

## The Influence of User-Generated Content (UGC) and Electronic Word-of-Mouth (E-WOM) on Purchasing Decisions through Brand Image At Sens Hotel & Spa Ubud

Kadek Wirahadi Mahartika<sup>1</sup>, Reny Nadlifatin<sup>2\*</sup>

<sup>1,2</sup> Sepuluh Nopember Institute of Technology, Surabaya, Indonesia

\*Corresponding Author: [reny.nadlifatin@gmail.com](mailto:reny.nadlifatin@gmail.com)

### Article History

Received: 19-06-2026

Revised: 24-06-2026

Published: 30-06-2026

**Keywords:** *User-Generated Content, Electronic Word Of Mouth, Purchasing Decisions, Brand Image*

### ABSTRACT

*The Room Occupancy Rate (TPK) of starred and non-starred hotels in Bali Province in the period March 2024 to March 2025 was recorded at 52.71% while non-starred hotels were at 38.44%. This percentage experienced a significant increase in October 2024, where the ROC for starred hotels reached 64.37% and for non-starred hotels 43.94%. This increase indicates post-pandemic recovery and increased tourist interest during the peak season. However, in 2025, the ROC experienced a gradual decline. In February 2025, the estimated ROC for starred hotels showed a figure of  $\pm 51.62\%$  and for non-starred hotels  $\pm 36.35\%$ , then decreased again in March 2025 to 46.61% for starred hotels and 35.71% for non-starred hotels. This decline shows that even though Bali's hotel industry has recovered, maintaining occupancy levels remains a challenge, especially outside the holiday season. Consumer expectations of digital services and information when choosing accommodations can be one of the causes of these fluctuations. This study aims to examine and analyze the influence of user-generated content (UGC) and electronic word of mouth (E-WOM) on purchasing decisions through brand image as a mediating variable. The analysis method carried out quantitatively by distributing questionnaires which then be analyzed using the Structural Equation Model (SEM). The results of this study indicate that User-Generated Content (UGC), Electronic Word of Mouth (E-WOM), and Brand Image have a positive but insignificant effect on purchase decisions. Furthermore, User-Generated Content (UGC) and Electronic Word of Mouth (E-WOM) have a positive and significant effect on Brand Image. Additionally, User-Generated Content (UGC) and Electronic Word of Mouth (E-WOM) have a positive and significant indirect effect on purchase decisions through Brand Image as a mediating variable.*

## INTRODUCTION

The development of digital technology and the transformation of information technology-based industries have brought significant changes to the pattern of interaction between companies and consumers. Digitalization has not only changed traditional marketing mechanisms to digital platform-based marketing, but it has also changed consumer behavior in obtaining information, evaluating alternatives, and making purchasing decisions. Consumers today have wider access to various sources of information through social media, online review platforms, and virtual communities that allow them to obtain information quickly and interactively. This condition encourages a change in consumer behavior from passive recipients of information to active users who participate in the creation and dissemination of digital information.

These behavioral changes are becoming increasingly important in the hospitality industry which has product characteristics in the form of services and experiences (experience-based products). In contrast to physical products that can be evaluated directly before a purchase, consumers of hospitality services generally have a higher level of uncertainty because they cannot try the service before making a transaction. Therefore, consumers tend to utilize various digital information sources as a basis for evaluation before making a purchase decision. Purchasing decisions themselves are a process that involves individual activities in selecting, evaluating, and deciding to purchase a product or service based on preferences, experience, and information obtained previously (Wulandari & Mulyanto, 2024; Nguyen et al., 2022).

In the context of the hotel industry in Indonesia, especially in Bali as one of the main tourist destinations, the level of competition between accommodation service providers continues to increase. The high number of hotels and the development of online booking platforms cause consumers to have many alternative options before deciding to buy. This situation requires companies not only to offer good quality of service, but also to be able to build effective digital marketing communications in order to maintain consumer interest.

Sens Hotel & Spa Ubud as one of the star hotels operating in Bali also faces similar challenges in maintaining consumer appeal and purchasing decisions. Based on observations of the company's digital media, hotels actively use various digital platforms as a medium of promotion and communication with consumers. These efforts can be seen through the use of Instagram social media, customer reviews, and online ordering platforms that are used to increase consumer engagement and strengthen the company's brand image.

