ABSTRAK

Sutria Evi Fania Br Hasibuan, NIM : 7221250003. " Pengaruh *User Generated Content* dan *Online Customer Review* terhadap Minat Beli Konsumen Produk Wizzmie Pada Mahasiswa Bisnis Digital Universitas Negeri Medan"

Penelitian ini bertujuan untuk menganalisis pengaruh *User Generated Content* dan *Online Customer Review* terhadap Minat Beli Konsumen Produk Wizzmie pada mahasiswa Bisnis Digital Universitas Negeri Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis regresi linier berganda. Sampel yang digunakan berjumlah 100 responden dengan menggunakan pendekatan Hair. Data yang diperoleh melalui penyebaran kuisioner kepada responden yang memenuhi kriteria. Hasil penelitian menunjukkan bahwa *User Gennerated Content* berpengaruh positif dan signifikan terhadap minat beli dengan nilai t_{hitung} sebesar 10.112 yang lebih besar dari nilai t_{tabel} sebesar 1.984, serta nilai signifikansi 0.00<0.05. Variabel *Online Customer Review* juga terbukti berpenngaruh positif dan signifikan terhadap minat beli dengan nilai t_{hitung} sebesar 2.225 lebih besar disbanding t_{tabel} 1.984, serta nilai signifikansi 0.028<0.05. Secara simultan, *User Generated Content* dan *Online Customer Review* berpengaruh positif dan signifikann terhadap minat beli yang ditujukan dari nilai F_{hitung} sebesar 151.136 lebih besar dari F_{tabel} 3.090 dengan tingkat signifikansi 0.00< 0.05. Nilai adjusted R Square sebesar 0.752 yang menunjukkan 75,2% variasi minat beli dapat dijelaskan oleh kedua variabel indpenden tersebut, sedangkan 24,8% sisanya dipengaruhi oleh faktor-faktor lain di luar model penelitian.

Kata Kunci : *User Generated Content*, *Online Customer Review*, Minat Beli

ABSTRACT

Sutria Evi Fania Br Hasibuan, NIM: 7221250003. "The Influence of User-Generated Content and Online Customer Reviews on Consumers' Purchase Intentions for Wizzmie Products Among Digital Business Students at State University of Medan"

This study aims to analyze the influence of User-Generated Content and Online Customer Reviews on consumers' purchase intent for Wizzmie products among Digital Business students at the State University of Medan. This study employs a quantitative approach using multiple linear regression analysis. The sample consisted of 100 respondents, selected using the Hair approach. Data were collected through the distribution of questionnaires to respondents who met the criteria. The results indicate that User-Generated Content has a positive and significant effect on purchase intention, with a calculated t-value of 10.112—greater than the critical t-value of 1.984—and a significance level of 0.00 < 0.05. The Online Customer Review variable was also found to have a positive and significant effect on purchase intention, with a calculated t-value of 2.225—greater than the critical t-value of 1.984—and a significance level of 0.028 < 0.05. Simultaneously, User-Generated Content and Online Customer Reviews have a positive and significant effect on purchase intention, as indicated by a calculated F-value of 151.136, which is greater than the critical F-value of 3.090, with a significance level of 0.00 < 0.05. The adjusted R-squared value of 0.752 indicates that 75.2% of the variation in purchase intention can be explained by these two independent variables, while the remaining 24.8% is influenced by other factors outside the research model.

Keywords: User-Generated Content, Online Customer Reviews, Purchase Intention