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The Determinants of User-Generated Content, Influencer Credibility, and Electronic Word of Mouth on Purchase Interest among Generation Z and Millennial Somethinc Consumers on TikTok in Jabodetabek

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ABSTRACT

This study aims to analyze the effect of User-Generated Content (UGC), Influencer Credibility, and Electronic Word of Mouth (e-WOM) on Purchase Interest among Generation Z and Millennial Somethinc consumers who use TikTok in Greater Jakarta. A quantitative associative design was applied, using an online questionnaire completed by 200 respondents selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS, and the simultaneous effect was tested with an F-test calculated from R^2. The results show that UGC, Influencer Credibility, and e-WOM each have a positive and significant effect on Purchase Interest, and jointly they explain 56.6% of its variance. e-WOM is the strongest predictor, followed by UGC and Influencer Credibility. The discussion relates these findings to the Stimulus–Organism–Response framework and Source Credibility Theory, suggesting that user experiences, credible sources, and collective consumer evaluations help reduce uncertainty in skincare purchasing. The study provides empirical evidence on digital information

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factors in a specific brand, platform, generational, and regional context. Practically, beauty brands may benefit from encouraging authentic consumer content, selecting credible influencers, and actively managing online reviews to foster purchase interest on TikTok.

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1. INTRODUCTION

Digital transformation through the internet and social media has changed the way consumers search for, evaluate, and assess products before making purchases. Rather than relying exclusively on official corporate promotions, prospective buyers increasingly consult other consumers' reviews, creator content, influencer recommendations, and information circulating across digital platforms. This shift requires businesses to develop digital marketing strategies that extend beyond brand visibility and contribute to consumers' purchase interest (APJII, 2025; Kemp, 2025a).

At the global level, social media has become an important component of the consumer journey. Digital 2025: Global Overview Report estimated TikTok's advertising reach at nearly 20% of the world's population. This figure represents potential advertising reach rather than monthly active users, but it illustrates TikTok's extensive promotional capacity (Kemp, 2025a). In Indonesia, TikTok's advertising reach was reported at 165.1 million adults aged 18 and above, equivalent to 82.1% of the country's internet-user base in early 2025 (Kemp, 2025b). This development is consistent with APJII's (2025) report of 80.66% national internet penetration and the prominent role of social media and short-form video in product-information searches.

The beauty and skincare industry actively uses this digital ecosystem. Because skincare products are closely associated with skin conditions, ingredient safety, effectiveness, and individual needs, prospective consumers often seek additional information through user reviews, product-use videos, influencer recommendations, and other consumers' comments before developing purchase interest (Dwiputri & Syahputra, 2023). TikTok is particularly relevant because its short-video format enables information to be delivered visually and interactively. The Digital 2026: Indonesia report states that TikTok's advertising reach corresponded to 88.9% of Indonesia's adult population aged 18 and above at the end of 2025; this should be interpreted as advertising reach rather than the number of active users (Kemp, 2026).

Somethinc's consumer profile was examined in a study of 200 followers of the brand's official social-media accounts. Respondents aged 26–35 accounted for 107 individuals (53.5%), followed by those aged 17–25 (79; 39.5%) and 36–45 (14; 7%). Instagram was identified as the main product-information source by 113 respondents (56.5%), while 87 (43.5%) cited TikTok. Thirty-three respondents (16.5%) lived in Greater Jakarta (Anggun et al., 2025). These descriptive findings provide context for examining Generation Z and Millennial TikTok users in the same region.

User-Generated Content (UGC) refers to product- or brand-related material created and shared by consumers, including reviews, unboxing videos, product demonstrations, usage experiences, and recommendations. Such content can provide prospective buyers with information from users' perspectives, which may be perceived as more authentic than brand-controlled communication. Aulia et al. (2025), studying Wardah consumers in Denpasar,

reported a positive and significant relationship between UGC and purchase interest. Nevertheless, UGC is inherently subjective: reviews reflect different personal experiences, skin types, expectations, and usage conditions. The accuracy of user-generated information may also be difficult to verify, making its relevance and credibility important considerations (Manurung & Rusdianto, 2025).