One of the growing phenomena in digital marketing is the increasing role of user-generated content (UGC). User-generated content is various forms of information, reviews, photos, videos, and experiences that are created and shared voluntarily by users through digital platforms. In contrast to company-produced content, UGC is often perceived as more authentic and credible because it comes from real consumer experiences (Azzahro, 2023; Christine et al., 2024). Consumers tend to trust other users' experiences because they are

considered more objective than the company's promotional information. Gupta (2022) stated that user-generated content has a significant effect on purchase decisions due to the high level of credibility and relevance of the information provided to potential consumers. On the contrary, research by Andarsari and Suryadi (2024) shows that UGC has no direct influence on purchasing decisions. The difference in the results of the study indicates that the influence of UGC on purchasing decisions still needs further study.

In addition to UGC, electronic word-of-mouth (E-WOM) is also an important factor in shaping consumer behavior in the digital era. Electronic word-of-mouth is a form of communication between consumers through electronic media that contains positive and negative experiences about a product or service that can be accessed by many internet users (Tingga et al., 2022). Information disseminated through E-WOM has the ability to reduce consumer uncertainty because potential consumers can gain indirect experience from other consumers before making a purchase. Research by Tinonetsana et al. (2025) shows that electronic word-of-mouth has a significant effect on consumer purchasing decisions, while research by Slamet et al. (2022) shows that E-WOM has no significant influence on purchasing decisions. These inconsistent findings show that there are research gaps that need to be studied further.

Another factor that also influences the purchase decision is the brand image. Brand image describes consumers' perception and belief in a brand that is formed through certain experiences, information, and associations (Wardhana, 2024). A strong brand image can increase consumer trust, create positive perceptions, and increase the chances of making a purchase decision. Subkhan and Barrygian's (2024) research shows that brand image has a significant influence on purchasing decisions, while Jusika et al. (2024) found that brand image has no significant influence on purchasing decisions.

Based on this description, it can be seen that previous research showed inconsistent results regarding the influence of user-generated content, electronic word-of-mouth, and brand image on purchase decisions. In addition, most previous studies have used brand image as a mediating variable, while this study places brand image as an independent variable that directly influences purchasing decisions. Therefore, this study was conducted to analyze the influence of user-generated content (UGC), electronic word-of-mouth (E-WOM), and brand image on purchase decisions at Sens Hotel & Spa Ubud.

## **METHOD**

This study uses a quantitative approach with an explanatory research design that aims to examine the causal relationship between research variables, namely user-generated content (UGC), electronic word-of-mouth (E-WOM), brand image, and purchase decisions. The research was conducted on Sens Hotel & Spa Ubud consumers who obtained information related to hotels through digital media, such as social media, online review platforms, and online travel agents (OTAs).

The research population includes all consumers who have searched for information, interacted, or accessed content related to Sens Hotel & Spa Ubud through digital platforms. The sampling technique used purposive sampling with the criteria of respondents, namely: (1) at least 17 years old, (2) have obtained information about Sens Hotel & Spa Ubud through digital media, and (3) have seen reviews, comments, and hotel-related content on digital platforms. The purposive sampling technique was chosen because it allows researchers to obtain respondents who are in accordance with the characteristics of the study.

Data collection was carried out using an online survey-based questionnaire through Google Form with a five-point Likert measurement scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). The variables of user-generated content (UGC) were measured using the dimensions of intensity, opinion, and content (Dewi, 2023). The electronic word-of-mouth (E-WOM) variable was measured based on the dimensions of concern for others, expressing positive feelings, helping the company, platform assistance, venting negative feelings, extraversion/positive self-enhancement, social benefits, economic incentives, and advice seeking (Tingga et al., 2022). Brand image variables are measured through the dimensions of corporate image, user image, and product image (Wardhana, 2024). Meanwhile, purchase decision variables are measured based on consumer behavior indicators in evaluating and determining purchasing choices (Wulandari & Mulyanto, 2024).

Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS software version 4. The SEM-PLS method was chosen because it is able to analyze relationships between latent variables simultaneously, has the ability to accommodate complex research models, and does not require strict normal distribution assumptions (Musyaffi et al., 2022). Model evaluation is carried out through testing the outer model and inner model. The outer model test included convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, while the inner model was evaluated using the R-square value ( $R^2$ ), path coefficient, effect size ( $f^2$ ), and hypothesis testing through the bootstrapping procedure. The research hypothesis is stated to be accepted if the t-value  $> 1.96$  and the p-value  $< 0.05$  at a significance level of 5%.

