Global Advances in Business Studies (GABS), 2026, Vol. 5 No. 2, 100-114
GLOBAL ADVANCES IN BUSINESS STUDIES (GABS)
http://journal-gabs.org/gabs

The influence of user generated content and electronic word of mouth on TikTok toward purchase intention for Chikuro: a study of Generation Z in Bogor City

Amelia Putri Alhasni[1*], Abel Gandhy[1], Diana Amaliasari[1]

[1]Faculty of Economics and Business, Universitas Pakuan, Indonesia

Article info

Article history:
Received: 4 Sep 2026
Accepted: 29 Oct 2026
Published: 4 Nov 2026

Keywords:
user generated content;
electronic word of mouth;
purchase intention;
TikTok;
Generation Z

Abstract

This study aims to analyze the influence of user generated content (UGC) and electronic word of mouth (E-WOM) on TikTok on consumers' purchase intention toward Chikuro products among Generation Z in Bogor City. This study is motivated by the high internet penetration in Indonesia, the dominance of TikTok among Generation Z, and the viral phenomenon of Chikuro through UGC and E-WOM content. A quantitative method with a descriptive-associative approach was employed. Data were collected through an online questionnaire from 200 Generation Z respondents in Bogor City who had been exposed to Chikuro content on TikTok, using convenience sampling. Data were analyzed using structural equation modeling–partial least squares (SEM-PLS) with SmartPLS 4.1.1.8. The results show that UGC and E-WOM have a positive and significant effect on purchase intention, with an R-square value of 0.646.

JEL classifications: M31

Citation:
Alhasni, A.P., Gandhy, A. and Amaliasari, D. (2026). The influence of user generated content and electronic word of mouth on TikTok toward purchase intention for Chikuro: a study of Generation Z in Bogor City. *Global Advances in Business Studies*, 5(2), 100-114. https://doi.org/10.55584/gabs.v5i2.94

*Corresponding author:
023122057@student.unpak.ac.id

E-ISSN: 2828-8394
doi.org/10.55584/gabs.v5i2.94

1. Introduction

Internet penetration in Indonesia has continued to grow, reaching 80.66% of the total population in 2025 (APJII, 2025). This growth has contributed to increased digital activity among the Indonesian population while simultaneously transforming marketing strategies and consumer behavior (Herawati et al., 2025). Among the various social media platforms available, TikTok has emerged as one of the most widely used platforms in Indonesia. Its popularity is particularly evident among Generation Z, who access TikTok more frequently than other social media platforms (APJII, 2025). This trend highlights TikTok's prominent role in the digital lives of Indonesia's younger generation.

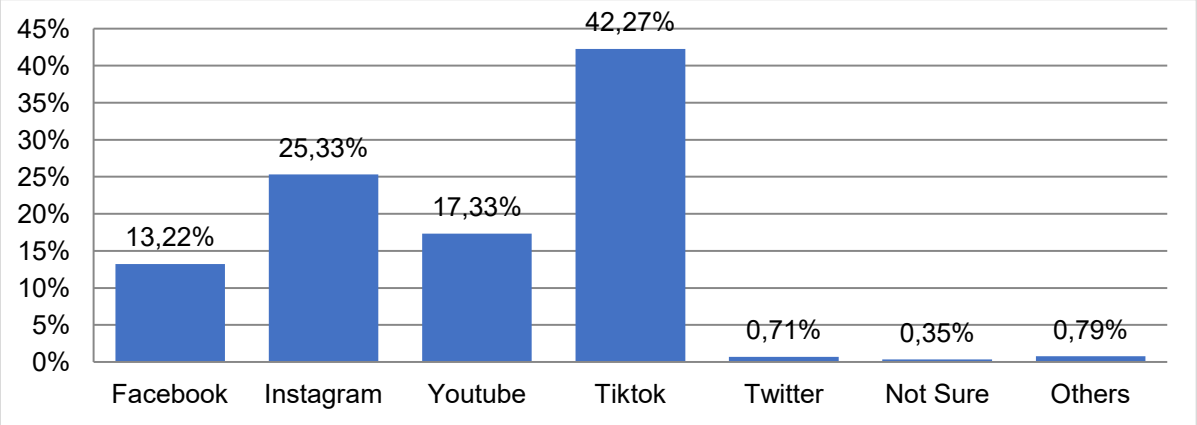


Figure 1. Percentage of social media usage among Generation Z in Indonesia, 2025
Source: APJII, 2025

Generation Z is widely recognized as a group of digital natives who tend to respond positively to creative, authentic, and interactive content (Lubis, 2025). In this context, TikTok plays an important role in generating trends and enhancing product virality through participatory content (Rachman & Lestari, 2025). Alongside the growing use of TikTok in the digital era, the food and beverage industry has also experienced significant development and has become one of the key contributors to Indonesia's economic growth. According to a report by CNBC Indonesia (2025), the food and beverage industry accounts for approximately 41.15% of the GDP of the non-oil and gas manufacturing sector and contributes 7.2% to the national GDP. Consistent with this development, data from the BPS (2025) also indicate an upward trend in the GDP of the food and beverage industry from Q3 2023 to Q3 2025, as presented in Figure 2.

