

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND USER-GENERATED CONTENT (UGC) ON LUXCRIME PRODUCT PURCHASE DECISIONS ON GENERATION Z ON TIKTOK

Volume: 1
Number: 1
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Article History:

Received: 2022-09-20

Revised: 2022-10-16

Accepted: 2022-11-16

Abstract:

The TikTok social media platform has now turned into social commerce, which many brands utilize as a marketing, buying, and selling medium. However, users could have responded better to social media marketing on the TikTok application, resulting in a decrease in the reach of social media marketing campaigns on brands, one of which was felt by the Luxcrime brand. The Luxcrime brand received various reviews through user-generated content (UGC). Not only excellent and optimistic views, this brand also received negative views presented in various forms of UGC content on TikTok from consumers disappointed with its products. This study was conducted to determine the effect of social media marketing and user-generated content (UGC) on the purchase decision of Luxcrime products on Generation Z on TikTok. The approach used in this study is quantitative descriptive with a questionnaire survey method. The sample in this study consisted of 130 respondents who were Generation Z, aged 18-27 years, who lived in West Java and had purchased Luxcrime products on TikTok at least once. The collected data was then processed using the SPSS 26 application. The results of this study include. First, social media marketing has a significant effect on purchase decisions. Second, user-generated content (UGC) significantly affects purchase decisions. Third, social media marketing and user-generated content (UGC) positively and significantly affect purchase decisions.

Keywords: Social Media Marketing, User Generated Content (UGC), Purchase Decision.

INTRODUCTION

The development of digitalization is reflected in the increasing number of smartphone users, which drives the growth of e-commerce in Indonesia (Hermawan et al., 2020). The Minister of Cooperatives and SMEs stated that during the pandemic, there had been a significant increase in online transactions, reaching 3.1 million transactions per day, and the delivery of goods grew by 35% (Liputan6, 2022). Generation Z has a high level of participation in purchasing products online, primarily through the TikTok application (Sinaga & Simbolon, 2023). It is supported by the Indonesian population, which is currently dominated by Generation Z, born from 1997 to 2012, which is recorded as having a population of 27.94% of the population (GoodStats, 2023). After the COVID-19 pandemic and the implementation of large-scale regional restrictions (PSBB) in 2020, there were also rapid advances in digital technology. Gen Z has a high level of participation in making product purchases online, primarily through the TikTok application (Sinaga & Simbolon, 2023).

The TikTok application continues to develop its social media by facilitating sellers to upload and manage content, product links, and other information, including sales via live streaming, to be displayed to TikTok users (Sa'adah et al., 2022). Meanwhile, one product category in high demand



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on TikTok is beauty or cosmetic products. It is supported by the data monitoring report from GoodStats (2024), which shows that the most purchased FMCG (Fast-Moving Consumer Goods) products on E-Commerce in 2023 are beauty and care products with a percentage of 49%. In line with the results of Kompas.co.id data monitoring (2024), it reported that FMCG sales value skyrocketed, with the largest sales value category on TikTok being the beauty and care category, which reached more than IDR 5.2 trillion.

Social media marketing is an effort to create promotional content as one of the marketing strategies on social media (Widiatmoko et al., 2023). Social media is a very effective medium for increasing sales conversions. Regardless of the product or service offered to customers, social media is essential for online marketing strategies (Artaya & Baktiono, 2016). One of the famous cosmetic and skincare brands that implements a social media marketing strategy on the TikTok platform is Luxcrime. Luxcrime's followers on TikTok social media are 688.76 thousand followers. With the large number of followers on Luxcrime's social media on TikTok, it can be interpreted that consumers are looking for or getting information related to Luxcrime products through social media, one of which is TikTok social media. The content usually spread on social media includes reviews, testimonials in writing, photos or videos of products or User Generated Content (UGC), which is crucial in increasing consumer trust in products. UGC is not only a free marketing platform for sellers but also an essential part for sellers to utilize.