## FINDING AND DISCUSSION

### Overview of Sens Hotel & Spa Ubud

Sens Hotel & Spa Ubud is a four-star hotel located in the center of the Ubud area, Bali, precisely on Jl. Sukma Kesuma No.1, Banjar Tebesaya, Ubud District, Gianyar Regency, Bali 80571. This hotel has a very strategic location because it is close to various popular tourist destinations such as Ubud *Palace*, Ubud *Art Market*, and *Sacred Monkey Forest*, making it easier for tourists to reach the surrounding cultural and natural attractions. As a *boutique* hotel that combines a modern concept with a touch of Balinese culture, Sens Hotel & Spa Ubud offers around 90 rooms with several types such as *Superior*, *Superior Plus*, to *Premium Rooms* designed with complete facilities and contemporary design. Each room is equipped

with air conditioning, flat-screen TV, minibar, tea/coffee making facilities, and Wi-Fi connection to support guests' comfort during their stay.

Sens Hotel & Spa Ubud provides a variety of support services for both leisure and business needs, such as outdoor swimming pool, gym, spa and massage services, restaurant and lounge, and 24-hour front desk service. In addition, there are also supporting facilities such as meeting rooms, ballrooms for events, laundry services, airport shuttles, and tour assistance. These facilities make this hotel suitable for tourists, families, and business people. Overall, Sens Hotel & Spa Ubud offers a blend of modern comforts, professional service, and a strong Balinese cultural feel. With a strategic location and complete facilities, this hotel is one of the ideal accommodation options for domestic and foreign tourists visiting the Ubud area.

## Analysis Results

### Outer Model Testing

#### Pengujian Convergent Validity

Convergent validity indicates the level of validity of measurement indicators in representing the construct being studied. The convergent validity value can be seen through the loading factor value on each indicator of endogenous and exogenous variables. The recommended loading factor value to meet the convergent validity criteria is greater than 0.7 (Musyaffi et al., 2022). The results of convergent validity testing are presented in Table 1. as follows:

**Table 1. Convergent Validity Test Results**

No	Variabel	Indicator	Value	Ket.
1	Purchase Decision	KP1	0.856	Valid
		KP2	0.756	Valid
		KP3	0.858	Valid
		KP4	0.797	Valid
		KP5	0.773	Valid
		KP6	0.777	Valid
2	<i>User-Generated Content (UGC)</i>	UGC1	0.762	Valid
		UGC2	0.853	Valid
		UGC3	0.856	Valid
		UGC4	0.756	Valid
3	<i>Electronic Word-Of-Mouth (E-WOM)</i>	EWOM1	0.991	Valid
		EWOM2	0.983	Valid
		EWOM3	0.992	Valid
		EWOM4	0.983	Valid
4	<i>Brand Image</i>	BI1	0.964	Valid
		BI2	0.957	Valid

BI3	0.746	Valid
BI4	0.956	Valid

Table 1. The above shows that *the outer model* in this study has met *the conditions of convergent validity*, namely the conditions related to the value of *the loading factor* and all variable indicators show a value of  $> 0.7$ . Thus, it can be said that the statement items of the questionnaire are declared to be fulfilled in their convergent validity.

**Discriminant Validity Testing**

The *cross loading* value of each construct is analyzed to ensure that the indicator has the highest correlation to the construct it is measuring compared to other constructs. The validity of the indicator is fulfilled if the convergent and discriminate validity of the *outer model* has been achieved, with an expected *cross loading* value of  $> 0.7$  (Musyaffi et al., 2022). The results of *the discriminant validity* test are presented in Table 2. as follows:

