



TikTok as a Marketing Medium: The Influence of User Generated Content (UGC) and Viral Marketing on Online Purchase Decisions on Glad2Glow Skincare Products

Hikmah Akbar Robiul Ramadhan¹, Tri Yeni², Misbak³, Tiara Muthiarsih⁴

^{1,2,3,4} Faculty of Economics and Business, University Swadaya Gunung Jati, Cirebon, Indonesia

*Corresponding author email: tiara.muthiarsih@ugj.ac.id

Abstrak

TikTok social media has evolved into a social commerce platform, serving as an effective digital marketing tool. This study aims to ascertain how User Generated Content (UGC) and viral marketing influence online purchasing decisions, with a case study on Glad2Glow products. Using quantitative methods and Statistical Product and Service Solutions (SPSS) version 22, this study utilized Roscoe's formula and used a purposive sampling approach with 210 respondents who met the criteria of TikTok users who had purchased Glad2Glow products. The findings of this study indicate that User Generated Content (UGC) and viral marketing influence the decision to buy Glad2Glow products online. With a determination value of R square of 0.764 or 76.4%, the research findings show that viral marketing is the most important component in spreading the message widely. User Generated Content (UGC), with a determination value R square User Generated Content (UGC) of 0.534 or 53.4%, states that User Generated Content (UGC) has an important role in building understanding before purchasing a product. These findings provide deeper insights into the effectiveness of digital marketing strategies through TikTok, as well as how the combination of User Generated Content and viral marketing can influence online purchasing decisions.

Keywords: User Generated Content, Viral Marketing, Online Purchase Decisions

1. Introduction

In the era of digital marketing, TikTok has developed into one of the most dominant platforms. Its popularity continues to increase and is increasingly used by the wider community (Rimbahari & Widjayanti, 2023). In 2024, TikTok managed to set a record as the application with the highest number of downloads globally, reaching 825.5 million downloads (Laura Ceci, 2024). TikTok social media has developed into a social commerce platform that not only provides views in the form of short videos, but also as an online promotional media that have yellow cart feature called TikTok Shop to facilitate users in carrying out integrated product purchasing activities from promotional media displayed on the user's homepage. The growth in the number of social commerce users is skyrocketing, including in Indonesia. Based on the latest report from We Are Social and Meltwater, Indonesia was recorded as the country with the highest number of active TikTok users in the world in July 2024, with 157.6 million users. This achievement reflects a huge surge in users compared to the previous period, while strengthening TikTok's position as one of the main pillars in the implementation of digital marketing strategies in Indonesia (Monavia ayu, 2024).

TikTok provides a trend of opportunities to reach a wider range of consumers efficiently (Endarwati, 2021). Global businesses are increasingly marketing their products in Indonesia through this social commerce, including the cosmetics and skincare industries. They compete in creating products specifically designed to meet the needs according to the skin characteristics of their target market in Indonesia and market them through Tik Tok. Glad2Glow is a Chinese beauty and skincare brand that is on the rise in Indonesia. Having a series of skincare products with a combination of natural and active formulas suitable for various skin types including sensitive skin at affordable prices is one of the care and beauty products that has gained increasing popularity in this social commerce (Farhani Irfan, 2024).

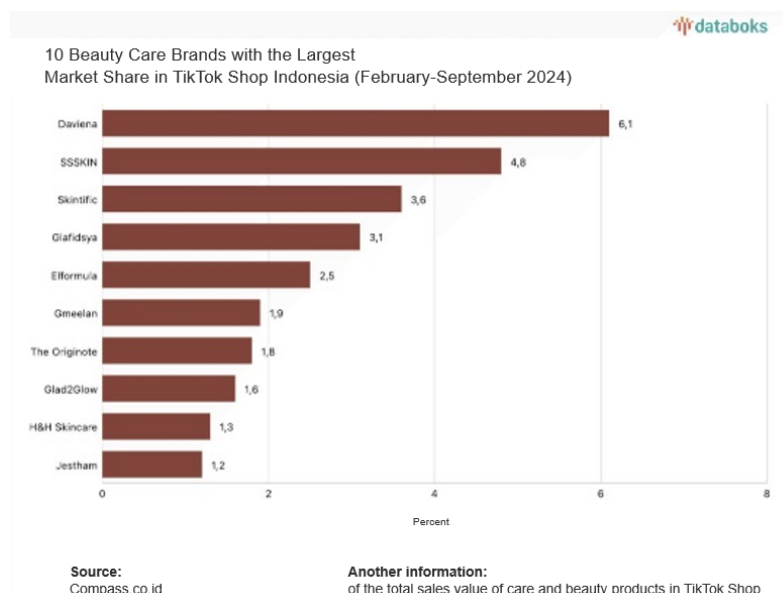


Figure 1: Market Share of Beauty Care Products on TikTok Shop 2024
(source: Databoks, 2024)

