

## ABSTRAK

Faizatul Wafiyah. Program Studi Ilmu Administrasi Bisnis Universitas Yudharta. 18 Juli 2023. Pengaruh *User Generated Content* dan E-WOM Terhadap *Purchase Intention* dan *purchase decision* (Studi Pembeli Produk Nyrtea). Pada Periode 2017-2023. Komisaris Pembimbing.

*User Generated Content* dan E-WOM mulai viral dari munculnya YouTube yang membuat orang bisa berkreatif dengan menciptakan konten dan orang juga bisa berkomentar melalui kolom komentar yang disediakan, hal ini bisa memanfaatkan peluang tersebut untuk dijadikan bisnis, dengan viralnya konten dan E-WOM tersebut membuat sisi objektivitasnya dipertanyakan.

Penelitian ini bertujuan untuk mengetahui hubungan dari variabel *user generated content* (UGC) dan E-WOM terhadap *purchase intention* dan *purchase decision* pada *followers instagram* produk Nyrtea. Jenis penelitian ini berupa kuantitatif. Populasi dari penelitian ini yaitu *followers instagram* Nyrtea (@diencollection22). Sampel penelitian ini sebanyak 100 responden dengan pengambilan sampel secara *purposive sampel* yang memiliki kriteria responden mulai umur 17 tahun dan telah menjadi *followers instagram* produk Nyrtea dan telah melakukan pembelian melalui media sosial *instagram*. Teknik pengambilan sampel dengan metode penyebaran kuesioner. Alat analisis yang digunakan berupa SmartPLS v 4 dengan metode analisis SEM (*Structural Equation Modeling*).

Hasil penelitian ini menunjukkan UGC berpengaruh positif dan signifikan terhadap *purchase intention*, E-WOM berpengaruh positif dan signifikan terhadap *purchase intention*, UGC tidak berpengaruh positif dan signifikan terhadap *purchase decision*, E-WOM berpengaruh positif dan signifikan terhadap *purchase decision*, *purchase intention* berpengaruh positif dan signifikan terhadap *purchase decision*.

**Kata Kunci:** *user generated content*, *E-WOM*, *purchase intention*, *purchase decision*.

## ABSTRACT

Faizatul Wafiyah. Yudharta Universitas Business Administration Study Program. 18 July 2023. Effects of User Generated Content and E-WOM on Purchase Intention and Purchase Decision (Studies of buyers of Nyrtea Products). In the 2017-2023 period.

User Generated Content and E-WOM started viral from the emergence of YouTube which allows people to be creative by creating content and people can also comment via the comments column provided, this can take advantage of this opportunity to become a business, with viral content and E-WOM this makes its objectivity questionable.

This study aims to determine the relationship of user generated content (UGC) and E-WOM variables to purchase intention and purchase decision on Instagram followers of Nyrtea products. This type of research is quantitative. The population of this study are Nyrtea Instagram followers (diencollection22). The sample of this study were 100 respondents with purposive sampling which has criteria for respondents starting at the age of 17 years and have become Instagram followers of Nyrtea products and have made purchases through Instagram social media. The sampling technique was the questionnaire distribution method. The analytical tool used is SmartPLS v 4 with the SEM (Structural Equation Modeling) analysis method.

The results of this study indicate that UGC has a positive and significant effect on purchase intention, E-WOM has a positive and significant effect on purchase intention, UGC has no positive and significant effect on purchase decision, E-WOM has a positive and significant effect on purchase decision, purchase intention has a positive and significant effect on purchase decision.

**Keywords:** User generated content, E-WOM, purchase intention, purchase decision