**Table 2. Discriminant Validity Test Results**

No	Indicator	Purchase Decision	User-Generated Content (UGC)	Electronic Word-Of-Mouth (E-WOM)	Brand Image
1	KP1	0.856	0.342	0.509	0.398
2	KP2	0.756	0.319	0.491	0.452
3	KP3	0.858	0.347	0.511	0.397
4	KP4	0.797	0.329	0.494	0.437
5	KP5	0.773	0.274	0.448	0.498
6	KP6	0.777	0.329	0.496	0.416
7	UGC1	0.259	0.762	0.310	0.240
8	UGC2	0.387	0.853	0.238	0.253
9	UGC3	0.303	0.856	0.194	0.187
10	UGC4	0.332	0.756	0.324	0.279
11	EWOM1	0.598	0.327	0.991	0.405
12	EWOM2	0.601	0.331	0.983	0.423
13	EWOM3	0.603	0.323	0.992	0.410
14	EWOM4	0.616	0.327	0.983	0.409
15	BI1	0.498	0.245	0.352	0.964
16	BI2	0.511	0.308	0.402	0.957
17	BI3	0.451	0.295	0.390	0.746
18	BI4	0.497	0.238	0.368	0.956

Table 2. above shows that *the outer model* in this study has met the requirements of discriminant validity, namely the conditions related to *cross-loadings* of correlations between

latent variables. Thus, it can be said that *the outer model* has met the requirements of convergent validity and discriminant validity.

### Average Variance Extracted (AVE) Testing

The *Average Variance Extracted* (AVE) value is used to evaluate the discriminant validity of each construct, both endogenous and exogenous variables. The recommended criterion for AVE value is a minimum of 0.5 (Musyaffi et al., 2022). The results of the *Average Variance Extracted* (AVE) test are presented in Table 3. as follows:

**Table 3. Hasil Pengujian Average Variance Extracted (AVE)**

No	Variabel	AVE Value	Ket.
1	Purchase Decision	0.646	Valid
2	User-Generated Content (UGC)	0.653	Valid
3	Electronic Word-Of-Mouth (E-WOM)	0.975	Valid
4	Brand Image	0.829	Valid

Table 3. above shows that all variables in this study have met the *Average Variance Extracted* (AVE) criteria, which have an AVE value greater than 0.50. Among the four variables, the purchase decision variable had the highest AVE value of 0.910 while the *brand image* variable had the lowest AVE value of 0.699.

### Composite Reliability Testing

The *composite reliability* value is expected to be at least 0.7. If the *composite reliability* value is above 0.8, the data can be said to have a high level of reliability (Musyaffi et al., 2022). The *composite reliability* value in this study is presented in Table 4. as follows:

**Table 4. Composite Reliability Test Results**

No	Variabel	Composite Reliability	Ket.
1	Purchase Decision	0.916	Reliabel
2	User-Generated Content (UGC)	0.882	Reliabel
3	Electronic Word-Of-Mouth (E-WOM)	0.994	Reliabel
4	Brand Image	0.951	Reliabel

Table 4. above shows that all variables in this study have a *composite reliability* value above 0.80 so that they meet the reliability criteria. The variable with *the highest* composite reliability value was *Electronic Word-Of-Mouth (E-WOM)* at 0.994 while the lowest value was found in the *User-Generated Content (UGC)* variable of 0.882. Thus, it can be concluded that the four research variables are declared reliable because they have met the *composite reliability* value criteria  $> 0.80$ .

**Hypothesis Testing**

After testing the validity, reliability, and *R-square*, the next stage of testing the hypothesis is carried out. Hypothesis testing by looking at the relationships between latent variables that can be seen in the estimated results of the path coefficient symbolized by  $\beta$ . After that, identify the level of significance (*p-value*) on each path. If *p-value* = 0.05, then H0 is subtracted and HA is accepted. In the case of hypothesis testing, the results of *SmartPLS 4.0 data processing* are displayed in the form of images, as shown in Table 1.

**Table 1. Hypothesis Testing Results**

No	Jalur	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV )	P Values
1	UGC > KP	0.169	0.169	0.065	2.586	0.010
2	EWOM > KP	0.427	0.428	0.077	5.560	0.000
3	BI > KP	0.311	0.311	0.077	4.054	0.000

Hypothesis 1 in Table 5. shows an *original sample* value of 0.169 which indicates a positive influence between *user-generated content* (UGC) on purchase decisions. This means that an increase in UGC is likely to be followed by an increase in purchasing decisions by 16.9%. The results of *bootstrapping*, obtained a *sample mean* value of 0.169, *standard deviation* of 0.065, *t-statistic* of 2.586, and *p-value* of  $0.000 < 0.05$  show that this influence is statistically significant. The results of the first hypothesis test show that the accepted hypothesis, which means that *user-generated content* (UGC) has a positive and significant effect on purchasing decisions, meaning that the higher the *user-generated content* (UGC) that consumers receive, the higher the tendency of consumers to make a purchase decision. This shows that UGC has a significant role in influencing consumer considerations and beliefs before making a purchase at Sens Hotel & Spa Ubud.