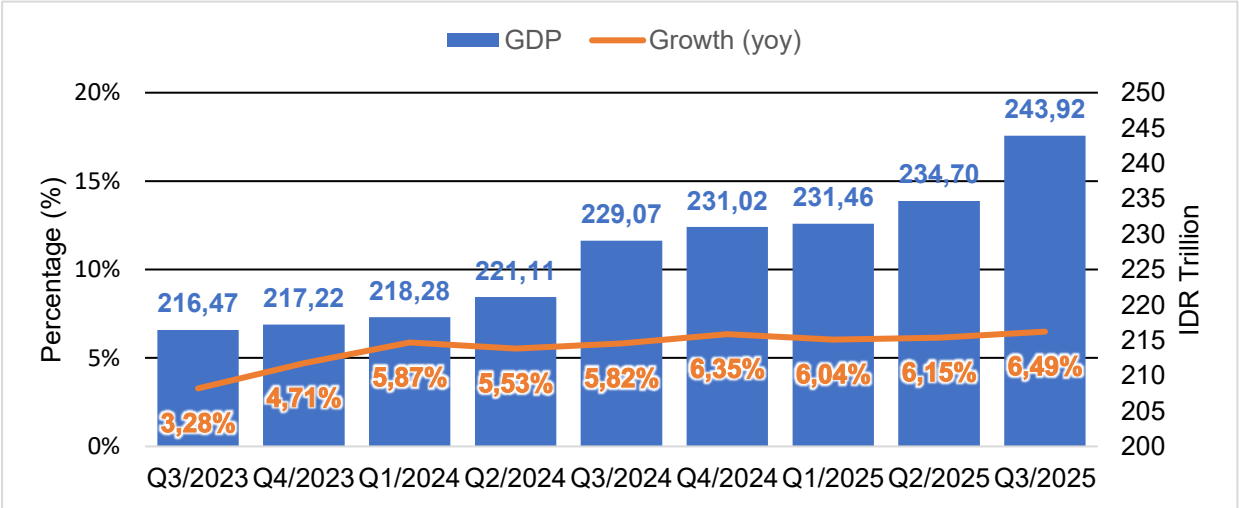


Figure 2. GDP of the food & beverage industry (Q3/2023–Q3/2025)
Source: BPS, 2025

The continued growth of the food and beverage industry has intensified competition among businesses in attracting consumer attention. In this increasingly competitive environment, social media platforms, particularly TikTok, have become an effective marketing channel for increasing brand awareness and encouraging consumers' purchase intentions. Content created and shared by users allows products to gain broader exposure and reach digital audiences rapidly.

This phenomenon can be observed in Chikuro, a local food and beverage brand that gained popularity on TikTok through the extensive circulation of user-generated content (UGC) and electronic word of mouth (E-WOM), including consumer reviews and experience-based videos. This exposure contributed to Chikuro's rapid expansion to more than 40 outlets across several major cities within a relatively short period (Kabar Franchise, 2025). A preliminary survey involving 20 Generation Z respondents in Bogor City further revealed that 85% had encountered UGC and E-WOM content about Chikuro on TikTok. Among those respondents, 85% reported having an interest in purchasing Chikuro products after being exposed to such content, as presented in Table 1.

Table 1. Preliminary survey results

No	Item	Response			
		Yes	(%)	No	(%)
1.	Have you heard of or are you familiar with the Chikuro food brand?	18	90%	2	10%
2.	Have you ever seen Chikuro related content on TikTok created by users, such as reviews, personal experiences, or recommendation videos?	17	85%	3	15%
3.	Have you ever seen comments, reviews, or recommendations from other users about Chikuro on TikTok?	17	85%	3	15%
4.	After viewing Chikuro related content and reviews on TikTok, are you interested in or do you intend to purchase Chikuro products?	17	85%	3	15%

Source: Primary data, processed in 2026

Previous studies reported inconsistent findings regarding the effects of user-generated content (UGC) and electronic word of mouth (E-WOM) on purchase intention. Juliyanti et al. (2023) and Azzahro (2024) found that UGC had a significant effect on purchase intention, whereas Khalidah et al. (2023) and Aqila and Revinzky (2023) reported different findings. Similar inconsistencies have been observed in studies on E-WOM. William and Setianingsih (2023) and Wafiyah and Wusko (2023) reported a significant effect of E-WOM on purchase intention, while Ikraam (2023) and Komariah et al. (2025) reported different findings. These variations may be related to differences in the platforms examined, product characteristics, and research model structures, including the distinction between direct effects and relationships involving mediating variables.

These differing findings highlight the need for further research examining UGC and E-WOM simultaneously within a single research model on TikTok, particularly in the context of local food and beverage (F&B) brands. Although previous studies have examined these variables across different platforms and product categories, further evidence is needed to understand their respective effects on purchase intention in the context of Chikuro. As a local F&B brand that has gained attention through social media content, Chikuro provides a relevant context for investigating how UGC and E-WOM on TikTok relate to consumers' purchase intention. Bogor City was selected as the research location because it is part of the Greater Jakarta metropolitan area (Jabodetabek), a region characterized by high economic activity (Kompas.com, 2022), and provides a specific local context for examining consumer behavior toward F&B products.

Based on this research gap, this study aims to analyze the effects of UGC and E-WOM on

TikTok on purchase intention for Chikuro products among Generation Z in Bogor City. By examining both variables within a single research model, this study also seeks to compare their respective contributions to purchase intention. The findings are expected to enrich the empirical literature on the role of consumer-generated content in digital marketing and provide practical insights for local F&B businesses in developing digital marketing strategies that utilize UGC and E-WOM to encourage purchase intention.