Influencer Credibility concerns consumers' assessments of an influencer as a source of product information. Under Source Credibility Theory, credibility comprises expertise, trustworthiness, and attractiveness (Ohanian, 1990). Follower counts, views, and popularity alone do not necessarily establish credibility. Influencers perceived as knowledgeable, trustworthy, and appealing may communicate product information more persuasively and strengthen consumers' purchase interest (Ulfa et al., 2025). However, previous findings are mixed. Aini et al. (2025) found no significant direct effect of social media influencer credibility on purchase intention among local-skincare consumers in Greater Jakarta, although an indirect relationship through brand trust was reported. In contrast, Ulfa et al. (2025) found a positive and significant relationship between influencer credibility and purchase intention among Generation Z Wardah users in Purworejo.

Electronic Word of Mouth (e-WOM) refers to consumers' opinions, reviews, comments, and recommendations about products or brands disseminated through electronic media. Although UGC and e-WOM may overlap, UGC emphasizes consumer-created content, whereas e-WOM focuses on electronic consumer communication and evaluations that function as information or recommendations (Dwiputri & Syahputra, 2023). Such information may strengthen or weaken purchase interest. Dwiputri and Syahputra (2023) found that e-WOM quality and credibility positively and significantly influenced skincare purchase interest on TikTok, whereas e-WOM quantity did not. Thus, the volume of reviews does not necessarily outweigh their quality and credibility.

Purchase Interest refers to a consumer's inclination or willingness to purchase a product after searching for information and evaluating available alternatives. It represents a predisposition preceding an actual purchase and should therefore be distinguished from purchase decision. In this study, Purchase Interest is the dependent construct associated with UGC, Influencer Credibility, and e-WOM (Manurung & Rusdianto, 2025). Somethinc was selected as the research object because it is an Indonesian beauty brand whose skincare products are promoted through digital platforms, including TikTok (Fhaizyah & Hakim, 2025).

The study focuses on Generation Z and Millennial consumers in Greater Jakarta who use TikTok and are familiar with Somethinc. Greater Jakarta comprises Jakarta, Bogor, Depok, Tangerang, and Bekasi. APJII (2025) reported internet penetration of 85.53% in urban Indonesia and 84.69% on Java. These figures are national and regional indicators rather than measurements specific to Greater Jakarta; they are therefore used only as contextual evidence of digital accessibility.

Prior studies have reported inconsistent findings regarding the relationships between the proposed predictors and purchase interest. UGC and e-WOM were found to have positive and significant effects in studies of Wardah consumers, TikTok fashion products, and Generation Z TikTok users (Aulia et al., 2025; Junaidi & Nindhita, 2025; Anisa & Marlena, 2022). Noventi and Thaib (2025) also reported a positive relationship between UGC and purchase intention for Avoskin Beauty. Conversely, Ningrum and Hayuningtias (2026) and Koesnanto and Kharisma (2026) found that UGC did not have a significant direct effect on purchase intention. Findings concerning influencer credibility and e-WOM are similarly mixed (Aini et al., 2025; Aquila & Rohmaningtyas, 2026; Herjana & Lego, 2026; Tania et al., 2026; Tjiptojuwono &

Dianova, 2026). Differences in research objects, operational definitions, platforms, respondent characteristics, and analytical models may contribute to these inconsistencies.

The research gap therefore concerns both empirical inconsistency and research context. The literature review conducted for this study did not identify a study examining UGC, Influencer Credibility, and e-WOM simultaneously as predictors of Purchase Interest among Generation Z and Millennial Somethinc consumers using TikTok in Greater Jakarta. The present study addresses this context by testing the three predictors within one model. Its contribution lies in the simultaneous examination of these digital information factors in a specific brand, platform, generational, and regional setting.

