

ABSTRAK

Putri Shakirah Ritonga, NIM: 7203250011 “Pengaruh *User-Generated Content* Dan *Firm-Generated Content* Terhadap *Purchase Intention* MS Glow Beauty Di Media Sosial. (Studi Pada Mahasiswa Binis Digital UNIMED)”

Penelitian ini bertujuan untuk mengetahui seberapa besar *User generated content* dan *Firm generated content* berpengaruh terhadap *purchase intention* MS Glow Beauty di media sosial pada mahasiswa program studi Bisnis digital Universitas Negeri Medan. Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel menggunakan teknik *Purposive Sampling*, dengan jumlah sampel sebanyak 46 responden. Teknik pengumpulan dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara *statistic* menggunakan analisis regresi berganda dan pengujian hipotesis dengan uji f, uji t dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 25. Hasil penelitian menunjukkan bahwa secara simultan menunjukkan *User-generated content* dan *Firm-generated content* berpengaruh positif dan signifikan terhadap *purchase intention* brand MS Glow beauty di media sosial pada mahasiswa program studi Bisnis digital Unimed. Hal ini terlihat dari nilai $f_{hitung} > f_{tabel}$ pada taraf signifikan 5%. Dimana besar pengaruh antara *User-generated content* dan *Firm-generated content* terhadap *purchase intention* yang ditunjukkan dengan nilai R-square. Sedangkan secara parsial *User-generated content* berpengaruh secara signifikan terhadap *purchase intention* dengan nilai $t_{hitung} > t_{tabel}$ dan *Firm-generated content* berpengaruh secara signifikan terhadap *purchase intention* $t_{hitung} > t_{tabel}$.

Kata Kunci: *User-Generated Content*, *Firm-Generated Content*, *Purchase Intention*, MS Glow Beauty, Media sosial.

ABSTRACT

Putri Shakirah Ritonga, NIM: 7203250011 “The Influence of User-Generated Content and Firm-Generated Content on Purchase Intention for MS Glow Beauty on Social Media: Study of Digital Business Students at UNIMED”.

This study aims to determine the extent to which User-Generated Content (UGC) and Firm-Generated Content (FGC) influence purchase intention for MS Glow Beauty on social media among students in the Digital Business program at Universitas Negeri Medan. The research employs a descriptive quantitative method with purposive sampling, involving 46 respondents. Data collection was carried out through questionnaires measured on a Likert scale, and the data were analyzed statistically using multiple regression analysis, along with hypothesis testing using f tests, t tests, and coefficient of determination. Prior to this, the data were validated for validity, reliability, and classical assumptions. Data processing was conducted using SPSS version 25. The results indicate that both UGC and FGC have a positive and significant impact on purchase intention for the MS Glow Beauty brand on social media among students in the Digital Business program at Unimed. This is evidenced by the $f_{\text{statistic}}$ value being greater than the f_{table} value at a 5% significance level. The impact of UGC and FGC on purchase intention is reflected in the R-squared value. Additionally, UGC and FGC each have a significant effect on purchase intention, as indicated by $t_{\text{statistic}}$ values being greater than the t_{table} values.

Keywords: User-Generated Content, Firm-Generated Content, Purchase Intention, MS Glow Beauty, Social Media.

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