2. Literature review and hypotheses development

2.1. User generated content

User generated content (UGC) refers to various forms of content created and shared by consumers rather than by companies or parties with direct commercial interests. Such content generally reflects consumers' personal experiences, opinions, and interpretations of a particular product or brand. Muntinga et al. (2011) and Kotler et al. (2021) explain that UGC can strengthen the relationship between consumers and brands by creating a greater sense of closeness, authenticity, and credibility compared with conventional marketing content.

In this study, user generated content (UGC) is assessed based on four indicators proposed by Luo & Lee (2022), as follows:

1. Content authenticity
   Refers to the extent to which the content produced by users represents their actual experiences and accurately reflects the real condition of a product.
2. Content interestingness
   Describes the ability of content to capture consumers' attention and encourage their interest in exploring or obtaining further information about a product.
3. Content usefulness
   Refers to the extent to which the information presented in the content helps consumers obtain relevant information and develop an understanding of a product prior to making a purchase.
4. Content valence
   Represents the overall tendency of the content to convey a particular impression or evaluation of a product, whether positive or negative.

2.2. Electronic word of mouth

Electronic word of mouth (E-WOM) refers to an informal form of communication among consumers that takes place through electronic media and the internet. It involves the exchange of information, opinions, and personal experiences concerning particular products or services (Goyette et al., 2010). Kotler et al. (2021) describe E-WOM as consumer-generated information shared through social media in various formats, including written text, photographs, and videos. Such information can serve as a reference for other consumers when evaluating a product.

In this study, electronic word of mouth (E-WOM) is measured using three indicators developed by Goyette et al. (2010), as follows:

1. Intensity
   Refers to how frequently consumers encounter or receive information, comments, and opinions about a particular product through social media platforms.
2. Valence of opinion
   Describes the direction of consumers' opinions or comments toward a product, which may be expressed positively or negatively.
3. Content
   Encompasses the different types of product-related information conveyed through E-WOM, including aspects such as product quality, taste, price, and consumers'

personal experiences with the product.

2.3. Purchase intention

According to Ferdinand (2014) purchase intention refers to a psychological tendency that reflects consumers' motivation and willingness to make a purchase. Kotler et al. (2016) define purchase intention as a form of consumer behavior that indicates an individual's desire to purchase or choose a particular product based on previous experiences and the motivation generated by the product.

In this study, purchase intention is measured using four indicators proposed by Ferdinand (2014), as follows:

1. Transactional intention
   Refers to consumers' tendency or willingness to purchase a product after obtaining relevant information and developing an interest in the product.
2. Referential intention
   Describes consumers' willingness to recommend a particular product to other people based on their interest or positive perception of the product.
3. Preferential intention
   Indicates consumers' tendency to favor or prioritize a particular product over other available alternatives.
4. Exploratory intention
   Refers to consumers' willingness to seek out additional and more detailed information about a product before making a purchase decision.

Table 2. Comparison of similarities and differences between UGC and E-WOM

Category	Aspect	UGC	E-WOM
Similarities	Information dissemination (information dissemination)	Information is conveyed through digital/online media. (same)	
	Relationship between information source and recipient (potentially unknown source and receiver relationships)	The content presented is impersonal and may come from fellow followers or accounts considered relevant, allowing it to create a sense of closeness even without a direct personal relationship. (same)	
	Online availability (online availability)	Can be publicly accessed online. (same)	
Differences	Creative effort (creative effort)	Always involves creative contribution from the user.	Does not always involve creativity, since users can simply re-share content that already exists.
	Content scope (content limit)	Not limited to commercial aspects and covers a wide variety of content forms.	Oriented toward products, brands, services, or companies that are commercial in nature.
	Independence from commercial influence (commercial-influenced independence)	Generally created based on personal interest, without commercial motivation.	Shaped by such interests and can arise within a commercial context.

Source: Thao & Shurong, 2020

2.4. Conceptual similarities and differences between UGC and E-WOM

In digital marketing communication practice, user generated content (UGC) and electronic word of mouth (E-WOM) are often viewed as closely related because both involve consumers' active role in disseminating information through digital media (Thao & Shurong, 2020). However, upon closer examination, these two concepts have fundamental differences that are important to understand, particularly in the study of consumer behavior. UGC and E-WOM cannot be used interchangeably because each has its own distinct characteristics related to the process and pattern of information

delivery. Therefore, a comprehensive understanding of the differences between these two concepts becomes crucial in analyzing their influence on this research.

Based on Table 2, UGC and E-WOM have several similarities and differences. In terms of similarities, both UGC and E-WOM involve the dissemination of information through digital or online media. The information shared can be accessed by other users, and the source and recipient of the information do not necessarily know each other or have a direct personal relationship. In addition, both types of content can be publicly accessed online.

Meanwhile, the differences between UGC and E-WOM can be seen from three aspects. First, in terms of creative effort, UGC always involves creative contribution from users in producing the content, whereas E-WOM does not always require creativity because users may simply reshare existing content. Second, in terms of content scope, UGC is not limited to commercial topics and can cover various types of content. In contrast, E-WOM is generally related to products, brands, services, or companies that have a commercial nature. Third, in terms of independence from commercial influence, UGC is generally created based on users' personal interests without commercial motivation, while E-WOM can be influenced by personal interests and may occur within a commercial context. Therefore, although UGC and E-WOM have similarities in their dissemination through digital media, they differ in terms of creative effort, content scope, and commercial influence.