Hypothesis 2 in Table 5 shows an *original sample* value of 0.427 which indicates a positive influence between *electronic word of mouth* (E-WOM) on purchase decisions. This means that an increase in EWOM is likely to be followed by a 42.7% increase in purchasing decisions. The results of *bootstrapping* obtained a *sample mean* value of 0.428, *standard deviation* of 0.077, *t-statistic* of 5,560, and a *p-value* of  $0.000 < 0.05$  show that this influence is statistically significant. The results of the second hypothesis test show that the hypothesis is accepted, which means that the *electronic word of mouth* (E-WOM) has a positive and significant effect on the purchase decision, meaning that the higher the *electronic word of mouth* (E-WOM), the more likely it is to increase the consumer's decision to make a purchase. This influence is strong enough and statistically proven so that it is able to influence consumer decisions in determining purchasing choices for products offered by Sens Hotel & Spa Ubud.

Hypothesis 3 in Table 5 shows an original sample value of 0.311 which indicates a positive influence between brand image on purchase decisions. This means that an increase in brand image tends to be followed by an increase in purchasing decisions by 31.1%. The results of bootstrapping, obtained a sample mean value of 0.311, standard deviation of 0.077, t-statistic of 4.054, and p-value of  $0.000 < 0.05$  show that this effect is statistically significant. The results of the third hypothesis test show that the hypothesis is accepted, which means that the brand image has a positive and significant effect on the purchase decision, meaning that the better the brand image, the higher the consumer decision in choosing Sens Hotel & Spa Ubud, because a strong brand image is able to increase consumer trust and confidence to stay at the hotel.

## **Discussion**

### **The Influence of *User-Generated Content* (UGC) on Purchase Decisions**

The results of data analysis obtained the result that the influence of user-generated content (UGC) on purchase decisions showed an original sample value of 0.169 and a p-value of  $0.010 < 0.05$  which can be interpreted as having a positive and significant effect on purchase decisions. This means that the hypothesis that user-generated content (UGC) has a positive and significant effect on purchase decisions is accepted.

The results of this study indicate that the existence of user-generated content (UGC) is one of the factors that consumers consider in making purchasing decisions. Content created and shared by users can provide information, experiences, and ratings that are considered more authentic than promotions conducted directly by companies. This condition can increase consumer confidence in the product, encouraging them to make purchases.

This significant influence shows that the characteristics of respondents in this study tend to utilize user-generated content (UGC) as one of the references in the purchase decision-making process. UGC that is relevant, informative, and in accordance with consumer needs is able to help consumers evaluate products before making a purchase. Therefore, the better the quality and credibility of UGC received by consumers, the greater the tendency of consumers to make purchasing decisions.

The results of this study are in line with research conducted by Gupta (2022), Suparto et al. (2024), and Vera (2024) which shows that user-generated content (UGC) has a positive and significant effect on purchasing decisions.

### **The Influence of *Electronic Word of Mouth* (E-WOM) on Purchase Decisions**

The results of the data analysis obtained the results that the influence of electronic word of mouth (E-WOM) on purchase decisions showed an original sample value of 0.427 and a p-value of  $0.000 < 0.05$  which can be interpreted that electronic word of mouth (E-WOM) has a positive and significant effect on purchase decisions. This means that the hypothesis that electronic word of mouth (E-WOM) has a positive and significant effect on purchasing decisions is accepted.

The results of this study indicate that information or reviews spread through electronic word of mouth (E-WOM) are one of the important factors that consumers consider in making purchase decisions. Information obtained from experiences, recommendations, and assessments of other consumers can help potential consumers evaluate products before making a purchase. Thus, the more positive the electronic word of mouth (E-WOM) that consumers receive, the higher the tendency of consumers to make purchases.

This significant influence shows that consumers tend to pay attention to the information available on digital platforms before making a purchase decision. Positive, relevant, and credible reviews can increase consumer confidence in the products offered, thus encouraging the formation of purchase decisions. This condition shows that the effectiveness of electronic word of mouth (E-WOM) is greatly influenced by the quality of information, the credibility of the source, and the ability of the information to meet consumer needs and expectations.

