

**ANALYSIS OF USER GENERATED CONTENT TOWARDS PURCHASE  
DECISION ON APPAREL PRODUCTS: THE CASE OF TIKTOK  
AFFILIATION**

By

Reynata Somantri  
11908002

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SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat No. 15, Alam Sutera  
Tangerang, Banten 15143 - Indonesia

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



Reynata Somantri

Student

17 July 2023

Date

Approved by:



Esa Theodore Mboww M.Sc.

Thesis Advisor

17 July 2023

Date

Dr. Ir. Yosman Bustaman M.Buss

Dean of Business and Communication

26 July 2023

Date

## ABSTRACT

### ANALYSIS OF USER GENERATED CONTENT TOWARDS PURCHASE DECISION ON APPAREL PRODUCTS: THE CASE OF TIKTOK AFFILIATION

By

Reynata Somantri  
Esa Theodore Mbouw M.Sc, Advisor

SWISS GERMAN UNIVERSITY

Social media and online shopping have become increasingly popular due to the immense internet integration. In that sense, TikTok, as one of the rising social platforms in Indonesia has released feature like TikTok Shop that allows their users to shop within the social media itself. Followed by the release of TikTok Affiliation system that would help the growth of TikTok Shop, where it allows creators to earn commissions by creating contents which can be refer as user-generated content, to sell products available in TikTok Shop. As the numbers of TikTok affiliates rise, where proven some affiliates could be promoting similar even same products, the competitiveness heated between affiliates. Therefore, this study aims to analyze the influence of user-generated content (UGC) of TikTok affiliates towards purchase decision on apparel products. The independent variables representing dimension of user-generated content, used in the study are Information Quality, Perceived Credibility, and Perceived Benefit. With Attitude as the intervening variable and Purchase Decision as dependent variable. After executing the research on Indonesian TikTok users in Jakarta and Tangerang area within the age group of 18 to 34 years old, the findings resulted in Information Quality and Perceived Benefit significantly influence Attitude towards UGC, then Attitude towards UGC significantly influences Purchase Decision on Apparel Products.

*Keywords: User-Generated Content, Information Quality, Perceived Credibility, Perceived Benefit, Attitude, Purchase Decision, Apparel Products, TikTok Affiliation.*



## **DEDICATION**

I dedicate this work for my family, friends, and everyone that have supported me  
throughout this journey.

Also, I would like to dedicate this work to me, who managed to survive until the end.



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