2.5. Hypotheses development

Kotler et al. (2021) explain that user-generated content (UGC) can strengthen consumer-brand relationships through authenticity and credibility. On TikTok, content created by users about Chikuro may help potential consumers evaluate the product and develop purchase intention.

Previous studies by Juliyanti et al. (2023) and Azzahro (2024) also found that UGC has a positive and significant effect on purchase intention. Based on this theoretical explanation and empirical evidence, the following hypothesis is proposed:

H1: User-generated content (UGC) has an influence on the purchase intention of Chikuro products.

Kotler et al. (2021) describe E-WOM as consumer-generated information shared through social media in various formats, including written text, photographs, and videos. Such information can serve as a reference for other consumers when evaluating a product. On TikTok, E-WOM about Chikuro may help potential consumers assess the product based on other consumers' opinions and experiences, thereby influencing their purchase intention.

Previous studies by William and Setianingsih (2023) and Wafiyah and Wusko (2023) found that E-WOM has a significant effect on purchase intention. Based on this theoretical explanation and empirical evidence, the following hypothesis is proposed:

H2: Electronic word of mouth (E-WOM) has a positive and significant effect on the purchase intention of Chikuro products.

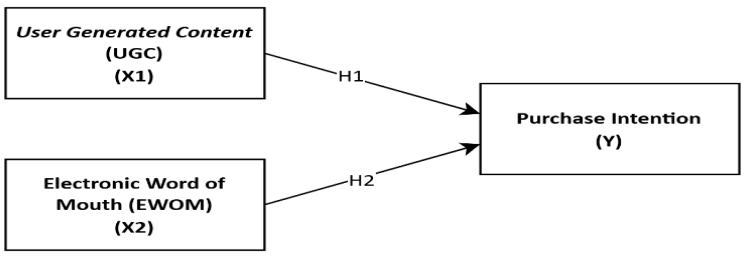


Figure 3. Conceptual framework
Source: Researcher, 2026

3. Research methods

This study employed a quantitative research method using a descriptive-associative approach to examine the effects of user-generated content (UGC) (X1) and electronic word of mouth (E-WOM) (X2) on purchase intention (Y). The research focused on Generation Z consumers aged 16–29 years who reside in Bogor City, use TikTok, and have been exposed to Chikuro-related content. Respondents were selected through a non-probability sampling technique using the convenience sampling method. A total of 200 respondents participated in the study, based on the recommendation of Dash and Paul (2021), which states that a minimum sample size of 200 respondents is required for SEM analysis. Data were collected through an online questionnaire.

4. Results and discussion

4.1. Results

The screening questions ensured that all 200 respondents met the study criteria, including knowing Chikuro and having been exposed to UGC and E-WOM about Chikuro on TikTok. The respondents' demographic characteristics and TikTok usage patterns are presented in Table 3.

Table 3. Characteristics of respondents

No	Item	Category	Frequency
1.	Gender	Female	120
		Male	80
	Age	16-19	9
		20-24	146
		25-29	45
2.	Domicile	Central Bogor	22
		East Bogor	42
		South Bogor	40
		West Bogor	47
		North Bogor	32
		Tanah Sareal	17
3.	Income	< IDR 1,000,000	17
		IDR 1,000,000 - IDR 2,000,000	84
		IDR 2,000,000 - IDR 3,000,000	64
		> IDR 3,000,000	35
4.	Occupation	Student	141
		Private-sector employee	37
		Civil servant	18
		Other	4
5.	TikTok usage	< 1 Hour	11
		1-3 Hour	55
		3-5 Hour	94
		> 5 Hour	40

Source: Primary data, processed in 2026

Based on Table 3, this study involved a total of 200 respondents. In terms of gender, female respondents accounted for the majority, with 120 respondents (60%), while male respondents totaled 80 respondents (40%). Regarding age distribution, most

respondents were between 20 and 24 years old, comprising 146 respondents (73%). In terms of domicile, the largest proportion of respondents came from West Bogor, with 47 respondents (23.5%).

With respect to monthly income, most respondents reported an income of IDR 1,000,000–IDR 2,000,000, totaling 84 respondents (42%). In terms of occupation, the majority were students, consisting of 141 respondents (70.5%). This indicates that the respondents were predominantly young individuals who were still pursuing their education as students.

Furthermore, regarding TikTok usage, 94 respondents (47%) reported spending 3–5 hours per day on the platform. Overall, the respondent profile indicates that the study was predominantly represented by females aged 20–24 years, primarily students, with a monthly income of IDR 1,000,000–IDR 2,000,000, and daily TikTok usage of 3–5 hours.

