ABSTRAK

Wahyu Simanungkalit, Nim: 7223550005. "Pengaruh *User-Generated Content* (UGC) dan *Brand Image* terhadap *Online Purchase Intention* Produk Wardah di *TikTok Shop*: Studi pada Mahasiswi Prodi Bisnis Digital UNIMED". Skripsi. Program Studi Bisnis Digital, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, 2026.

Penelitian ini bertujuan untuk mengetahui pengaruh *User-Generated Content* (UGC) dan *Brand Image* terhadap *Online Purchase Intention* produk Wardah di *TikTok Shop* pada mahasiswi Program Studi Bisnis Digital Universitas Negeri Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah mahasiswi Program Studi Bisnis Digital Universitas Negeri Medan stambuk 2022–2025 yang menggunakan aplikasi *TikTok* dan pernah melihat konten Wardah di *TikTok*. Sampel penelitian berjumlah 143 responden yang diperoleh menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2) dengan bantuan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa secara parsial *User-Generated Content* (UGC) berpengaruh positif dan signifikan terhadap *Online Purchase Intention* dengan nilai t hitung sebesar 4,029 dan nilai signifikansi sebesar 0,000 < 0,05. Variabel *Brand Image* juga berpengaruh positif dan signifikan terhadap *Online Purchase Intention* dengan nilai t hitung sebesar 7,717 dan nilai signifikansi sebesar 0,000 < 0,05. Secara simultan, *User-Generated Content* (UGC) dan *Brand Image* berpengaruh positif dan signifikan terhadap *Online Purchase Intention* dengan nilai F hitung sebesar 100,244 yang lebih besar dari F tabel sebesar 3,06 serta nilai signifikansi sebesar 0,000 < 0,05. Hasil uji koefisien determinasi menunjukkan nilai R Square sebesar 0,589 yang berarti bahwa *User-Generated Content* dan *Brand Image* mampu mempengaruhi *Online Purchase Intention* sebesar 58,9%, sedangkan sisanya sebesar 41,1% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci: *User-Generated Content, Brand Image, Online Purchase Intention, TikTok Shop*, Wardah.

ABSTRACT

Wahyu Simanungkalit, Student ID: 7223550005. "The Influence of *User-Generated Content* (UGC) and *Brand Image* on *Online Purchase Intention* of Wardah Products on *TikTok Shop*: A Study of Digital Business Students at Universitas Negeri Medan". Thesis. Digital Business Study Program, Department of Management, Faculty of Economics, Universitas Negeri Medan, 2026.

This study aims to determine the influence of User-Generated Content (UGC) and Brand Image on Online Purchase Intention of Wardah products on TikTok Shop among students of the Digital Business Study Program at Universitas Negeri Medan. This research employed a quantitative approach using a survey method. The population consisted of Digital Business students from the 2022–2025 cohorts who use TikTok and have viewed Wardah content on the platform. The sample comprised 143 respondents selected through purposive sampling. Data were collected using a questionnaire based on a Likert scale. The data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2), processed using SPSS version 25.

The results indicate that User-Generated Content (UGC) has a positive and significant effect on Online Purchase Intention, with a t-value of 4.029 and a significance value of 0.000 < 0.05. Brand Image also has a positive and significant effect on Online Purchase Intention, with a t-value of 7.717 and a significance value of 0.000 < 0.05. Simultaneously, User-Generated Content (UGC) and Brand Image have a positive and significant effect on Online Purchase Intention, as indicated by an F-value of 100.244, which is greater than the F-table value of 3.06, and a significance value of 0.000 < 0.05. The coefficient of determination test produced an R Square value of 0.589, indicating that User-Generated Content and Brand Image jointly influence Online Purchase Intention by 58.9%, while the remaining 41.1% is influenced by other factors not examined in this study.

Keywords: User-Generated Content, Brand Image, Online Purchase Intention, TikTok Shop, Wardah.