This study aims to analyze the effect of User-Generated Content (UGC), Influencer Credibility, and Electronic Word of Mouth (e-WOM) on Purchase Interest among Generation Z and Millennial Somethinc consumers who use TikTok in Greater Jakarta, both individually and simultaneously, and to identify which predictor is most strongly associated with Purchase Interest. Theoretically, the study adds evidence to previously inconsistent findings by testing the three predictors within a single Stimulus–Organism–Response model in a specific brand, platform, generational, and regional context. Practically, the findings can help Somethinc and other beauty brands design TikTok marketing strategies, including encouraging authentic consumer content, selecting influencers whose expertise and trustworthiness fit the product, and managing consumer reviews and online conversations.

The study is guided by the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974) as also discussed by Song et al. (2021) . In this framework, external stimuli are processed through an individual's internal state before producing a response. UGC, Influencer Credibility, and e-WOM are conceptualized as stimuli (S) encountered by consumers on TikTok. Consumers' internal evaluations and perceptions of Somethinc represent the organism (O), while Purchase Interest constitutes the response (R). Accordingly, this study examines the following hypotheses: H1: UGC has a significant effect on Purchase Interest; H2: Influencer Credibility has a significant effect on Purchase Interest; H3: e-WOM has a significant effect on Purchase Interest; and H4: UGC, Influencer Credibility, and e-WOM simultaneously have a significant effect on Purchase Interest. The conceptual relationships among the research variables and the proposed hypotheses are illustrated in Figure 1.

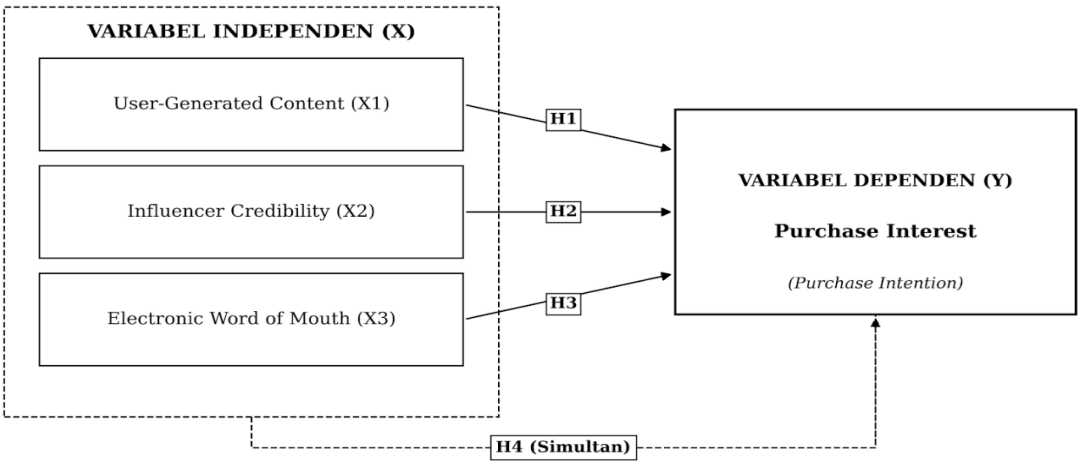


Figure 1. Conceptual Research Framework.

2. METHODS

This study employed a quantitative associative research design to examine the relationships between UGC, Influencer Credibility, and e-WOM and Purchase Interest among TikTok users familiar with Somethinc in Greater Jakarta. Quantitative research involves the systematic collection of measurable data and statistical analysis, while an associative hypothesis concerns relationships between two or more variables (Priadana & Sunarsi, 2021; Wijaya & Roostika, 2024). The study was also grounded in the Stimulus–Organism–Response framework of Mehrabian and Russell (1974) as discussed by Song et al. (2021), in which the three independent variables represent digital stimuli and Purchase Interest represents the consumer response.