Table 4. Outer loading

Kode	E-WOM	UGC	PI
E-WOM1.1	0.780		
E-WOM1.2	0.741		
E-WOM1.3	0.747		
E-WOM2.1	0.758		
E-WOM2.2	0.770		
E-WOM2.3	0.746		
E-WOM3.1	0.755		
E-WOM3.2	0.779		
E-WOM3.3	0.818		
PI1.1		0.839	
PI1.2		0.768	
PI1.3		0.815	
PI2.1		0.846	
PI2.2		0.774	
PI2.3		0.777	
PI3.1		0.804	
PI3.2		0.804	
PI3.3		0.823	
PI4.1		0.830	
PI4.2		0.807	
PI4.3		0.854	
UGC1.1			0.839
UGC1.2			0.813
UGC1.3			0.801
UGC2.1			0.837
UGC2.2			0.806
UGC2.3			0.814
UGC3.1			0.772
UGC3.2			0.839
UGC3.3			0.832
UGC4.1			0.808
UGC4.2			0.769
UGC4.3			0.855

Source: Primary data, processed in 2026

Based on the convergent validity assessment presented in Table 4, all indicators measuring the user generated content (UGC), electronic word of mouth (E-WOM), and purchase intention (PI) constructs obtained outer loading values above 0.70. For UGC, the outer loading values ranged from 0.769 to 0.839, while E-WOM indicators showed values between 0.741 and 0.818. Meanwhile, the outer loading values for PI ranged from 0.768 to 0.846. An outer loading value exceeding 0.70 indicates that an indicator adequately represents and measures the intended construct (Hair et al., 2021). Therefore, all indicators for UGC, E-WOM, and PI can be considered to have achieved convergent validity.

Table 5. Average variance extracted (AVE)

Variable	Average variance extracted (AVE)
UGC	0.587
E-WOM	0.660
PI	0.666

Source: Primary data, processed in 2026

Convergent validity can also be evaluated using the Average Variance Extracted (AVE). The analysis produced AVE values of 0.587 for UGC, 0.660 for E-WOM, and 0.666 for PI. An AVE value above 0.50 indicates that a construct is capable of explaining more than half of the variance in its indicators (Hair et al., 2021). Since all three constructs exceeded the minimum threshold of 0.50, UGC, E-WOM, and PI are considered to have satisfied the requirements for convergent validity and are therefore suitable for further analysis.

Table 6. HTMT

Variable	E-WOM	PI	UGC
E-WOM			
PI	0.758		
UGC	0.639	0.757	

Source: Primary data, processed in 2026

Based on the discriminant validity assessment presented in Table 6, the heterotrait-monotrait ratio (HTMT) values between the constructs were all below the threshold of 0.90. The HTMT value between E-WOM and PI was 0.758, while the values between E-WOM and UGC and between PI and UGC were 0.639 and 0.757, respectively. These results indicate that each construct demonstrates a sufficient degree of distinction from the others.

Accordingly, all HTMT values obtained in this study meet the criteria for discriminant validity, as they remain below the 0.90 threshold (Hair et al., 2021). This confirms that E-WOM, PI, and UGC can be distinguished adequately and that there are no apparent issues in differentiating the constructs used in the measurement model. The findings further indicate that each variable captures a distinct concept corresponding to its respective construct.

Table 7. Cronbach's alpha

Variable	Cronbach's alpha
UGC	0.912
E-WOM	0.953
PI	0.954

Source: Primary data, processed in 2026

Based on the results presented in Table 7, the reliability test using Cronbach's alpha produced a value of 0.912 for user generated content, 0.953 for electronic word of mouth, and 0.954 for purchase intention. All three values exceed the minimum threshold of 0.70, indicating that the variables demonstrate adequate reliability (Hair et al., 2021).

These findings indicate that the indicators employed in the study have a high level of internal consistency in measuring their respective constructs. Therefore, the research instrument is

considered reliable and suitable for use in the subsequent stages of analysis.

Table 8. Composite reliability

Variable	Composite reliability
UGC	0.927
E-WOM	0.959
PI	0.960

Source: Primary data, processed in 2026

Based on the results presented in Table 8, the composite reliability test yielded values of 0.927 for user generated content, 0.959 for electronic word of mouth, and 0.960 for purchase intention. Since all values exceed the minimum threshold of 0.70, each construct can be considered reliable (Hair et al., 2021).

These findings demonstrate that the indicators used in the study consistently measure their respective constructs. As the composite reliability criteria have been satisfied, the research instrument is regarded as having good reliability and is appropriate for use in the subsequent structural model analysis.

Table 9. R-square (R^2)

	R-square
PI	0.646

Source: Primary data, processed in 2026

Based on the results presented in Table 9, the R-square value for the latent variable purchase intention is 0.646. This indicates that the exogenous latent variables collectively explain 64.6% of the variance in the endogenous latent variable purchase intention, while the remaining 35.4% can be attributed to other factors outside the research model. According to the criteria proposed by Hair et al. (2021), the R-square value falls within the strong category.

These findings indicate that the proposed research model has strong predictive capability in explaining the relationship between the exogenous variables and purchase intention.

Table 10. F-square

	f-square
UGC (X1) → PI (Y)	0.390
E-WOM (X2) → PI (Y)	0.340

Source: Primary data, processed in 2026

Based on the results presented in Table 10, the f-Square values indicate the magnitude of the effect of each exogenous variable on the endogenous variable. User generated content (UGC) obtained an f-Square value of 0.390, while electronic word of mouth (E-WOM) recorded a value of 0.340. An f-Square value of 0.35 or higher indicates a large effect, whereas a value ranging from 0.15 to less than 0.35 represents a moderate effect (Hair et al., 2021).