However, if UGC contains consumer dissatisfaction or negative reviews of the product, it can more or less influence the purchase decision (Gautama, 2022). Consumers generally trust reviews from other consumers who have purchased a product more than information from business actors or advertisements (Dharma et al., 2021). This is because fellow consumers are considered more trustworthy and impartial. UGC is considered more relevant when describing a product according to the user's situation and can measure product performance from the user's perspective. Therefore, UGC can help assess product quality to meet expectations and avoid fraud (Gautama, 2022).

After launching the TikTok Shop feature, TikTok received negative responses from social media users who criticized its transformation into a social commerce application because there were too many ads (NTBSATU.com, 2024). This criticism resulted in a decline in sales when TikTok Shop was reopened. Although TikTok is still the application with the most downloads. However, since the launch of TikTok Shop, this has resulted in a decline in monthly active users (MAU), placing the TikTok application in fifth place (CNBC Indonesia, 2024). This decline in MAU has caused the reach of social media marketing campaigns on a brand to decline, one of which was felt by the Luxcrime brand. Luxcrime product hashtag views are not among the brand's or users' top five through UGC content. This contrasts previous data published by Kompas.co.id (2023), which stated that Luxcrime products are the top-selling powder category on Shopee and Tokopedia. It shows that the social media marketing tactics carried out by Luxcrime and the content received from UGC may be less effective in supporting the increase of Luxcrime's 9 products compared to other competitors, so Luxcrime experienced a decline in its performance (Carolina et al., 2024).

Social media marketing is a marketing strategy companies or businesses use to promote their products, services, or websites through social media platforms (Nguyen, 2021). According to Rifqi et al. (2023), social media marketing consists of four dimensions, namely context, communication, collaboration, and connection. Then UGC, according to Pratiningsih and Sukri (2023), is creative content resulting from individual or collaborative work that can be modified, shared, and used as a source of information and consumer references in searching for products or services, where users create the content without professional assistance. According to Luo and Lee (2022), several main dimensions of user-generated content include authenticity, interestingness, usefulness, and valence.



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Keller Kevin Lane and Kotler Philip state that purchasing decisions can reflect how a person chooses, obtains, utilizes, and assesses goods, services, ideas, or experiences that meet their wants and needs (Hariyanto et al., 2024). Nalindah et al. (2022) stated that purchase decisions have 6 dimensions that represent them, namely, product choice, brand choice, distributor choice, purchase amount, purchase time, and payment method.

This study uses a theory initiated by Hovland in 1953 called S-O-R or Stimulus-Organism-Response. The S-O-R or Stimulus-Organism-Response theory explains how the physical environment affects an individual's condition, both internally (thoughts and feelings) and externally (individual behavior) (Sudaryanto et al., 2023). This theory was once used in a study conducted by Zafira & Hartono (2023), which explained that the S-O-R framework can be applied to social media marketing activities, where the stimulus is described as a customer, brand awareness as an organism, and customer loyalty as a depiction of the response. It also applies to the UGC study by Luo & Lee (2022), explaining that the external stimulus consumers receive is UGC published on the community platform. UGC consumers on the "Little Red Book" platform who are primarily women are organisms in this study. The response is the impulsive consumption behavior of consumers.

This study aims to identify the relationship between social media marketing, UGC and purchase decisions. Its framework of thought is as follows.

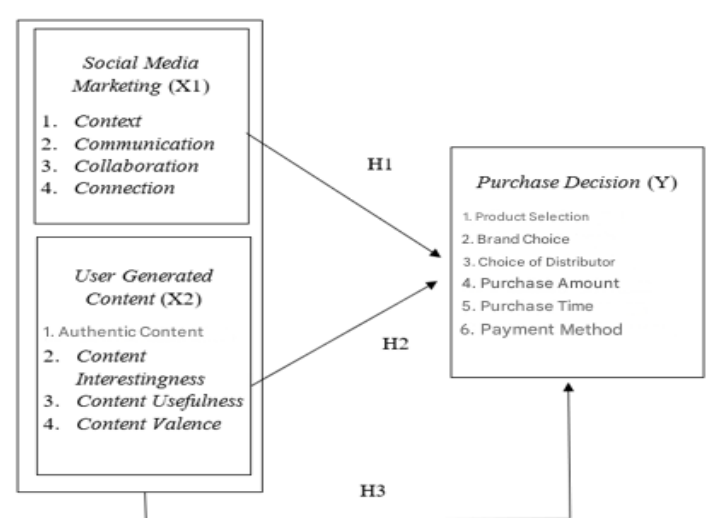


Figure 1. Framework of Thought

The hypotheses in this study include:

- H1: Social media marketing positively and significantly affects the purchase decision of Luxcrime products among Generation Z on TikTok.
- H2: User-generated content (UGC) positively and significantly affects the purchase decision of Luxcrime products among Generation Z on TikTok.
- H3: Social media marketing and user-generated content (UGC) together positively and significantly affect the purchase decision of Luxcrime products among Generation Z on TikTok.

METHODS

This study uses a descriptive method with a quantitative approach. The quantitative method involves numerical data and statistical data analysis (Abdullah et al., 2022). The population of this



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study was Luxcrime product consumers in West Java. Sampling was carried out using a probability sampling technique with a simple random sampling method. Participants included Generation Z TikTok users aged 18-27 years from West Java who are Luxcrime product users and have made at least one purchase. The minimum number of samples was obtained through the Lemeshow formula (in Wafiyah & Wusko, 2023) below.

$$n = \frac{z^2 - a/2P(1 - P)}{d^2}$$

Description:

- n = number of samples
- Z² (1-a/2) = 95% confidence level = 1.96
- P = maximum estimate = 0.5
- d = alpha (0.1) or sampling error = 10%

Using this formula, the minimum number of samples used in this study is 96.04 or 100. The data collection method is a survey method that distributes online questionnaires via social media (Hidayat et al., 2022). Then, the data will be analyzed using multiple linear regression using the SPSS application. This study uses primary data from questionnaires and secondary data from literature studies through journals, books, etc. A Literature study collects data by studying previous research results, books, journals, or papers (Prehanto et al., 2021).

RESULT AND DISCUSSION

The following are the results of data processing obtained from 130 respondents used in this research.

Validity Test. This test uses SPSS 25 software for Windows. The level of significance used is 5%, and the degree of freedom with the formula $df = n-2$ is 128. So, the r table obtained is 0.1723. The results of the validity test of each variable are as follows:

a. Social Media Marketing Variable (X1).

Table 1. Results of the Validity Test of the Social Media Marketing Variable (X1)

Statement Items	Calculated r value	Table r value	Information
X1.1.1	0,558	0,1723	Valid
X1.1.2	0,416	0,1723	Valid
X1.2.1	0,592	0,1723	Valid
X1.2.2	0,606	0,1723	Valid
X1.3.1	0,539	0,1723	Valid
X1.3.2	0,709	0,1723	Valid
X1.4.1	0,584	0,1723	Valid
X1.4.2	0,574	0,1723	Valid

b. User Generated Content (UGC) Variable (X2)

Table 2. Validity Test Results of Purchase Decision Variable (Y)

Statement Items	Calculated r value	Table r value	Information
X2.1.1	0,660	0,1723	Valid
X2.1.2	0,477	0,1723	Valid



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X2.2.1	0,661	0,1723	Valid
X2.2.2	0,602	0,1723	Valid
X2.3.1	0,489	0,1723	Valid
X2.4.1	0,536	0,1723	Valid
X2.4.2	0,456	0,1723	Valid
X2.1.1	0,660	0,1723	Valid

c. Purchase Decision Variable (Y)

Table 3. Validity Test Results of Purchase Decision Variable (Y)