Based on the Databoks chart, it is known that throughout 2024, Glad2Glow managed to occupy the top 10 positions with the highest market share of the skincare category, perched in 8th place with a percentage of 1.6%, while in terms of CAGR performance, this brand is still predicted to continue to experience an average increase of 5.81% until 2027 (Mutia Annissa, 2022). The Glad2Glow brand offers a wide selection of products including moisturiser, serum, sunscreen, and clay mask. Unfortunately, among some of the brand's flagship products there are allegations of overclaim. Based on analysis and information from beauty influencer reviews, the SPF content of this brand sunscreen does not match what is stated in the composition on the packaging (Rahchmawati, 2023), if this really happens, it is feared that it will trigger a negative reaction from consumers, it is predicted that there will be a potential decline in sales of up to 82% (Wulan Ari, 2024), so in this case consumers need to really care about the brand to be purchased. In the conventional purchasing decision model, there are 5 stages that consumers must pay attention to including: need recognition; Information search; Evaluation of alternatives; Purchase decisions and results (Sangadji Mamang & Sopiah, 2013). So consumers in the information search stage need to pay detailed attention to the composition of the product to be purchased.

The novelty of this study is that purchasing decisions are made online. Based on the theory of social proof explained by Robert B. Cialdini, forms of social proof such as testimonials, review information, visual evidence, influencer marketing, viral content, user-generated content, and security guarantees can be applied effectively to achieve marketing goals so that they can influence purchasing decisions. (Robert B. Cialdini, 2021) Simple online research can be done by reading product reviews from other users on social media and articles. Important online information related to brands and products can be obtained in other ways through User Generated Content (UGC), its existence is expected to help potential and existing consumers in making online decisions. User Generated Content includes various forms of content created and shared by users through social media, such as product reviews, testimonials, and uploads in the form of photos or videos. (Hayat & Hermawan, 2024). Where 83.9% of people see positive reviews and 16.1% see negative reviews. (Saepudin, 2023). Especially if accompanied by the virality of the content.

Viral trends can also increase online purchases. This strategy is widely discussed because it is able to spread information quickly and reach a wide audience in a short time. Viral marketing is a promotional method that utilizes social media to convey marketing messages through creative communication patterns that are different from conventional methods. (Dewi & Melinda, 2024). Marketers can adapt their product strategies by following viral trends on TikTok, which usually have high levels of interaction, such as the number of likes, shares, and comments. By taking advantage of popular trends, marketers can expand their reach and increase the appeal of their products in the digital market. In addition, utilizing various marketing features available on social media, especially TikTok, can also help businesses increase efficiency while expanding their market opportunities. (Rimbahari & Widjayanti, 2023). Viral content that is spread is expected to influence consumer purchasing decisions online.

Many studies in Indonesia have examined purchasing decisions, whereas the online environment has formed new purchasing patterns online (Geetam Singh Tomar, 2019). but there have not been many studies that explicitly differentiate traditional and online purchasing decisions. In the midst of the over-choice of many beauty care product offerings, consumers are increasingly blundering in making choices and making decisions. This study aims to explore and analyze how both digital marketing approaches influence online purchasing behavior through TikTok. Understanding the relationship between User Generated Content and viral marketing is important to maximize the effectiveness of digital marketing strategies implemented by business actors.

2. Literature Review

2. 1. User Generated Content (UGC)

According to Carr & Chloe (2022), User Generated Content (UGC) is brand-related content created by users that allows them to share reviews, preferences, and different opinions in online communication, usually based on their own experiences and posted on social media platforms. (Carr, 2022). User Generated Content (UGC) occurs from consumer to consumer. In this case, User Generated Content is content created by content creators to share innovative thoughts, experiences, and product knowledge with other online users. (Nisrina Gikha, 2021). According to Rod Martin de Vera for User Generated Content (UGC), there are three characteristics that must follow content information trust, content value and content richness. (De Vera, 2024).

User-generated content is now increasingly popular, along with the increasing use of social commerce platforms. User Generated Content is considered more convincing than official content from brands, because users have the freedom to create, upload, and share their personal experiences directly. (Kitsios, 2022) User Generated Content (UGC) is very important, because it offers authentic reviews and experiences from users. (Lacárcel et al., 2024). Positive or negative reviews can influence potential consumers to buy or reject it based on the feedback given. (Ardian Syah, 2024). This study uses the dimensions according to O'Hern in (Gautama, 2022), which consist of: (1) Informing (trusted sources of information and user experience in using the product), (2) Co-Communicating (responses to the audience), (3) Co-Creating (product evaluation as a consideration for other users and input for further product innovation), (4) Pioneering (innovative experiences using the product to fellow users and spreading information about innovative products) (Gautama, 2022).

2. 2. Viral Marketing

Viral marketing strategies provide an opportunity for companies to increase product sales more quickly. Through this approach, companies can achieve positive sales growth while reducing promotional costs, so that the potential profits earned can be optimized (Hendriyadi & Harjadi, 2023). According to (Çakirkaya & Aytac Afşar, 2024), Viral marketing is a way to spread marketing messages quickly and exponentially to consumers. It can be said that viral marketing creates a snowball effect, as the message moves from consumer to consumer and constantly increases the total number of people reached. (Çakirkaya & Aytac Afşar, 2024). This is essentially an online word-of-mouth advertising strategy, commonly referred to as "buzz marketing". (Chaffey Dave & Chadwick Ellis F, 2016).

