ABSTRACT

This study aims to analyze the effect of User-Generated Content (UGC) on skincare purchase decisions on TikTok, with consumer trust as a mediating variable. UGC is increasingly used as a source of information that helps consumers learn about and evaluate products through the experiences and reviews of other users. However, a high number of views and interactions with content does not necessarily lead to purchase decisions. This indicates that the popularity of content alone may not be sufficient to encourage consumers to purchase a product. Therefore, this study examines the effect of UGC on consumer trust, the effect of consumer trust on purchase decisions, the direct effect of UGC on purchase decisions, and the mediating role of consumer trust in the relationship between UGC and purchase decisions.

This study employed a quantitative approach. The population consisted of active students at Universitas Diponegoro who use TikTok, had viewed UGC related to skincare products on TikTok, and had purchased skincare products after viewing such content. A total of 155 respondents were selected using purposive sampling. Data were collected through questionnaires, while data analysis and hypothesis testing were conducted using Structural Equation Modeling–Partial Least Squares *(SEM-PLS) with SmartPLS 4.0 software.*

The results show that UGC has a positive and significant effect on consumer trust. Consumer trust also has a positive and significant effect on purchase decisions. Furthermore, UGC has a positive and significant direct effect on purchase decisions. The mediation analysis indicates that consumer trust significantly mediates the effect of UGC on purchase decisions. Therefore, all research hypotheses are supported. These findings indicate that UGC on TikTok plays a role in building consumer trust and influencing skincare purchase decisions, both directly and indirectly through consumer trust.

Keywords: *User-Generated Content*, *consumer trust, purchase decision, TikTok, skincare.*

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