: *User-Generated Content, Purchase Intention, Brand Awareness, Brand Trust*