Based on research (Puriwat & Tripopsakul, 2021), viral marketing can be identified with 7 characteristics, namely: (1) invisibility (the spread of marketing messages that are not visible like traditional advertising, more natural and organic), (2) identity (strong and clear brand or company identity in viral marketing messages), (3) innovation (creativity and novelty in content or how to deliver marketing messages), (4) insight (deep understanding of the target audience, their needs and behavior), (5) instantaneity (almost instant speed of spreading viral marketing messages), (6) integration (integration of various marketing elements and communication channels), (7) interactivity (the ability to create interaction and engagement with the audience).

This study uses dimensions for marketing variables according to Sutisna in (Sudirman & Musa, 2023), namely: (1) product involvement (involvement of opinion leaders), (2) knowledge about the product (informing the product based on knowledge in the form of conversation and providing information gives an impression of the product), (3) talking about (viral content talking about the product reduces audience search time and encourages clarity of product information), (4) reducing uncertainty (viral content helps increase purchase satisfaction). (Sudirman & Musa, 2023).

2. 3. Online Purchase Decisions

Kotler and Armstrong (2016) explain that purchasing decisions are part of consumer behavior, which includes the process of individuals, groups, or organizations in choosing, buying, using, and evaluating products, services, ideas, or experiences to meet their needs and desires. (Kotler Philip & Armstrong Gary, 2016). Purchasing can provide many benefits to consumers. For example, online interactions can save time and money because it allows them to follow various product offerings from home or anywhere through online. (Al-Hattami, 2023). Consumers who want to make a decision must choose from the various options available for purchase. (Abi Mantara, 2022).

The formation of the online environment shifts consumer behavior, especially in purchasing, many traditional consumers are now switching to online (Yuan Gao, 2025). Online purchasing decisions are now commonplace for some millennials and the majority of gen z. The dimensions of online purchasing decisions used in this study are based on (Harahap & Amanah, 2018), consisting of: (1) initial research (easy application access and search for product clarity), (2) product availability (product availability and search for comparison information), (3) purchase (easy purchase process and choice of payment method), (4) order fulfillment (speed between products), (5) post purchasing (ease of return).

2. 4. User Generated Content (UGC) on Online Purchase Decisions

Improved communication channels have introduced interactivity between consumers and organizations, usually on social media to influence each other's decision-making processes. One element that plays a role in this is user-generated

content, this user-generated content plays a role in accelerating the purchasing decision process because of the highly influential information. (Carr, 2022). Consumers' brand choices and purchasing decisions are often based on information they find useful and relevant. for User Generated Content (UGC), all information that can help consumers make good online purchasing decisions will have a certain use value, this is because previous consumers usually have experience with the products they are going to buy, which helps potential buyers make online purchasing decisions. (Geng & Chen, 2021).

According to research by Hayat & Hermawan (2024), user generated content significantly influences online purchasing decisions and favorably influences consumers' choice to buy goods on TikTok. This suggests that, in addition to being entertaining, user-generated content is a good marketing strategy recommendation used to increase user trust and increase online sales. (Hayat & Hermawan, 2024).

2. 5. Viral Marketing on Online Purchase Decisions

The emergence of digital platform-based business models has utilized the impact of the internet network to expand customer reach. Viral marketing is currently considered one of the most effective marketing strategies. By utilizing platforms such as TikTok, this strategy allows information about products to spread quickly and widely through user interaction. Consumers tend to compare various options available before finally making an online purchase decision. Since user interaction naturally spreads information, this strategy is considered highly effective in increasing sales. (Mihartinah, 2024). Viral marketing is used by businesses to advertise their products with the aim of impressing the audience so that they can tell their friends and family about the product. (Hendrayati & Pamungkas, 2020). The success of a content going viral is also influenced by the activeness of social media users, the higher the user involvement, the faster information spreads. (Rimbahari & Widjayanti, 2023).

Research from (Renata Ethelda, 2022), supports this, stating that viral marketing has a positive impact on consumer purchasing decisions in purchasing products or services. This shows that viral-based marketing strategies not only increase brand exposure, but also contribute directly to increasing sales. (Renata Ethelda, 2022).

2. 6. User Generated Content (UGC) and Viral Marketing on Online Purchase Decisions

Creating effective marketing communications needs to be done by businesses in an integrated manner with various stakeholders. This is to support and facilitate integrated marketing communication, not only from the company but from all its stakeholders who are connected and have experience with the brand. They will be more free to communicate both messages and content related to the brand so that it can give rise to user generated content (UGC) and viral marketing as a powerful marketing medium. (Halim, 2021) User Generated Content (UGC) is often considered a crucial element in purchasing decisions, as it plays a role in "adding value" to the consumer decision-making process. (Colicev & Kumar, 2019). Because this user-generated content can easily go viral, User Generated Content (UGC) is often used in public relations strategy marketing campaigns, TikTok users freely create content in the form of short videos containing product reviews. In digital marketing strategies, UGC not only functions as a form of interaction between users but also becomes an effective marketing communication tool. By incorporating UGC in a viral marketing strategy, information about a product can spread naturally on social media, influencing online purchasing decisions. (Halim, 2021). In addition to increasing sales, user generated content (UGC) and viral marketing aim to get positive comments from consumers. These positive responses are expected to resonate and massively influence the purchasing decisions of online users.