The results of this study are in line with research conducted by Nursal et al. (2023), Tinonetsana et al. (2025), and Wangsa et al. (2022) which shows that electronic value of mouth (E-WOM) has a positive and significant effect on purchase decisions.

### **The Influence of *Brand Image* on Purchase Decisions**

The results of the data analysis obtained the results that the influence of brand image on purchase decisions showed an original sample value of 0.311 and a p-value of  $0.000 < 0.05$  which can be interpreted that brand image has a positive and significant effect on purchase decisions. Which means that the hypothesis that the brand image has a positive and significant effect on the purchase decision is accepted.

The results of this study indicate that the better the brand image of a company, the higher the tendency of consumers to make purchase decisions. A positive brand image is able to create a perception of quality, trust, and confidence in the minds of consumers, thereby minimizing doubts in the decision-making process. Consumers not only buy products based on functionality alone, but also based on the symbolic value and reputation inherent in the brand.

The strong influence of brand image in this study also shows that consumers tend to make brand image one of the main considerations compared to other factors. This can be caused by the ability of brand image to distinguish a product from competitors, as well as providing quality assurance felt by consumers. In addition, a good brand image can also be formed through consumer experience, effective marketing communication, and consistency of product quality.

The results of this study are in line with research conducted by Benhardya et al. (2020), Mbete and Tanamal (2020), Subkhan and Barrygian (2024) which shows that brand image has a positive and significant effect on purchasing decisions.

## CONCLUSION

Based on the description of the previous chapters, in this study the author can draw the following conclusions:

1. *User-generated content* (UGC) has a positive and significant effect on purchase decisions, which means that *user-generated content* (UGC) is one of the factors that consumers consider in making purchase decisions. Content created and shared by users can provide information, experiences, and ratings that are considered more authentic than promotions conducted directly by companies.
2. *Electronic word of mouth* (E-WOM) has a positive and significant effect on purchase decisions, which means that *electronic word of mouth* (E-WOM) is one of the important factors that consumers consider in making purchase decisions. Information obtained from experiences, recommendations, and assessments of other consumers can help potential consumers evaluate products before making a purchase.
3. *Brand image* has a positive and significant effect on purchase decisions, which means that the better *the brand image*, the higher the tendency of consumers to make purchase decisions, because *brand image* creates a perception of quality, trust, and confidence, and is one of the main considerations in distinguishing products and reducing consumer doubts.

## REFERENCES

- Andarsari, F. D., & Suryadi, N. (2024). Understand the role of user-generated content on purchase intention of ChatGPT premium in undergraduate student. *International Journal of Research in Business and Social Science*, 13 (3), pp. 97 – 108.
- Andrian, A., Putra, C. I. W., Jumawan, J., & Nursal, F. (2022). *Perilaku Konsumen*. Malang: Rena Cipta Mandiri.
- Aqil, N. M. (2025). The Influence Of User Generated Content And Electronic Word Of Mouth On Purchasing Decisions At Jatinangor House Through Brand Image As An Intervening Variable. *International Journal of Current Economics & Business Ventures*, 5 (2), pp. 602 – 628.
- Azzahro, N. (2023). Aktivitas Pelanggan Dalam Pembuatan Usergenerated Content (Ugc) Pada Akun Instagram @Rummahgoa. *Skripsi*, Universitas Islam Negeri Syarif Hidayatullah: Jakarta.
- Benhardya, K. A., Hardiyansyaha, H., Putrantoa, A., & Ronadia, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, pp. 3425 – 3432.
- Christine, C., Situmorang, S. H., & Sembiring, B. K. F. (2024). User Generated Content (UGC) to Visit and Purchase Intention: Literature Review. *Jurnal Akutansi Manajemen Ekonomi Dan Kewirausahaan*, 4 (2), hal. 108 – 120.