Based on these criteria, UGC demonstrates a large effect on purchase intention, while E-WOM has a moderate effect. These findings indicate that UGC contributes a greater effect on purchase intention compared with E-WOM.

Table 11. Predictive relevance (Q^2)

	Q^2 Predict
PI	0.635

Source: Primary data, processed in 2026

Based on the results presented in Table 11, the Q^2 predict value for purchase intention is 0.635. This value indicates that the proposed research model has good predictive capability in explaining purchase intention. A Q^2 value greater than 0 indicates that the model possesses

predictive relevance for the endogenous construct (Hair et al., 2021). Therefore, the Q^2 value of 0.635 confirms that the research model demonstrates strong predictive relevance in predicting purchase intention.

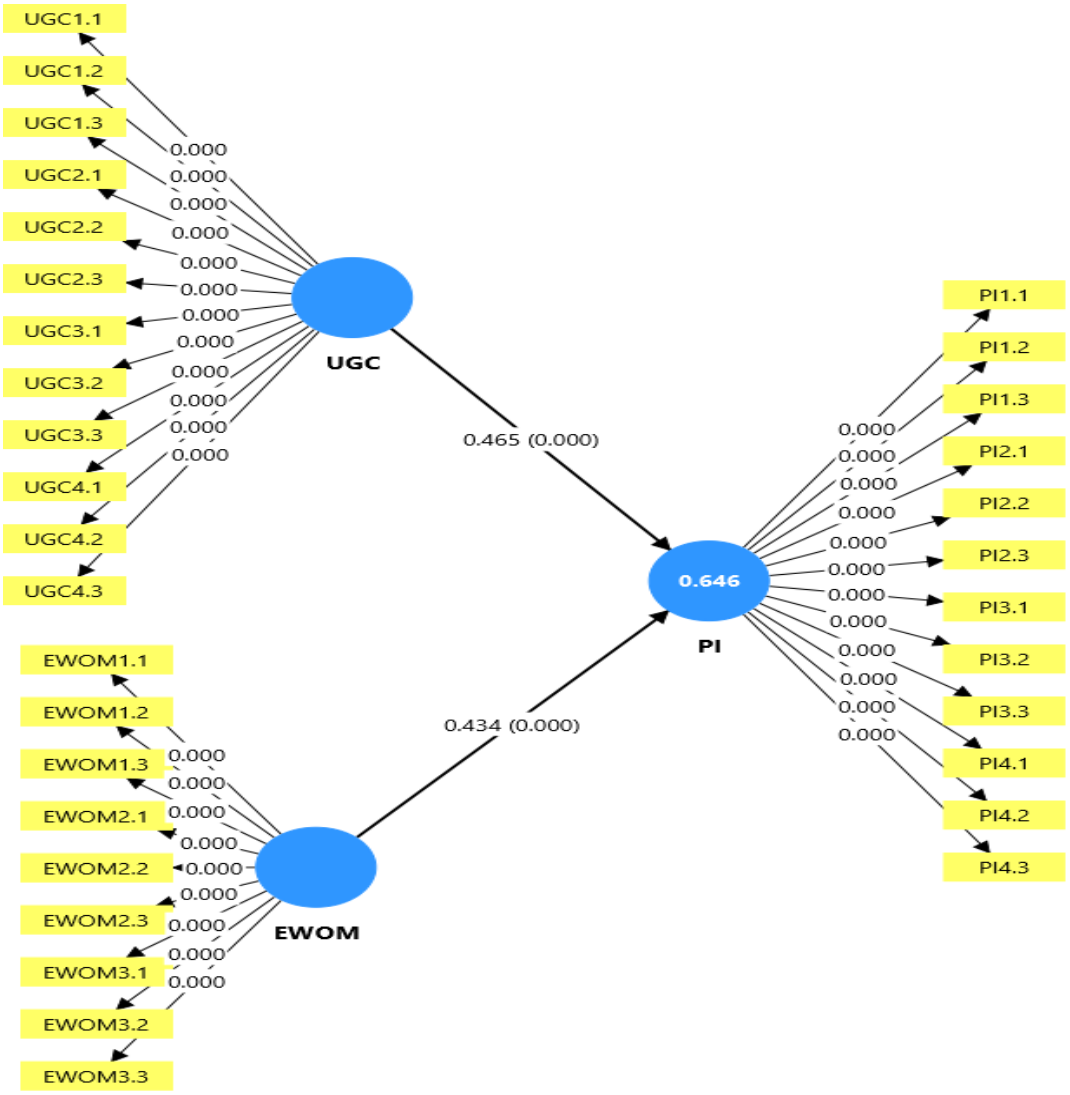


Figure 4. Path model
Source: Primary data, processed in 2026

Table 12. Path coefficient results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Remark
UGC -> PI	0.465	0.470	0.052	8.989	0.000	Accepted
E-WOM -> PI	0.434	0.432	0.056	7.708	0.000	Accepted

Source: Primary data, processed in 2026

Based on the results presented in Table 12, the effects of the independent variables on the dependent variable can be interpreted as follows:

1. User generated content (UGC) → Purchase intention
   The path coefficient test demonstrates that user generated content (UGC) exerts a positive and significant effect on purchase intention. The original sample value is 0.465, while the t-statistic is 8.989, which is greater than the t-table value of 1.96 (8.989 > 1.96). Furthermore,

the p-value is 0.000, which is below the 0.05 significance level (0.000 < 0.05). These results indicate that the hypothesis stating that user generated content has a positive effect on purchase intention is accepted.