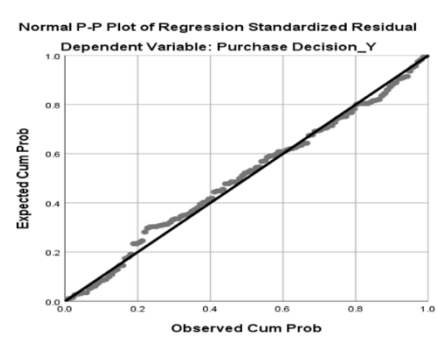
Statement Items	Calculated r value	Table r value	Information
Y.1.1	0,504	0,1723	Valid
Y.1.2	0,565	0,1723	Valid
Y.2.1	0,525	0,1723	Valid
Y.2.2	0,639	0,1723	Valid
Y.3.1	0,466	0,1723	Valid
Y.3.2	0,549	0,1723	Valid
Y.4.1	0,450	0,1723	Valid
Y.4.2	0,543	0,1723	Valid
Y.5.1	0,518	0,1723	Valid
Y.5.2	0,409	0,1723	Valid
Y.6.1	0,665	0,1723	Valid
Y.6.2	0,418	0,1723	Valid

Reliability Test. If the Cronbach's Alpha value is > 0.60, then the variable is said to be reliable and acceptable (Sekaran & Bougie, 2016).

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Social Media Marketing (X1)	0,773	10	Reliable
User Generated Content (UGC) (X2)	0,656	7	Reliable
Purchase Decision (Y)	0,676	12	Reliable

Normality Test. The normality test can be used in graphical analysis and statistical tests. The results of the normality test carried out in this study are presented in the graphic image below.



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Figure 2. Normal Curve P-Plot of Data Normality Test Results

The statistical test conducted through the Kolmogorov-Smirnov (KS) test via SPSS can be seen in the following table:

Table 5. Results of the Kolmogorov-Smirnov Test Normality Test

One Sample Kolmogorov-Smirnov Test	
N	130
Asymp. Sig. (2-tailed)	0.087

Based on the table, it can be interpreted that the value is more significant than 0.05. From the test results, it can be concluded that the data tested is normally distributed, so the variables tested meet the normality assumption.

Multicollinearity Test. A study is said to have symptoms of multicollinearity if the VIF (Variance Inflation Factor) value is > 10 and the Tolerance value is < 0.10.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
<i>Social Media Marketing_X1</i>	0.764	1.310	There is no multicollinearity
<i>User Generated Content_X2</i>	0.764	1.310	There is no multicollinearity.

The results of the tests show that the classical assumption test for multicollinearity was met.

Heteroscedasticity Test. There is no heteroscedasticity if the points are spread irregularly on the scatterplot graph. The results of the heteroscedasticity test carried out in this study are presented in the graph below.

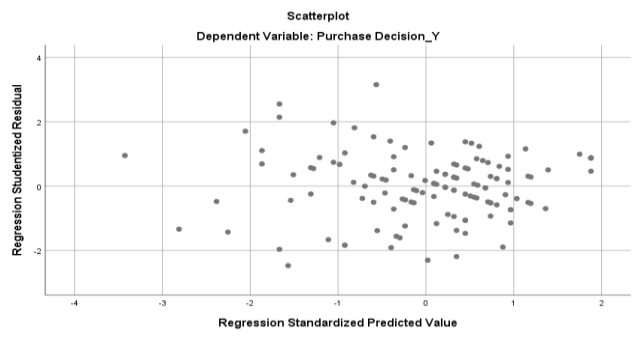


Figure 3. Scatterplot Graph

In the graph, the points are spread irregularly above and below the number 0 so that they do not form a particular pattern, and there are no symptoms of heteroscedasticity.

Multiple Linear Regression Test. This study's multiple linear regression test results are shown in the following table.

Table 7. Results of Multiple Linear Regression Analysis



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Model	Coefficients ^a			t	Sig	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std Error	Beta				
1 (Constant)	15.593	2.550		6.114	.000		
Social Media Marketing X1	.522	.073	.530	7.135	.000	.764	1.310
User Generated Content X2	.295	.091	.241	3.243	.002	.764	1.310

a. Dependent Variable: Purchase Decision Y

Based on the results of data processing in the table above, it can be concluded that:

1. The constant value obtained is 15.593, meaning that if the social media marketing variable (X1) and the user-generated content variable (X2) are considered constant (both values are zero), then the magnitude of the purchase decision (Y) is predicted to be 15.593.
2. The regression coefficient value on the social media marketing variable (X1) is 0.522. Each increase in one unit in the social media marketing strategy (X1) will be able to increase the purchase decision (Y) by 0.522.
3. Each increase in one unit in user-generated content (UGC) (X2) will be able to increase the purchase decision (Y) by 0.295 units.
4. A more considerable coefficient value between variables X1 and X2 indicates a more significant influence on the dependent variable. Hypothesis Testing

T-Test (Partial).