The target population comprised Generation Z and Millennial TikTok users residing in Greater Jakarta who were familiar with Somethinc. Generation Z was defined as individuals born between 1997 and 2012, while Millennials were those born between 1981 and 1996. Respondents were selected through purposive sampling based on the following criteria: belonging to either generational cohort, residing in Greater Jakarta, actively using TikTok, knowing or having encountered Somethinc content on TikTok, and having seen user reviews, comments, recommendations, or influencer content concerning Somethinc. The study targeted 200 respondents, comprising 100 Generation Z respondents and 100 Millennial respondents. Purposive sampling selects participants according to specified considerations or criteria (Sugiyono, 2019; Yani et al., 2022).

Primary data were collected directly from respondents through an online questionnaire. The instrument used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), and included screening questions and an attention-check item. UGC was measured using the Consumption, Contribution, and Creation dimensions in the COBRA framework (Muntinga et al., 2011). Influencer Credibility was measured through expertise, trustworthiness, and attractiveness (Ohanian, 1990). e-WOM was measured through intensity, positive valence, negative valence, and content (Goyette et al., 2010). Purchase Interest was measured using transactional, referential, preferential, and exploratory interest (Ferdinand, 2002; Putri et al., 2022).

Data were checked, coded, and processed before analysis. Two negatively worded e-WOM items (items 5 and 6) were reverse-coded on the five-point scale: 1 was recoded as 5, 2 as 4, 3 remained 3, 4 was recoded as 2, and 5 was recoded as 1. The data were then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. The measurement model (outer model) was assessed using outer loadings, Average Variance Extracted (AVE), HTMT for discriminant validity, Cronbach's alpha, rho_A, and composite reliability. The structural model (inner model) was evaluated using R^2, Q^2, f^2, and model-fit measures, including SRMR, NFI, and rms Theta. Hypotheses H1–H3 were assessed through bootstrapping based on path coefficients, t-statistics, p-values, and confidence intervals, while the simultaneous hypothesis (H4) was assessed using an F-test calculated manually from R^2, because SmartPLS does not directly provide an omnibus F-statistic (Cohen, 1988; van Ginkel, 2019).

3. RESULTS AND DISCUSSION

3.1. Respondent Characteristics

The analysis included 200 Somethinc consumers from Generation Z and the Millennial cohort who used TikTok and resided in Greater Jakarta. Bekasi accounted for 46 respondents (23%), followed by Depok (41; 20.5%), Bogor (40; 20%), Jakarta (39; 19.5%), and Tangerang (34; 17%). The sample comprised 100 Generation Z respondents (50%) and 100 Millennials (50%). There were 122 female respondents (61%) and 78 male respondents (39%). By occupation, 114 respondents (57%) were employees, 48 (24%) were students, 18 (9%) were homemakers, 18 (9%) were entrepreneurs, and 2 (1%) were not employed. All 200 respondents (100%) reported having purchased Somethinc products. The distribution of respondents by domicile, generation, gender, and occupation is presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Categories	Percentage
Domicile	Bekasi	23%
	Depok	20.50%
	Bogor	20%
	Jakarta	19.50%
	Tangerang	17%
Generation	Generation Z	50%
	Millennials	50%
Gender	Female	61%
	Male	39%
Occupation	Employee	57%
	Student	24%
	Housewife	9%
	Entrepreneur	9%
	Unemployed	1%

3.2. Outer Model

The convergent validity test was conducted to determine the extent to which indicators can represent the latent variable being measured. This test was carried out by examining the outer loading value of each indicator. An indicator is declared to meet the convergent validity criterion if its outer loading value is greater than 0.70 (Hair et al., 2019). The outer loading values for each research indicator are presented in Table 2.