2. Electronic word of mouth (E-WOM) → Purchase intention
   The path coefficient test further shows that electronic word of mouth (E-WOM) has a positive and significant effect on purchase intention. The analysis produces an original sample value of 0.434 and a t-statistic of 7.708, which exceeds the t-table value of 1.96 (7.708 > 1.96). The p-value is 0.000, which is lower than the 0.05 significance level (0.000 < 0.05). Therefore, the hypothesis proposing that electronic word of mouth has a positive effect on purchase intention is accepted.

4.2. Discussions

H1: The effect of user generated content on purchase intention

The hypothesis testing results presented in Table 12 indicate that user generated content (UGC) has a positive and significant effect on purchase intention. This is supported by a path coefficient of 0.465, a t-statistic of 8.989 (>1.96), and a p-value of 0.000 (<0.05). The findings suggest that the better the UGC encountered by consumers on TikTok, the stronger their intention to purchase Chikuro products. Content that is authentic, engaging, informative, and positively framed can provide consumers with relevant product information and serve as an important consideration before making a purchase. In this way, user-created content can generate consumer interest and encourage a stronger intention to buy.

These findings are in line with Kotler et al. (2021), who explain that UGC can build closer relationships between consumers and brands because it is often seen as more authentic and credible than traditional marketing content. In this study, TikTok content about Chikuro reflects consumers' actual experiences and opinions about the product. This makes the content more trustworthy for potential consumers when considering whether to buy Chikuro products, which can increase their purchase intention.

This finding is in line with the studies conducted by Juliyanti et al. (2023) and Azzahro (2024), which found that user generated content has a positive and significant effect on purchase intention. Their findings reinforce the view that user-generated content can serve as a credible source of product-related information that increases consumer interest and encourages purchase intention. Based on the hypothesis testing results and the supporting evidence from previous studies, H1 is accepted.

H2: The effect of electronic word of mouth on purchase intention

The hypothesis testing results in Table 12 demonstrate that electronic word of mouth (E-WOM) has a positive and significant effect on purchase intention. This is evidenced by a path coefficient of 0.434, a t-statistic of 7.708 (>1.96), and a p-value of 0.000 (<0.05). The results indicate that more positive and informative E-WOM encountered by consumers on TikTok is associated with a higher level of purchase intention. Reviews, comments, personal experiences, and recommendations shared by other users can provide consumers with a clearer understanding of a product and assist them in evaluating whether to make a purchase.

These findings are also consistent with Kotler et al. (2021), who explain that E-WOM consists of information shared by consumers through social media in the form of text, photos, and videos. This information can help other consumers evaluate a product before making a purchase decision. In this study, reviews, comments, personal experiences, and recommendations about Chikuro on TikTok help potential consumers understand the product through the experiences of others. Positive and informative E-WOM can therefore increase consumers' confidence in the product and strengthen their intention to purchase Chikuro.

The results are consistent with the studies of Wafiyah & Wusko (2023) and William & Setianingsih (2023), which found that electronic word of mouth has a positive and significant

effect on purchase intention. These findings indicate that information, opinions, and recommendations shared by other consumers can serve as important considerations when consumers form their purchase intentions. Based on the hypothesis testing results and the findings of previous studies, H2 is accepted.

5. Conclusions and suggestion

This study concludes that user generated content (UGC) and electronic word of mouth (E-WOM) on TikTok have positive and significant effects on purchase intention for Chikuro products among Generation Z in Bogor City. These findings indicate that user-created content and consumer-shared opinions are relevant to consumers' purchase intentions.

UGC has a path coefficient of 0.465, slightly higher than E-WOM at 0.434. This finding suggests that both forms of digital communication contribute to purchase intention, with UGC showing a higher coefficient in the proposed model. However, this difference does not necessarily indicate a statistically significant difference between their effects.

Theoretically, this study contributes to the literature by examining UGC and E-WOM simultaneously in the context of TikTok food marketing. The findings provide empirical evidence that supports Kotler et al. (2021), who explain that UGC can strengthen authenticity and credibility in the relationship between consumers and brands, while E-WOM, as consumer-generated information shared through social media, can serve as a reference for other consumers when evaluating a product.

Practically, Chikuro can strengthen its TikTok marketing strategy by encouraging authentic user-generated content and positive customer reviews. These activities may help consumers obtain product information and develop purchase intentions. The findings also highlight the relevance of both consumer-created content and online consumer opinions in digital marketing.

This study is limited to Chikuro products, Generation Z in Bogor City, and TikTok. Future research could incorporate additional variables, such as brand trust, and examine other product categories, geographical areas, and social media platforms. Further studies could also examine mediating variables to better understand how UGC and E-WOM relate to purchase intention.

References

APJII. (2025). Survei penetrasi internet dan perilaku penggunaan internet 2025. https://survei.apjii.or.id/

Aqila, M. A. Z., & Revinzky, M. A. (2023). Dampak user-generated content terhadap brand equity dalam membentuk niat pembelian pada brand makanan dan minuman di Tiktok. *Indonesian Journal of Economics Management and Accounting*, 1(5), 400–413. https://jurnal.intekom.id/index.php/ijema/article/view/451

Azzahro, S. F. (2024). Pengaruh user-generated content terhadap purchase intention melalui brand image sebagai variabel intervening pada produk mie Gacoan. *Undergraduate thesis*, Universitas Islam Negeri Maulana Malik Ibrahim.