2. 7. Research Model

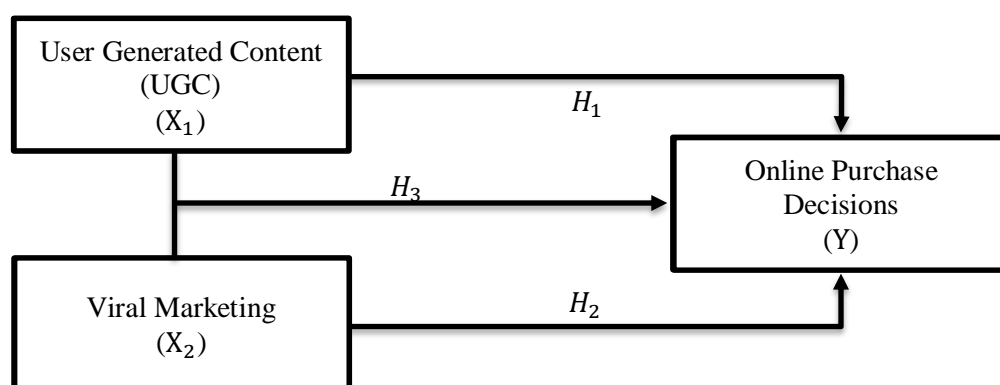


Figure 2: Research Model

2. 8. Hypothesis

A hypothesis is a predictive statement in a study that connects an independent variable with a bound variable. In this study, the hypotheses proposed can be summarized as follows:

H_1 : User Generated Content (UGC) On Online Purchase Decisions

H_2 : Viral Marketing on Online Purchase Decisions

H_3 : User Generated Content (UGC) and Viral Marketing on Online Purchase Decisions

3. Materials and Methods

3.1. Materials

This research involves TikTok social commerce users who have purchased Glad2Glow products. In collecting data, questionnaires were distributed online using a purposive sampling technique based on Roscoe's criteria, 210 respondents were successfully obtained. Purposive sampling is a sample selection technique based on certain criteria that are in accordance with the research objectives. Each respondent is ensured to have direct experience with the product under study, so that the research results become more relevant and able to describe consumer behavior more accurately.

3.2. Methods

This study uses a quantitative approach to evaluate the relationship between the independent variables, namely User Generated Content (UGC) and Viral Marketing, and the dependent variable, Online Purchasing Decision. Data collection was carried out through online questionnaire distribution using the Google Forms platform, which allows for wider respondent coverage and efficiency in the data collection and processing process. Data analysis was carried out with the help of Statistical Product and Service Solutions (SPSS) software version 22, using multiple linear regression techniques. This technique is used to assess the direct effect of the independent variable on the dependent variable. Thus, this study aims to provide a deeper understanding of how much influence User Generated Content (X_1) and Viral Marketing (X_2) have on online purchasing decisions (Y).

4. Results and Discussion

4. 1. Results

4.1.1. Respondents Characteristics

Respondents who became research subjects consisted of 48 men or 22.9% of all respondents, and 162 women or 77.1% of all respondents, according on characteristics of respondents. Based on the educational background of the respondents, the junior high school education level was 4 respondents or 1.9% of all respondents, the high school / vocational high school education level was 83 respondents or 39.5% of all respondents, the college education level was 123 respondents or 58.6% of all respondents. Of all the private employee professions, the number of respondents was 20 respondents or 9.5% of all respondents, the student profession was 179 respondents or 85.2% of all respondents, other professions were 11 respondents or 5.3% of all respondents. From using TikTok every day, there are 116 respondents or 55.2% of all respondents, users who often use TikTok are 63 respondents or 30% of all respondents, and users who rarely use TikTok are 31 respondents or 14.8% of all respondents. Based on the frequency of online purchases of Glad2Glow products, the frequency of purchasing Glad2Glow products one Time was 60 respondents or 28.6% of all respondents, and the frequency of purchasing Glad2Glow products more than one was 150 respondents or 71.4% of all respondents.

4.1.2. Validity Test

Researchers tested the reliability and validity of the questionnaire by comparing the instruments used with other indicators that represent User Generated Content (UGC), Viral Marketing, and Online Purchasing Decisions. The validity test is carried out by comparing the R-count and R-table values to determine the extent to which each statement item is able to accurately measure the variable in question. Data is declared valid if $R\text{-count} > R\text{-table}$, and is considered invalid if $R\text{-count} < R\text{-table}$. In this study, the number of respondents was 210, calculated as $Df = 210 - 2 = 208$, with an R-table value of 0.135.