Table 2. Outer Loading Test Results

Indicator	UGC	IC	EWOM	PI	Remarks
X1.1	0.746				Valid
X1.2	0.774				Valid
X1.3	0.723				Valid
X1.4	0.747				Valid
X1.5	0.745				Valid
X1.6	0.756				Valid
X2.1		0.809			Valid
X2.2		0.838			Valid
X2.3		0.796			Valid

Indicator	UGC	IC	EWOM	PI	Remarks
X2.4		0.842			Valid
X2.5		0.796			Valid
X2.6		0.782			Valid
X3.1			0.757		Valid
X3.2			0.771		Valid
X3.3			0.787		Valid
X3.4			0.746		Valid
X3.5			0.804		Valid
X3.6			0.786		Valid
X3.7			0.757		Valid
X3.8			0.789		Valid
Y1.1				0.831	Valid
Y1.2				0.808	Valid
Y1.3				0.765	Valid
Y1.4				0.786	Valid
Y1.5				0.736	Valid
Y1.6				0.774	Valid
Y1.7				0.802	Valid
Y1.8				0.729	Valid

Based on the data processing results using SmartPLS, all research indicators have outer loading values above 0.70, ranging from 0.723 to 0.842. For the User-Generated Content (UGC) variable, outer loading values range from 0.723 to 0.774. The Influencer Credibility variable has values between 0.782 and 0.842. Furthermore, the Electronic Word of Mouth (E-WOM) variable has values between 0.746 and 0.804, while Purchase Interest has values between 0.729 and 0.831. These results show that all indicators have met the established minimum threshold. The highest outer loading is found for indicator X2.4 at 0.842, while the lowest is found for indicator X1.3 at 0.723. Although it has the lowest value, that indicator still meets the validity criterion because its value is above 0.70. Thus, all indicators of the UGC, Influencer Credibility, E-WOM, and Purchase Interest variables are declared valid and able to represent their respective constructs (Hair et al., 2019). Therefore, all indicators can be retained and used in the subsequent stages of analysis. The convergent validity and reliability results for each construct are summarized in Table 3.

Table 3. Convergent Validity and Reliability

Construct	Indicators	AVE	Cronbach's α	rho_A	CR	Remarks
User-Generated Content (UGC)	6	0.561	0.844	0.847	0.884	Valid
Influencer Credibility	6	0.657	0.896	0.902	0.920	Valid
Electronic Word of Mouth (e-WOM)	8	0.600	0.905	0.906	0.923	Valid
Purchase Interest	8	0.608	0.907	0.910	0.925	Valid
Critical Values	–	≥ 0.50	≥ 0.70	≥ 0.70	≥ 0.70	

All AVE values exceeded 0.50 (Fornell & Larcker, 1981), ranging from 0.561 to 0.657, indicating that each construct explained more than half of the variance in its indicators. Reliability was also supported, as Cronbach's alpha, rho_A, and composite reliability values for all constructs exceeded 0.70 (Hair et al., 2019). Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). A value below 0.85 indicates that the constructs have adequate discriminant validity (Henseler et al., 2015). The HTMT results are presented in Table 4.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Construct	UGC	IC	EWOM	PI
UGC				
IC	0.128			
EWOM	0.105	0.077		
PI	0.315	0.353	0.657	

Based on Table 4, all HTMT values were below the threshold of 0.85. The highest value was 0.657, found between e-WOM and Purchase Interest, while the lowest value was 0.077, found between Influencer Credibility and e-WOM. These results indicate that all constructs fulfilled the discriminant validity requirement.

3.3. Structural Model Evaluation (Inner Model)

The results of the structural model assessment, including R^2, adjusted R^2, Q^2, f^2, and SRMR, are summarized in Table 5.

Table 5. Structural Model Assessment

Measurement	Value	Interpretation
R^2 *Purchase Interest*	0.566	Moderate (56.6% of the variance explained)
Adjusted R^2	0.559	Moderate
Q^2 (SSO = 1,600.00; SSE = 1,063.66)	0.335	Predictive relevance established (> 0)
f^2: UGC → *Purchase Interest*	0.257	Medium
f^2: *Influencer Credibility → Purchase Interest*	0.245	Medium
f^2: e-WOM → *Purchase Interest*	0.856	Large
SRMR	0.057	Good fit (< 0.08)