Badan Pusat Statistik. (2025, November 5). [Seri 2010] Laju Pertumbuhan PDB Seri 2010— https://www.bps.go.id/id/statistics-table/2/MTA0IzI=/-seri-2010--laju-pertumbuhan-pdb-seri-2010--persen-.html

CNBC Indonesia. (2025, August 4). Industri makanan minuman RI topang ekonomi RI, ternyata ini kuncinya. CNBC Indonesia. https://www.cnbcindonesia.com/news/20250804124844-4-654817/industri-makanan-minuman-ri-topang-ekonomi-ri-ternyata-ini-kuncinya?

Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092. https://doi.org/10.1016/j.techfore.2021.121092

Ferdinand, A. (2014). Metode penelitian manajemen: pedoman penelitian untuk penulisan

skripsi tesis dan disertasi ilmu manajemen.
Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23. https://doi.org/10.1002/cjas.129
Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) Using R: a workbook*. Springer Nature.
Ikraam, M. N. F. (2023). Efektivitas E-WOM, store atmosphere, dan price dalam mempengaruhi purchase intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(3), 782–793. https://doi.org/10.21776/jmppk.2022.02.3.20
Juliyanti, J., Rosnani, T., Purmono, B. B., Heriyadi, H., & Saputra, P. (2023). How does user-generated content impact purchase intention through perceived food quality? *Enrichment : Journal of Management*, 13(5), 2820–2831. https://doi.org/10.35335/enrichment.v13i5.1688
Kabar Franchise. (2025, August 20). Franchise Chikuro: info menu, keunggulan, dan biaya kemitraan. KabarFranchise.Com. https://kabarfranchise.com/peluang-bisnis/franchise-chikuro/
Khalidah, N. D., Asiyah, S., & Basalamah, M. R. (2023). The influence of video marketing, user generated content on purchase intention through brand awareness as intervening variables. *Budapest International Research and Critics Institute-Journal* (BIRCI-Journal), 6(1), 561–572. https://doi.org/10.33258/birci.v6i1.7500
Komariah, N. D., Arief, M. Y., & Fandiyanto, R. (2025). Pengaruh E-WOM dan keragaman produk terhadap minat beli dan keputusan pembelian produk makanan pada pengguna gofood, dengan price discount sebagai variabel pemoderasi. *Jurnal Mahasiswa Entrepreneurship* (JME), 3(2), 350–364. https://doi.org/10.36841/jme.v3i2.4844
Kompas.com. (2022, December 7). Pekerjaan rumah metropolitan jakarta sebagai pusat ekonomi nasional. KOMPAS.com. https://www.kompas.com/properti/read/2022/12/07/133243621/pekerjaan-rumah-metropolitan-jakarta-sebagai-pusat-ekonomi-nasional
Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). Principles of marketing (18th edition, global edition). Pearson.
Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). Marketing management 3rd edn PDF eBook. Pearson Higher Ed.
Lubis, R. O. (2025). Persepsi dan preferensi Generasi Z terhadap konten pemasaran TikTok: analisis tematik konten kreator lokal. *Jurnal Administrasi Bisnis Modern*, 1(2), 243–254. https://doi.org/https://doi.org/10.51622/jabm.v1i2.2898
Luo, W., & Lee, Y. (2022). How user-generated content characteristics influence the impulsive consumption: moderating effect of tie strength. *Jurnal Akademik Penelitian Manajemen Pengetahuan*, 23 (4), 277–292.
Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46. https://doi.org/10.2501/IJA-30-1-013-046
Rachman, M. A., & Lestari, M. T. (2025). Instagram vs TikTok: a comparative study of content strategies to enhance engagement and brand awareness of Tomoro coffee in Medan. *International Journal of Cultural and Social Science*, 6(3), 833–840. https://doi.org/10.53806/ijcss.v6i3.1137
Septiana, H. R., Julianti, R., Putri, L. R., Dinina, R. C. A., Azzahra, S. D., & Gunawan, S. D. P. (2024). Overview of food consumption behavior and healthy lifestyle patterns in modern communities of Bogor City. *HEARTY*, 12(2), 408–413.

https://doi.org/10.32832/hearty.v12i2.16708
Thao, N. T. T., & Shurong, T. (2020). Is it possible for “Electronic Word-of-Mouth” and “User-Generated Content” to be used interchangeably? *Journal of Marketing and Consumer Research*. https://doi.org/10.7176/JMCR/65-04
Wafiyah, F., & Wusko, A. U. (2023). Pengaruh user generated content dan E-WOM terhadap purchase intention dan purchase decision pada pembeli produk Nyrtea di Instagram. *Jurnal Ekonomi, Bisnis dan Manajemen*, 2(3), 190–200. https://doi.org/10.58192/ebismen.v2i3.1278
William, J., & Setianingsih, R. E. (2023). Pengaruh electronic word of mouth (eWOM) dan content marketing di TikTok terhadap minat beli konsumen Eatsambel. *Skripsi.* https://eprints.kwikkiangie.ac.id/5194/