The results of the validity test of the research instrument show that all statement items related to the User Generated Content (UGC), Viral Marketing, and Online Purchasing Decision variables are declared valid, because the R-count value is greater than the R-table of 0.135. The results of these findings indicate that the instruments used in the study have met the eligibility criteria and have good reliability in accurately measuring the three variables.

4.1.3. Reliability Test

Research to ensure that research instruments are able to produce consistent data, a reliability test is carried out. According to (Darma Budi, 2021), a research instrument is considered reliable if the Cronbach's Alpha value is more

than 0.70, which indicates that the instrument is reliable enough to be used in exploratory and confirmatory research. This indicates that the items in this variable have strong and reliable internal consistency.

The Reliability Test results show that all statement items related to User Generated Content (UGC), Viral Marketing, and Online Purchasing Decisions are reliable. This is indicated by the Cronbach's Alpha value which exceeds 0.70, so it can be concluded that the instrument used has good internal consistency and can be trusted to measure these three variables.

4.1.4. Normality Test

The normality test has a crucial role in parametric statistical analysis because it ensures that the data used meets the assumption of normal distribution. This aspect is crucial because the use of parametric statistics will not be valid if the data does not follow a normal distribution. According to (Ghozali Imam, 2021), the normality test aims to assess whether the data used in the regression model has met the normal distribution assumption. Data is considered normal if the significance value (sig) exceeds 0.05. When this requirement is met, the basic assumptions of regression have been met, so that the analysis results obtained can be interpreted more accurately and reliably.

Based on the results of the normality test using the Kolmogorov-Smirnov method, a significance value of 0.079 was obtained, which is greater than 0.05. Thus, it can be concluded that the data used in this study have met the assumption of normality and have a normal distribution, so they are suitable for analysis using valid parametric statistical techniques.

4.1.5. Multicollinearity Test

Research to test for multicollinearity in the regression model, the Variance Inflation Factor (VIF) and tolerance value were analyzed. If the VIF value is below 10 and the tolerance value is greater than 0.1, it can be concluded that the regression model does not show any symptoms of multicollinearity, which means that the independent variables are not linearly related to each other at a high level.

The multicollinearity test results show that the user-generated content (UGC) variable (X_1) has a tolerance value of 0.497 which is greater than 0.1, and a VIF value of 2,010 which is still below 10. Similarly, the viral marketing variable (X_2), which shows a tolerance value of 0.497 greater than 0.1 and a VIF of 2,010 less than 10. Based on these data, it can be concluded that there is no multicollinearity problem among the independent variables, so regression analysis can be carried out without collinearity constraints.

4.1.6. T-Test

The effect of User Generated Content (UGC) (X_1) and Viral Marketing (X_2) variables on online purchasing decisions (Y) was analyzed partially using the T test. The test results show that each variable has a certain significance value. If the significance value obtained is less than 0.05, it can be concluded that the variable has a significant influence on online purchasing decisions (Y).

Table 1: Partial T-Test
Coefficienstns

No	Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.183	1.065		3.926	0.000
	Total user generated content	0.214	0.043	0.224	4.941	0.000
	Total viral marketing	0.935	0.059	0.716	15.817	0.000

Source: Processed by SPSS Version 22

The partial T-test results, the User Generated Content (UGC) variable is proven to have a significant influence on online purchasing decisions, as shown in the previous table. The User Generated Content variable obtained a regression coefficient (B) value of 0.214 with a significance level of 0.000 (smaller than 0.05), as well as a T-count value of 4.941 which exceeds the T-table of 1.971. This finding supports the acceptance of the first hypothesis (H1), which states that UGC has an effect on online purchasing decisions. Meanwhile, the Viral Marketing variable also shows a significant influence on online purchasing decisions. This is indicated by the regression coefficient (B) value of 0.935, a significance of 0.000 (smaller than 0.05), and a T-count of 15.817 which is much greater than the T-table of 1.971, so the second hypothesis (H2) can also be accepted. Thus viral marketing affects online purchasing decisions.

Based on the results of data processing, the regression equation model is obtained as follows:

$$Y = 4.183 + 0.214X_1 + 0.935X_2 + e$$

4.1.7. F-Test

Table 2: Test F
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2305.673	2	1152.836	387.429	0.000 ^b
Residual	615.951	207	2.976		
Total	2921.624	209			

Source: Processed by SPSS Version 22

Results from the ANOVA table, a significance value of 0.000 is obtained, which is smaller than the significance limit of 0.05, as well as an F-count value of 387.429 which exceeds the F-table value of 3.04. These results indicate that simultaneously, the User Generated Content (X_1) and Viral Marketing (X_2) variables have a significant influence on the Online Purchasing Decision (Y) variable. Thus, the third hypothesis (H_3) can be accepted, which means that the two digital marketing strategies jointly influence consumer purchasing behavior on the TikTok platform.