Table 8. T-Test Results

Model	Coefficients ^a			t	Sig	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std Error	Beta				
1 (Constant)	15.593	2.550		6.114	.000		
Social Media Marketing X1	.522	.073	.530	7.135	.000	.764	1.310
User Generated Content (UGC)	.295	.091	.241	3.243	.002	.764	1.310

a. Dependent Variable: Purchase Decision

Based on the table above, it can be concluded that in the t-test:

1. H1: Social media marketing positively and significantly affects the purchase decision of Luxcrime products on Generation Z on TikTok.
Based on table 4.18, the social media marketing variable (X1) with a significance value of 0.000 <0.05 and a calculated t value of 7.135 > t table 1.978, then from these results, it can be concluded that H0 is rejected and H1 is accepted.
2. H2: User-generated content (UGC) positively and significantly affects the purchase decision of Luxcrime products on Generation Z on TikTok.
Based on table 4.18, the user-generated content variable (X2) with a significance value of 0.002 <0.05 and a calculated t value of 3.424 > t table 1.978, then from these results, it can be concluded



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that H0 is rejected and H2 is accepted.
F Test (Simultaneous).

Table 9. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.389	2	13.195	5.946	.003 ^b
Residual	281.833	127	2.219		
Total	308.222	129			

a. Dependent Variable: ABSRES
b. Predictors: (Constant), User Generated Content (UGC), Social Media Marketing

The f table value is 3.07, and the calculated f value obtained is 5.946. So, the results of the simultaneous test are:

1. With a significant value of $f < 0.05$, H0 is rejected, and Ha is accepted. Significant value $0.03 < 0.05$, then Ha is accepted (influential).
2. If the f-calculated value $> f$ -table, then H0 is rejected, and Ha is accepted. Value $5.946 > 3.07$, then Ha is accepted (influential).

From the significant value and f-count calculations carried out in this study, it can be concluded that the variables of social media marketing (X1) and user-generated content (UGC) (X2) together influence the purchase decision (Y). Thus, the hypothesis H3 is accepted.

Test of Determination Coefficient (R²).

Table 10. Results of Determination Coefficient

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.455	2.472

a. Predictors: (Constant), User Generated Content (UGC), Social Media Marketing
b. Dependent Variable: Purchase Decision

Based on the table above, it is known that the two independent variables have a relatively significant influence of around 40.4%. At the same time, the remaining 59.6% can be explained by other variables or factors that can also influence purchase decisions. However, these factors should be examined and explained in this study.

CONCLUSION

Based on the results of data analysis and discussion of the results of the research that has been conducted related to the influence of social media marketing and user-generated content (UGC) on the purchase decision of Luxcrime products on Generation Z on TikTok, this study can conclude that social media marketing has a positive and significant effect on influencing consumer purchase decisions on TikTok. This indicates that the marketing carried out by the Luxcrime brand through social media marketing can attract the target audience of Luxcrime and clearly impact Generation Z in making purchase decisions.

Then, user-generated content (UGC) positively and significantly influences consumer purchase decisions on TikTok, especially for consumers in the Generation Z group. This indicates



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that UGC content created by consumers impacts consumer assessments before they decide to purchase products from the Luxcrime brand on TikTok. Thus, UGC is an explicit consideration consumers use to determine their choices before purchasing. Social media marketing and user-generated content (UGC) also simultaneously affect the purchase decision of Luxcrime products on Generation Z on TikTok. In this study, the purchase decisions studied include product choice, brand choice, [distributor choice, number of purchases, and time of purchase. The dimensions with a more significant influence are the product choice dimension with the purchase interest indicator and the purchase amount dimension with the purchase frequency indicator, which has a lower influence than other indicators.

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