

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *User Generated Content* terhadap *Purchase Intention* dengan *Perceived Usefulness* sebagai variabel mediasi pada konsumen produk Skintific. Penelitian menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada konsumen yang pernah melihat *User Generated Content* mengenai produk Skintific di media sosial. Data dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa model memiliki kemampuan prediksi yang baik dengan nilai *R-Square* sebesar 0,333 pada variabel *Perceived Usefulness* dan 0,645 pada variabel *Purchase Intention*. Hasil pengujian hipotesis menunjukkan bahwa *User Generated Content* tidak berpengaruh signifikan terhadap *Purchase Intention* ($\beta = 0,142$; $p = 0,066$). Sebaliknya, *User Generated Content* berpengaruh positif dan signifikan terhadap *Perceived Usefulness* ($\beta = 0,577$; $p = 0,000$), serta *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Purchase Intention* ($\beta = 0,713$; $p = 0,000$).

Hasil pengujian mediasi menunjukkan bahwa *Perceived Usefulness* mampu memediasi secara penuh (*full mediation*) pengaruh *User Generated Content* terhadap *Purchase Intention* dengan nilai koefisien pengaruh tidak langsung sebesar 0,411 dan *p-value* 0,000. Temuan ini mengindikasikan bahwa konsumen tidak langsung memiliki minat beli setelah melihat konten yang dibuat pengguna lain, tetapi terlebih dahulu mengevaluasi manfaat yang dirasakan dari produk tersebut. Secara teoritis, hasil penelitian ini mendukung *Technology Acceptance Model* (TAM) yang menegaskan bahwa persepsi manfaat merupakan faktor penting dalam membentuk minat beli konsumen.

Kata Kunci: *User Generated Content, Perceived Usefulness, Purchase Intention, Technology Acceptance Model (TAM), Skintific.*

SUMMARY

This study aims to analyze the effect of User Generated Content on Purchase Intention with Perceived Usefulness as a mediating variable among consumers of Skintific products. The research employed a quantitative approach, with data collected through questionnaires distributed to consumers who had viewed User Generated Content related to Skintific products on social media. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software.

The results indicate that the model has good predictive capability, with an R-Square value of 0.333 for Perceived Usefulness and 0.645 for Purchase Intention. The hypothesis testing results show that User Generated Content does not have a significant effect on Purchase Intention ($\beta = 0.142$; $p = 0.066$). However, User Generated Content has a positive and significant effect on Perceived Usefulness ($\beta = 0.577$; $p = 0.000$), and Perceived Usefulness has a positive and significant effect on Purchase Intention ($\beta = 0.713$; $p = 0.000$).

The mediation analysis reveals that Perceived Usefulness fully mediates the relationship between User Generated Content and Purchase Intention, with an indirect effect coefficient of 0.411 and a p-value of 0.000. These findings indicate that consumers do not immediately develop purchase intentions after viewing content created by other users; instead, they first evaluate the perceived benefits of the product before deciding to purchase it. Theoretically, this study supports the Technology Acceptance Model (TAM), which emphasizes that perceived usefulness is an important factor in shaping consumers' purchase intentions.

Keywords: *User Generated Content, Perceived Usefulness, Purchase Intention, Technology Acceptance Model (TAM), Skintific.*