- Dewi, E. P. (2023). Pengaruh Paparan Isi Informasi Konten User Generated Content (Review) di Platform Youtube Terhadap Keputusan pembelian Produk Avoskin (Studi Pada Subscriber Tasya Farasya). *Skripsi*, Universitas Semarang: Semarang.
- Dwisuardinata, I. B. N., & Darma, G. S. (2023). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) towards Purchase Intention on Alcoholic Beverage in Bali. *Binus Business Review*, 14 (1), pp. 1 – 11.
- Gupta, S. (2022). The Influence of User-Generated Content on Consumer Purchase Decisions: An Empirical Study. *International Journal of Early Childhood Special Education*, 14 (5), pp. 8918 – 8922.
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (Edisi ke-3)*. Thousand Oaks, CA: Sage Publications.
- Islam, M. A., Kaium, M. A., Zahan, I., & Rahman, M. S. (2024). Does user-generated content trigger university graduates' online purchase intention? Mediating role of brand image. *Asian Management and Business Review*, 4 (1), pp. 105 – 121.
- Jesselyn, E., & Sari, W. P. (2023). Analisis Regresi User Generated Content terhadap Brand Image Produk Skintific di Aplikasi TikTok Untuk Generasi Z. *Prologia*, 8 (1), hal. 184 – 193.
- Jusika, A., Afwa, A., & Puspita, A. (2024). The Influence Of Brand Image And E-Service Quality On Purchase Decisions Generation Z At E-Commerce Shopee In Pekanbaru. *e-Jurnal Apresiasi Ekonomi*, 12 (1), pp. 90 – 98.
- Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5 (2), pp 100 – 110.
- Minanda, H., Ulya, B. N., & Nita, K. S. (2023). Analisis Pengaruh Electronic Word Of Mouth (E-WOM) Terhadap Brand Image Dan Keputusan Berkunjung Ke Gili Trawangan Lombok. *Open Journal Systems*, 17 (10), hal. 2385 – 2392.
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *Konsep Dasar Structural Equation Model- Partial Least Square (Sem-Pls) Menggunakan Smartpls*. Tangerang Selatan: Pascal Books.
- Nafiah, U., & Himmati, R. (2023). Pengaruh Marketing Mix, Lifestyle, dan E-WOM Terhadap Brand Image Perusahaan Provider Telekomunikasi di Indonesia Era Digitalisasi Ekonomi: Studi Kasus Pada Mahasiswa Aktif Prodi MBS FEBI UIN SATU Angkatan 2018. *Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5 (4), hal. 1700 – 1710.
- Nasrullah, M., Remmang, H., & Chahyono, C. (2023). *Manajemen Pemasaran Iklan Media Sosial Dan Brand Image Di Era Digitalisasi*. Makassar: Chakti Pustaka Indonesia.

- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., Phuc, N., & Tran, N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10 (11), pp. 1 – 15.
- Nguyen, V. T., Tran, T. H. D., & Ngo, T. X. B. (2022). The Influence of Brand Equity on Customer Purchase Decision: A Case Study of Retailers Distribution. *Journal of Distribution Science*, 20 (2), pp. 11 – 18.
- Niazi, S., Kasheer, M., Hameed, R. M., Ullah, I., Zafar, G., Khan, W. A., Shakeel, R., & Nisar, H. (2025). Impact Of User Generated Content Ugc And firm generated Content Fgc On Brand Trust, Brand image, Perceived Quality And Brand Loyalty In the Pakistani fashion Industry. *Policy Research Journal*, 3 (4), pp. 404 – 424.
- Nursal, M. F., Rianto, M. R., Rohaeni, H., & Saputra, F. (2023). Pengaruh Electronic Word of Mouth (E-WOM) Terhadap Keputusan Pembelian Melalui Minat Beli Pada Jasa Transportasi Online Maxim di Kota Bekasi. *Jurnal Manajemen dan Pemasaran Digital*, 1 (3), hal. 111 – 118.
- Paundra, G. S. A., Nasution, N. L., & Zufrie, Z. (2024). The Effect of Electronic-Work Of Mouth (E-WOM), Price, Service Quality And Discounts On Consumer Shopping Interest In E-Commerce Tokopedia Labuhanbatu Regency. *Management Studies and Entrepreneurship Journal*, 5 (2), hal. 9485 – 9495.
- Putra, T., & Secapramana, L. V. H. (2025). The Effect of Social Media Marketing, E-WOM, Brand Awareness, and Brand Image on Purchase Intention. *Dinasti International Journal of Management Science*, 6 (6), pp. 1406 – 1413.
- Putri, B. Y. A., Yanuar, T., & Hilmy, M. R. (2021). Pengaruh Komunikasi Sosial Media Firm Created Content Dan User Generated Content, Word Of Mouth Terhadap Brand Image Dan Brand Attitude Pelanggan Klinik Kehamilan Sehat. *Jurnal Ilmiah Permas: Jurnal Ilmiah STIKES Kendal*, 11 (3), hal. 631 – 642.
- Putri, D. E., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilowati, H., Bambang, B., Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Triwardhani, D., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *Brand Marketing*. Bandung: Widina Bhakti Persada.
- Putri, V. J. (2020). Pengaruh User-Generated Content (UGC) Dan Kualitas Produk Terhadap Minat Beli Konsumen Dapur Mbok Sarminah. *Performa*, 5 (2), hal. 95 – 102.
- Rahardjo, S. & Gudnanto. (2022). *Pemahaman Individu Teknik Nontes*. Jakarta: Prenada Media.
- Rahayu, S., & Afrilliana, N. (2021). *Perilaku Konsumen*. Palembang: Penerbit Anugrah Jaya.
- Slamet, S., Prasetyo, B. P. W., & Azmala, I. (2022). The Impact of Electronic Word of Mouth and Brand Image on Online Purchase Decisions Moderated by Price Discount. *European Journal of Business and Management Research*, 7 (2), pp. 139 – 148.