The R^2 value of 0.566 indicates that UGC, Influencer Credibility, and e-WOM jointly explain 56.6% of the variance in Purchase Interest, which falls in the moderate category (Hair et al., 2019); the remaining 43.4% is attributable to factors outside the model and unexplained variation. The adjusted R^2 was 0.559. The Q^2 value for Purchase Interest was 0.335 (SSO = 1,600; SSE = 1,063.660), indicating predictive relevance (Hair et al., 2019). The f^2 results show that e-WOM had the largest effect (0.856), followed by UGC (0.257) and Influencer Credibility (0.245). Based on Cohen's (1988) guidelines, as also applied by Gamil and Abd Rahman (2023), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. Accordingly, e-WOM demonstrated a large effect, while UGC and Influencer Credibility demonstrated medium effects. The SRMR was 0.0575, below the 0.08 reference value, while NFI was 0.8494. The rms Theta was 0.1101, below the 0.12 reference value (Henseler et al., 2015).

3.4. Hypothesis Testing

The bootstrapping procedure was conducted to evaluate the relationships between the independent variables and Purchase Interest. The resulting structural model is illustrated in Figure 2.



Figure 2. Structural Model Results (Bootstrapping)

The detailed results of the path coefficient analysis, including sample means, standard deviations, t-statistics, p-values, and confidence intervals, are presented in Table 6.

Table 6. Path Coefficients and Hypothesis Decisions

Hypothesis	Path	Coefficient (O)	Sample Mean (M)	Std. Dev.	t-statistic	p-value	95% CI
H1	UGC → PI	0.335	0.339	0.043	7.775	< 0.001	[0.255; 0.420]
H2	IC → PI	0.327	0.329	0.045	7.307	< 0.001	[0.234; 0.418]
H3	EWOM → PI	0.611	0.608	0.042	14.379	< 0.001	[0.513; 0.683]

The bootstrapping results indicate that all three independent variables have positive and statistically significant effects on Purchase Interest, as shown by t-statistic above 1.96 at the 5% significance level (Hair et al., 2019). UGC has a positive effect on Purchase Interest, with a path coefficient of 0.335, a t-statistic of 7.775, and a p-value below 0.001. Therefore, H1 is accepted. Influencer Credibility also has a positive and significant effect, with a path coefficient of 0.327, a t-statistic of 7.307, and a p-value below 0.001. Thus, H2 is accepted. Similarly, e-WOM demonstrates a positive and significant effect on Purchase Interest, with a path coefficient of 0.611, a t-statistic of 14.379, and a p-value below 0.001. Therefore, H3 is accepted. Among the three independent variables, e-WOM has the largest path coefficient (β = 0.611), followed by UGC (β = 0.335) and Influencer Credibility (β = 0.327). This indicates that e-WOM has the strongest relationship with Purchase Interest in the proposed research model. The simultaneous effect of UGC, Influencer Credibility, and e-WOM on Purchase

Interest (H4) was evaluated using an F-test calculated manually based on the coefficient of determination (R^2).

Simultaneous Test Results (H4)

Since SmartPLS does not directly provide an omnibus F-statistic for this purpose, the F-statistic was calculated using Equation (1) (Cohen, 1988; van Ginkel, 2019):

$$F = (R^2 / k) / ((1 - R^2) / (n - k - 1)) \quad (1)$$

The simultaneous effect of UGC, Influencer Credibility, and e-WOM on Purchase Interest (H4) was evaluated using an F-test calculated manually based on the coefficient of determination (R^2). With an R^2 value of 0.566, three independent variables (k = 3), and a sample size of 200 respondents (n = 200), the calculated F-statistic was 85.20. This value exceeds the critical F-value of approximately 2.65 at a 5% significance level, with degrees of freedom df1 = 3 and df2 = 196. The result indicates a statistically significant simultaneous effect ($p < 0.001$). Therefore, H4 is accepted, demonstrating that UGC, Influencer Credibility, and e-WOM jointly have a significant effect on Purchase Interest. The results of all four hypothesis tests, including their path coefficients, p-values, and decisions, are summarized in Table 7.

