

RINGKASAN

Perkembangan industri *fashion* lokal di Indonesia menunjukkan peningkatan seiring dengan pemanfaatan media sosial sebagai sarana pemasaran digital. Salah satu *brand fashion* lokal yang memanfaatkan media sosial, khususnya Tiktok adalah Rucas. Penelitian ini bertujuan untuk menganalisis pengaruh *brand generated content* terhadap *purchase intention* melalui *brand identity* sebagai variabel mediasi pada Generasi Z di Kabupaten Banyumas. Penelitian ini menggunakan metode kuantitatif, data dikumpulkan melalui kuesioner yang disebarakan kepada 85 responden yang memenuhi kriteria penelitian. Variabel penelitian diukur menggunakan skala likert dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modelling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa *brand generated content* berpengaruh positif signifikan terhadap *brand identity*, kemudian *brand identity* berpengaruh positif signifikan terhadap *purchase intention*. Namun, *brand generated content* tidak berpengaruh signifikan terhadap *purchase intention*, sehingga *brand identity* berperan sebagai variabel mediasi dalam hubungan antara *brand generated content* dan *purchase intention*. Implikasi penelitian ini menunjukkan bahwa konten yang dihasilkan oleh *brand* perlu difokuskan pada upaya membangun identitas merek terlebih dahulu sebelum mendorong niat beli konsumen. Nilai orisinalitas penelitian ini terletak pada penggunaan *brand generated content* yang relatif jarang diteliti dalam konteks *brand fashion*, kemudian pada pengujian *brand identity* sebagai variabel mediasi yang secara penuh menunjukkan bahwa pengaruh *brand generated content* terhadap *purchase intention* tidak terjadi secara langsung.

Kata Kunci: *Brand Generated Content, Brand Identity, Purchase Intention, Content Marketing, Rucas*

SUMMARY

The development of the local fashion industry in Indonesia has shown an increase in line with the use of social media as a digital marketing tool. One local fashion brand that utilizes social media, particularly TikTok, is Rucas. This study aims to analyze the influence of brand generated content on purchase intention through brand identity as a mediating variable among Generation Z in Banyumas Regency. This study uses a quantitative method, with data collected through a questionnaire distributed to 85 respondents who met the research criteria. The research variables were measured using a Likert scale and analyzed using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) method.

The results show that brand generated content has a significant positive effect on brand identity, and brand identity has a significant positive effect on purchase intention. However, brand generated content does not have a significant effect on purchase intention, so brand identity acts as a mediating variable in the relationship between brand-generated content and purchase intention. The implications of this study indicate that brand generated content needs to focus on building brand identity first before encouraging consumer purchase intention. The originality of this research lies in the use of brand generated content, which is relatively rarely studied in the context of fashion brands, and in testing the role of brand identity as a mediating variable, which fully shows that the influence of brand generated content on purchase intention does not occur directly.

Keywords: *Brand Generated Content, Brand Identity, Purchase Intention, Content Marketing, Rucas*