- Subkhan, F., & Barrygian, F. (2024). Pengaruh Brand Awareness, Brand Image, dan Brand Personality terhadap Keputusan Pembelian Layanan Hiburan Digital Subscription Video on Demand (SVOD). *Jurnal Administrasi Bisnis*, 13 (1), hal. 72 – 83.
- Sugiyono. (Eds.). (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Suparto, L. M., Kurnadi, H. K., Kusumadewi, R. N., & Ristiana, D. (2024). The Effect of User Generated Content and Promotion Mediated by Influencer on Purchasing Decisions (Study on Shopee Users in Majalengka Regency). *Finance and Business Management Journal*, 2 (1), pp. 14 – 26.
- Tingga, C. P., Sholihat, W., Susanto, P. C., Handayani, T., Junaedi, I. W. R., Putra, I. K. A. M., Utami, M. A. J. P., Wardhana, A., Pertiwi, W. N. B., Grace, E., Martini, E., & Jafalini, S. (2022). *Seni Pemasaran Kontemporer*. Media Sains Indonesia: Bandung.
- Tinonetsana, F., Rawjee, V. P., & Govender, J. P. (2025). Influence of electronic word of mouth during consumer buying decisions in South Africa. *International Journal of Business Ecosystem & Strategy*, 7 (2), pp. 43 – 52.
- Vera, R. M. D. (2024). The Content Effectiveness of User-Generated Content on the Purchasing Decisions of Consumers. *Latin American Business and Sustainability Review*, 1 (1), pp. 49 – 58.
- Wangsa, I. N. W., Rahanatha, G. B., Yasa, N. N. K., & Dana, I. M. (2022). The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City). *European Journal of Business and Management Research*, 7 (2), pp. 176 – 182.
- Wardhana, A. (2024). *Brand Management in The Digital Era – Edisi Indonesia*. Purbalingga: Eureka Media Aksara.
- Wardhana, A. (2024). *Consumer Behavior in The Digital Era 4.0 – Edisi Indonesia*. Purbalingga: Eureka Media Aksara.
- Wardhana, H. W., Wahab, Z., Shihab, M. S., & Yuliani, Y. (2021). Pengaruh Electronic Word Of Mouth (E-WOM) Dan Celebrity Endorsement Terhadap Minat Beli Konsumen Pada E-Commerce Zalora dengan Brand Image Sebagai Variabel Mediasi. *Jurnal Ilmiah Manajemen*, 7 (3), hal. 431 – 445.
- Wijaya, V. L., Muljani, N., & Koesworo, Y. (2021). Pengaruh E-WOM Dan Brand Awareness Terhadap Brand Image Dalam Menimbulkan Purchase Intention Di Traveloka Pada Generasi Milenial Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 10 (2), hal. 101 – 109.
- Wulandari, A., & Mulyanto, H. (2024). *Keputusan pembelian Konsumen*. Bekasi: Kimshafi Alung Cipta.