Table 7. Summary of Hypothesis Testing Results

Hypothesis	Statement	Path Coefficient	P-Value	Decision
H1	UGC has a significant effect on Purchase Interest	0.335	< 0.001	Accepted
H2	Influencer Credibility has a significant effect on Purchase Interest	0.327	< 0.001	Accepted
H3	e-WOM has a significant effect on Purchase Interest	0.611	< 0.001	Accepted
H4	UGC, Influencer Credibility, and e-WOM simultaneously have a significant effect on Purchase Interest	F = 85.20	–	Accepted

3.5. Discussion

The Effect of User-Generated Content on Purchase Interest

The results show that UGC has a positive and significant effect on Purchase Interest, so the first hypothesis is supported. Within the Stimulus–Organism–Response (S-O-R) framework of Mehrabian and Russell (1974), this means that user-created content encountered on TikTok works as an external stimulus that consumers process into perceptions of Somethinc, and these perceptions are then reflected in a stronger interest in purchasing. The finding is also in line with the COBRA perspective (Muntinga et al., 2011) used to measure UGC, which treats consuming, contributing, and creating brand-related content as forms of consumer involvement with a brand. The result is consistent with Geng and Chen (2021), who reported a positive relationship between UGC interaction quality and purchase intention, and with Chung (2025), who discussed the functional, social, and emotional value of UGC in product evaluation. It also agrees with studies on Wardah, Avoskin, fashion products, and Generation Z TikTok users that found a positive effect of UGC (Aulia et al., 2025; Junaidi & Nindhita, 2025; Anisa & Marlena, 2022; Noventi & Thaib, 2025). A likely reason is that skincare is a product category in which consumers are uncertain about skin conditions, ingredient safety, and effectiveness (Dwiputri & Syahputra, 2023). On TikTok, product reviews, demonstrations,

before-and-after videos, and personal usage narratives give first-hand perspectives on texture, application, and product experience, which can reduce this uncertainty and help consumers judge product suitability. Because this content comes from other users rather than from the brand, it may also be perceived as more authentic than brand-controlled communication. By contrast, Ningrum and Hayuningtias (2026) and Koesnanto and Kharisma (2026) found no significant direct effect of UGC, which may be explained by differences in brand, platform, respondent characteristics, and measurement. Because UGC is inherently subjective, its influence still depends on the relevance, clarity, and credibility of the content (Manurung & Rusdianto, 2025).

The Effect of Influencer Credibility on Purchase Interest

Influencer Credibility also has a positive and significant effect on Purchase Interest, so the second hypothesis is supported. This result is consistent with Source Credibility Theory (Ohanian, 1990), which identifies expertise, trustworthiness, and attractiveness as the dimensions of endorser credibility. Consumers who regard an influencer as knowledgeable, trustworthy, and appealing are more likely to accept the product information the influencer delivers, and this acceptance can strengthen their interest in purchasing. In S-O-R terms, influencer content is a stimulus whose perceived credibility shapes how consumers evaluate Somethinc before a response emerges. The finding also aligns with Weismueller et al. (2020) and Saima and Khan (2020), who found positive relationships between influencer credibility and purchase intention, and with Ulfa et al. (2025) among Generation Z Wardah users. A possible reason is that influencers can introduce product characteristics, ingredients, benefits, application methods, and personal experiences to audiences who have not yet used the product, which is valuable in a category where consumers look for additional information before forming an interest. In contrast, Aini et al. (2025) found no significant direct effect among local-skincare consumers in Greater Jakarta, although an indirect relationship through brand trust was reported. This difference may arise because the present model tests only direct effects and because respondents and brands differ across studies. Influencer Credibility contributes about as much as UGC and clearly less than e-WOM, which suggests that consumers weigh influencer recommendations alongside peer experiences and reviews, and that popularity alone does not establish credibility.