4. 2. Discussion

4.2.1. The Influence of User Generated Content (UGC) on Online Purchase Decisions

The research findings indicate that User Generated Content (UGC) plays a positive role in influencing consumers' online purchasing decisions for Glad2Glow products. The R Square is 0.524 mean this variable make 52.4% contribution to online purchasing decisions. The T-count value of 4.941 which is greater than the T-table of 1.971 strengthens the validity of these results. In addition, the level of significance (sig) obtained of 0.000 is smaller than the value of 0.05. It can be concluded that these findings indicate that the influence of User Generated Content (UGC) is statistically significant. Therefore, the more intensive user involvement in generating product-related content, the greater the positive influence that can encourage increased purchases of Glad2Glow products through the TikTok platform.

The more user generated content that tells the brand in reviews, testimonials, and tutorials, the clearer the understanding of potential buyers about the advantages of the brand, interesting and relevant User Generated Content (UGC) also has great potential to get high interactions such as likes, comments, and shares that expand the reach of the product organically. User-generated content has a good influence on online purchasing decisions. By optimizing marketing strategies based on User Generated Content (UGC), Glad2Glow can expand product visibility, increase user engagement, and drive sales growth effectively and sustainably. What needs to be underlined is that this user content is delivered honestly, structured, and in detail so that it really helps potential buyers get a more accurate and comprehensive picture of the brand. In addition, to improve user experience of the brand is important for the company to improve product innovation adapted to market needs.

This finding is in line with (Hayat & Hermawan, 2024), which states that user-generated content has a beneficial effect on influencing online shopping decisions. Stating that user-generated content plays an important role in increasing consumer understanding before buying a product.

4.2.2. The Influence of Viral Marketing on Online Purchase Decisions

The findings in this study indicate that viral marketing strategies have a significant influence on online purchasing decisions for Glad2Glow products. R square is 0.764 mean this variable make 76.4% contribution to online purchasing decisions, which means that the viral marketing strategy has a greater contribution than user generated content. This finding is reinforced by the t-count value of 15.817, which is greater than the t-table of 1.971, as well as a significance level of 0.000 (smaller than 0.05). This indicates that viral marketing has a statistically significant positive impact in influencing online decisions.

The results of this study indicate that viral marketing has a more dominant impact than user-generated content in influencing online consumer. When a piece of content goes viral, it not only expands consumers' knowledge of brand product, but also creates a chain effect that encourages massive message dissemination through user participation. This certainly provides a great advantage for the Glad2Glow brand, as the exposure gained can occur organically without the need for high advertising costs. In addition, viral content is also proven to accelerate the purchase decision-making process, as audiences tend to reduce their browsing time or search for additional information after being exposed to interesting and frequently talked about content. Therefore, viral marketing has proven to be one of the most efficient digital strategies in driving an increase in online purchasing decisions. However, in order to optimize the viral effect, the content needs to explicitly talk about the product in a clear and interesting way, so that the message received by the audience is not only entertaining, but also informative and persuasive towards the product offered.

These results are in line with research conducted by (Hendrayati & Pamungkas, 2020), which states that the speed and breadth of information dissemination is the key to the success of viral marketing in influencing consumer decisions.

This strategy allows for a drastic increase in brand exposure, which in turn can drive an increase in product purchases through digital platforms such as TikTok.

4.2.3. The Influence of User Generated Content (UGC) and Viral Marketing on Online Purchase Decisions

Based on the results of the ANOVA analysis, it is known that the User Generated Content (X_1) and Viral Marketing (X_2) variables simultaneously have a significant effect on online purchasing decisions for Glad2Glow products. This is evidenced by the significance value of 0.000 (less than 0.05). This finding shows that the regression model used in this study is able to statistically explain the relationship between the independent and dependent variables. In addition, the F-count value of 387.429, which far exceeds the F-table of 3.04, strengthens the evidence that the two independent variables together make a real contribution to the online purchasing decision variable (Y). Based on the results of the R Square determination value of 0.789, it shows that 78.9% of the variability in the dependent variable, namely Online Purchasing Decisions, can be explained by the two independent variables, namely Viral Marketing and User Generated Content. The results obtained are quite strong in explaining the relationship between the two independent variables on online purchasing decisions. Meanwhile, the remaining 21.1% is explained by other variables outside this model. With a high R Square value, it can be concluded that the combination of viral marketing and User Generated Content contributes greatly to consumer decisions in making online purchases.

In the ANOVA table, there is a Mean Square Regression (MSR) value of 1152.836 and a Mean Square Error (MSE) of 2.976. This ratio indicates that the combination of User Generated Content and Viral Marketing has a strong impact on consumer decisions in purchasing products online. Therefore, it can be concluded that the regression model applied in this study has high significance and provides a comprehensive understanding of the interaction between these variables. This finding supports hypothesis H_3 , namely that User Generated Content and viral marketing simultaneously influence online purchasing decisions on Glad2Glow products.

This finding is in line with the social proof theory proposed by Robert B. Cialdini (2021), which states that consumers tend to imitate the behavior of others when they see social proof, such as reviews, testimonials, or the popularity of a product. The difference in the level of influence between User Generated Content and viral marketing can be explained through the characteristics of each strategy: User Generated Content tends to be personalized and based on individual experiences, while viral marketing utilizes extensive social networks and rapid information dissemination. (Robert B. Cialdini, 2021)

In this context, viral marketing has proven to be more massive in reaching a wide audience in a short period of time, thus having a greater impact on increasing online purchasing decisions. Nonetheless, User Generated Content still has an important role as a source of information for consumers who tend to trust the personal experiences of others. Thus, the combination of the two strategies will strengthen the influence on online purchasing decisions for Glad2Glow products, because each strategy complements each other in shaping consumer perceptions of product value and reliability.