The Effect of Electronic Word of Mouth on Purchase Interest

e-WOM shows the strongest effect on Purchase Interest among the three predictors, so the third hypothesis is supported. In the S-O-R framework, opinions, reviews, comments, and recommendations from other consumers are stimuli that people actively evaluate before forming an interest in a product. The result is consistent with Erkan and Evans (2016), who emphasized the roles of information quality, credibility, usefulness, and adoption in e-WOM: consumers are more likely to develop purchase intention when they judge the information to be useful and credible and then adopt it. It also agrees with previous studies reporting positive relationships between e-WOM and purchase intention (Aulia et al., 2025; Junaidi & Nindhita, 2025; Anisa & Marlena, 2022) and with Dwiputri and Syahputra (2023), who found that the quality and credibility of e-WOM positively influenced skincare purchase interest on TikTok. Although that study found no significant effect of e-WOM quantity, the e-WOM construct here combines intensity, positive and negative valence, and content (Goyette et al., 2010), so the result should be read as the effect of e-WOM as a whole. A likely reason for its dominant role is that all respondents had purchased Somethinc and had seen reviews, comments, or recommendations about it, so they have direct experience in comparing other consumers' positive and negative evaluations. Unlike UGC, which reflects individual content, or influencer

messages, which come from a single source, e-WOM brings together many consumers' evaluations of product quality, which may make it a more reliable basis for judging whether a product meets their needs. For Somethinc, this suggests the importance of monitoring consumer conversations, responding to concerns, and encouraging authentic and informative product reviews rather than focusing solely on review volume.

The Joint Contribution of the Predictors

Taken together, UGC, Influencer Credibility, and e-WOM provide complementary forms of digital product information, and jointly they have a significant effect on Purchase Interest, so the fourth hypothesis is supported. UGC provides experience-based information from users, Influencer Credibility provides a message source that consumers perceive as reliable, and e-WOM provides collective evaluations from other consumers. Within the S-O-R framework (Mehrabian & Russell, 1974; Song et al., 2021), these three stimuli encountered on TikTok shape consumers' evaluations and perceptions of Somethinc, which are then reflected in Purchase Interest as the response. Because the organism was not measured directly, S-O-R serves here as an interpretive framework rather than a tested mechanism. The model explains a moderate share of the variation in Purchase Interest (Hair et al., 2019) and has predictive relevance, while e-WOM makes the largest relative contribution and UGC and Influencer Credibility also remain significant. The remaining variation is likely associated with factors outside the model, such as brand trust or brand image, which earlier studies examined as mediating variables (Aini et al., 2025; Noventi & Thaib, 2025).

The simultaneous effect was evaluated using the coefficient of determination and an F-test calculated manually from it (see the Hypothesis Testing section), because SmartPLS does not provide an omnibus F-test. It should therefore be read together with the explanatory power, predictive relevance, and effect sizes of the model and the significance of the three direct paths, rather than as a standalone PLS-SEM criterion. The tested model contains no mediator; therefore, no indirect effects are interpreted.

4. CONCLUSION

This study found that User-Generated Content (UGC), Influencer Credibility, and Electronic Word of Mouth (e-WOM) have positive and statistically significant effects on Purchase Interest among Generation Z and Millennial Somethinc consumers who use TikTok in Greater Jakarta. Among the three independent variables, e-WOM demonstrated the largest path coefficient ($\beta = 0.611$), followed by UGC ($\beta = 0.335$) and Influencer Credibility ($\beta = 0.327$). The simultaneous test also confirmed that these three variables jointly have a significant effect on Purchase Interest. Therefore, all four research hypotheses are supported. The coefficient of determination ($R^2 = 0.566$) indicates that the research model explains 56.6% of the variance in Purchase Interest, while the remaining 43.4% is associated with factors beyond the scope of this study.

These findings suggest that Somethinc can strengthen consumers' purchase interest by encouraging authentic user-generated content, collaborating with influencers whose expertise and trustworthiness are relevant to skincare products, and actively managing electronic word-of-mouth through customer reviews, recommendations, and online discussions. However, this study is limited to Generation Z and Millennial Somethinc consumers who use TikTok in Greater Jakarta. Therefore, future research may consider additional variables beyond those examined in this study and extend the research to other brands, social media platforms, consumer groups, and geographical areas to provide a broader understanding of the factors influencing purchase interest.

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