5. Conclusion

Based on the results of the study, the hypothesis proposed in this study is proven valid or accepted. The variables User Generated Content (UGC) and viral marketing have a significant positive influence with contributions of 53.4% and 76.4% respectively. While simultaneously it has a contribution of 78.9% to the online decision of Glad2Glow products. It was revealed that viral marketing has a greater influence than User Generated Content (UGC) which indicates that the rapid and widespread dissemination of information through viral trends is more massive in attracting consumer attention and encouraging online purchases. The results of this study provide important implications for business people, especially in the latest digital marketing strategies in social commerce TikTok, that through UGC and viral marketing, companies greatly benefit from brand users, in return, companies continuously pay attention to brands as a whole and continue to be adaptive so that they are sensitive to changes in consumer online purchases.

Reference

- Abi Mantara, M. (2022). Factors That Determine Online Purchasing Decisions at Bukalapak Among Students of the Faculty of Economics, Undiksha. *Journal of Management and Business*, 4(2), 168–177.
- Al-Hattami, H. M. (2023). Determinants of interaction intention to purchase online in less developed countries: The moderating role of technology infrastructure. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2213918>
- Ardian Syah, I. (2024). The Influence of Viral Marketing and Online Customer Reviews On TikTok On Purchasing Decisions For Uniqlo Fashion Products Among Generation Z In Indonesia: A Study Of The Mediating Role Of Consumer Trust. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 8(2), 1736–1757.
- Çakirkaya, M., & Aytac Afşar, Ö. (2024). Bibliometric And Content Analysis of Viral Marketing in Marketing Literature. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2364847>

- Carr, C. (2022). The impact of user-generated content in the fashion industry: A case study of SHEIN and PrettyLittleThing. *Connectist: Istanbul University Journal of Communication Sciences*, 0(63), 27–57. <https://doi.org/10.26650/connectist2022-226302>
- Chaffey Dave, & Chadwick Ellis F. (2016). *Digital Marketing (SIXTH)* (Sixth). Pearson.
- Colicev, A., & Kumar, A. (2019). Modeling The Relationship Between Firm and User Generated Content and The Stages of The Marketing Funnel. *International Journal of Research in Marketing*, 36(1), 100–116. <https://doi.org/10.1016/j.ijresmar.2018.09.005>
- Darma Budi. (2021). *Research Statistics Using SPSS (Validity Test, Reliability Test, Simple Linear Regression, Multiple Linear Regression), Uji t, Uji F, R2*. Guepedia.
- De Vera, R. M. (2024). The Content Effectiveness of User-Generated Content to the Purchasing Decision of Consumers. *Latin American Business and Sustainability Review*, 1(1), 49–58. <https://doi.org/10.70469/labsreview.v1i1.5>
- Dewi, N. S., & Melinda, H. (2024). The Effect of Viral Marketing and Celebrity Endorsers on Purchasing Decisions for Something X NCT Dream Skincare at TikTok Shop. *Journal Of Economics, Technology, and Business (JETBIS)*, 3(3), 792–801.
- Endarwati, E. T. (2021). The Effectiveness of Using TikTok Social Media as a Promotional Media Reviewed from a Buying Behaviors Perspective. *MANDAR: Management Development and Applied Research Journal*, 4(1), 112–120.
- Farhani Irfan. (2024, October). *Who is the Owner of Glad2Glow? It Turns Out This Figure Is Not Just Any Person. Perspective*. <https://perspektif.pikiran-rakyat.com/nasional/pr-4018653800/siapa-pemilik-glad2glow-ternyata-ini-sosoknya-bukan-orang-sembarangan>
- Gautama, V. A. (2022). User Generated Content on TikTok and Its Use Among Young People. *Journal of Social Sciences and Education (JISIP)*, 6(4), 2598–9944. <https://doi.org/10.36312/jisip.v6i4.3749/http>
- Geetam Singh Tomar. (2019). *International Conference on Intelligent Computing and Smart communication 2019* (1st ed.). Springer Nature Singapore.
- Geng, R., & Chen, J. (2021). The Influencing Mechanism of Interaction Quality of UGC on Consumers' Purchase Intention – An Empirical Analysis. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697382>
- Ghozali Imam. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Halim, E. M. (2021). The Influence of User-Generated Content Towards Somethinc Skincare Purchase Intention. *Proceedings of the International Conference on Economics, Business, Social, and Humanities*, 570, 831–836.
- Harahap, D. A., & Amanah, D. (2018). Online Purchasing Decisions of College Students in Indonesia. *International Journal of Latest Engineering Research and Applications (IJLERA)*, 03(10), 5–15.
- Hayat, M. A., & Hermawan, A. (2024). Pengaruh Social Media Marketing dan User Generated Content (UGC) Terhadap Purchase Decision Produk Luxcrime Pada Generasi Z di TikTok. *Journal of Information Systems Management and Digital Business (JISMDB)*, 2.
- Hendrayati, H., & Pamungkas, P. (2020). Viral Marketing and E-Word of Mouth Communication in Social Media Marketing. *Advances in Economics, Business and Management Research*, 117, 41–48.
- Hendriyadi, R., & Harjadi, D. (2023). The Influence of Viral Marketing and Store Atmosphere on Consumer Purchasing Decisions at Razwa Cafe Narakembang. *Digibe: Digital Business and Entrepreneurship Journal*, 1(1), 32–40.
- Kitsios, F. (2022). User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites. *International Journal of Information Management Data Insights*, 2(1). <https://doi.org/10.1016/j.ijime.2021.100056>
- Kotler Philip, & Armstrong Gary. (2016). *Marketing Principles. Edisi ke-12* (12th ed.). Penerbit erlangga.
- Lacárcel, F. J. S., Huete, R., & Zerva, K. (2024). Decoding digital nomad destination decisions through user-generated content. *Technological Forecasting and Social Change*, 200. <https://doi.org/10.1016/j.techfore.2023.123098>
- Laura Ceci. (2024, December). *Leading mobile apps worldwide in YTD2024, by downloads (in millions)*. Statista. https://www-statista-com.translate.goog/statistics/1285960/top-downloaded-mobile-apps-worldwide/?__sso_cookie_checker=failed&x_tr_sl=en&x_tr_tl=id&x_tr_hl=id&x_tr_pto=sge#:~:text=In%202024%2C%20TikTok%20was%20still,followed%20with%20817%20million%20downloads
- Mihartinah, D. (2024). The Influence of Viral Marketing, Price and Consumer Trust on Online Purchasing Decisions Through Instagram Social Media. *Student Journal of Business and Management*, 6(1), 21–42.
- Monavia ayu. (2024, October 14). *List of countries with the most TikTok users as of July 2024, Indonesia is number 1*. DataIndonesia.Id. <https://dataindonesia.id/internet/detail/daftar-negara-pengguna-tiktok-terbanyak-per-juli-2024-indonesia-nomor-1>
- Mutia Annissa. (2022). *Skyrocketing, Beauty and Personal Care Product Revenue in Indonesia Reaches IDR 111.83 Trillion in 2022*. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/66ea42a1ae6c6/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022#:~:text=Makin%20Meroket%2C%20Pendapatan%20Produk%20Kecantikan,Rp111%2C83%20Triliun%20pada%202022>
- Nisrina Gikha, R. (2021). User Generated Content as a Digital Marketing Communication Strategy: Case Study of the #Shopeehaul Phenomenon. *Journal of Professional Communication*, 5(6), 558–571.
- Puriwat, W., & Tripopsakul, S. (2021). The Role of Viral Marketing in Social Media On Brand Recognition And Preference. *Emerging Science Journal*, 5(6), 855–867. <https://doi.org/10.28991/esj-2021-01315>
- Rahchmawati. (2023). *Fake SPF Content of a Best-Selling Local Sunscreen Product on TikTok is a Stir, Here's What Dosenskinicare Says*. BatuNetwork.Id. <https://batu.jatimnetwork.com/gaya-hidup/9989861612/heboh-kandungan-spf-palsu-sebuah-produk-sunscreen-lokal-terlaris-di-tiktok-ini-kata-dosenskinicare>

- Renata Ethelda. (2022). Viral Marketing Literature Review. *JURNAL ECONOMINA*, 1(4), 939–944.
- Rimbahari, A., & Widjayanti, R. E. (2023). The Influence of Viral Marketing and Social Media Marketing on Purchasing Decisions on the TikTok Platform. *CAPITAL: Journal of Economics and Management*, 6(2), 457–466. <https://doi.org/10.25273/capital.v6i2.15304>
- Robert B. Cialdini. (2021). *Influence: New and Expanded the Psychology of Persuasion*. Harper Collins.
- Saepudin, S. (2023). Sentiment Analysis of Social Media Platform Reviews Using the Naïve Bayes Classifier Algorithm. *Jurnal Sisfokom (Sistem Informasi Dan Komputer)*, 12(2), 236–243. <https://doi.org/10.32736/sisfokom.v12i2.1650>
- Sangadji Mamang, & Sopiah. (2013). *Consumer Behavior* (Nikoemus WK, Ed.). CV ANDI OFFSET.
- Sudirman, I., & Musa, I. (2023). *Strategi Pemasaran* (Ansar, Ed.; 1st ed.). Intelektual karya Nusantara.
- Wulan Ari. (2024, November). *Issue of overclaim, "Tasyah Farasya Approved", and sales of beauty products*. Alinea.Id. <https://www.alinea.id/bisnis/isu-overclaim-tasya-farasya-approved-dan-penjualan-produk-b2kH49QM3>
- Yuan Gao. (2025). *Web System Design and Online Consumer Behavior*. IDEA GROUP PUBLISHING.