

Exploring The Impact of User Generated Content, Electronic Word of Mouth (E-WOM), and Brand Trust on Kahf Product Purchase Intent on Social Media

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Abstract

The rapid development of social media has transformed consumer behavior in accessing information and making purchasing decisions. In the context of digital marketing, User-Generated Content (UGC), Electronic Word of Mouth (eWOM), and brand trust have become important factors influencing consumers' purchase intentions. Although these variables have been widely studied, limited research has examined their combined effects on purchase intention within regional Indonesian markets, particularly for local brands such as Kahf. This study aimed to analyze the effects of UGC, eWOM, and brand trust on the purchase intention of Kahf products among social media users in Cirebon Regency and Cirebon City. Employing a quantitative approach with a survey method, data were collected from 234 Kahf product users through a Likert-scale questionnaire. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the hypothesized relationships among the constructs. The results indicated that all indicators met the validity and reliability criteria, confirming the adequacy of the measurement model. The R-square value of 0.631 indicated that UGC, eWOM, and brand trust collectively explained 63.1% of the variance in purchase intention, while the remaining variance was explained by other factors. The findings revealed that UGC, eWOM, and brand trust positively influenced consumers' purchase intentions toward Kahf products. Among these variables, brand trust emerged as the most dominant factor shaping consumers' purchase intentions. These findings highlight the importance of strengthening brand trust and optimizing user-generated content and digital communication-based marketing strategies to increase consumers' purchase intentions.

INTRODUCTION

The digital era has fundamentally transformed the landscape of consumer behavior, particularly in how individuals interact with brands and make purchasing decisions. In an increasingly digital environment, consumers have direct and unrestricted access to various social media platforms, facilitating the exchange of experiences and enabling direct interactions with brands. This transformation is particularly evident in the personal care sector, where social media has become a primary channel for product discovery, information evaluation, and brand engagement. For local Indonesian brands such as Kahf, understanding this digital ecosystem is essential for developing effective marketing strategies that align with contemporary consumer behavior (Kahfi et al., 2025; Mishra & Walambuka, 2025; Permadi, 2026; Romli, 2024; Sihombing, 2025).

This phenomenon is clearly illustrated by the market performance of Kahf, a local Indonesian men's skincare brand. According to GoodStats data from the first quarter of 2025, Kahf became the best-selling men's facial cleanser brand on Shopee Indonesia, achieving a market share of 38.75% and significantly surpassing its competitors. This achievement highlights the influential role of social media in shaping consumer purchasing decisions. However, the specific mechanisms through which social media influences these decisions—particularly the interaction among User-Generated Content (UGC), Electronic Word of Mouth (eWOM), and brand trust—remain insufficiently explored in the context of emerging local brands (Kostić et al., 2026; Listiawardany & Astuti, 2025; Tran & Hang, 2025; Wanigapura et al., 2025; Zhang et al., 2021).

A key component of Kahf's social media strategy is the widespread use of User-Generated Content (UGC), including before-and-after videos, unboxing content, and user testimonials. Although such content is often perceived as more authentic than traditional advertising, it may also create doubts regarding credibility when consumers perceive it as overly manipulated. This dual nature of UGC—its persuasive potential and possible credibility challenges—represents a central concern of this study (Atf et al., 2024; Kim & Lee, 2017; Muda & Hamzah, 2021; Qu et al., 2026; Sujatmiko et al., 2025). Previous research has shown that UGC serves as an important information source, where perceived authenticity and information quality can significantly enhance consumer engagement and purchase intentions, particularly among younger consumers.

Electronic Word of Mouth (eWOM), expressed through posts, comments, and video reviews from other consumers, is another influential factor shaping public perceptions of the Kahf brand. However, consumers have become increasingly cautious toward sponsored or seemingly inauthentic testimonials, which may generate skepticism and reduce engagement. Recent empirical studies have confirmed that eWOM valence, whether positive or negative, significantly influences consumer brand attitudes and perceived quality, which subsequently affect online engagement and purchase intentions. In the Indonesian context, eWOM has emerged as an important determinant of purchase intention on social commerce platforms and may exert a stronger influence than conventional marketing communications.

Furthermore, brand trust represents a crucial factor that strengthens purchase intention by increasing consumers' confidence in a brand's product quality and reliability. Although Kahf has established a reputation as a halal and natural skincare brand, consumers with lower levels of brand trust may remain skeptical toward promotional messages regardless of their source. Previous studies have consistently demonstrated that brand trust plays an important role in explaining the relationship between digital marketing activities and purchase intention. For example, recent research involving Kahf consumers in Malang found that brand trust significantly mediated the relationship between social media marketing and purchase intention while also directly influencing consumer decisions. Similarly, cross-national research in emerging economies confirmed that eWOM and brand trust significantly affected purchase intention, with brand trust also mediating the relationship between personalization and consumer behavioral outcomes.

Despite the extensive body of literature, a significant research gap remains. Previous studies have primarily focused on international brands, broader product categories, or examined UGC, eWOM, and brand trust separately. For instance, research by Mayrhofer et al.

(2020) and Mikha Manurung and Yuniardi Rusdianto (2025) demonstrated that UGC and eWOM play important roles in shaping purchase intention; however, these studies largely examined globally recognized products or specific young consumer segments. Similarly, studies by Husain et al. (2022) and Ramadhani and Prasasti (2023) investigated brand trust and eWOM, but primarily within the context of international brands. Therefore, limited research has integrated UGC, eWOM, and brand trust within a single analytical model to examine their individual and combined effects on purchase intention, particularly for emerging local Indonesian brands such as Kahf.

The urgency of this research arises from the need to understand these digital marketing dynamics within Indonesia's rapidly expanding digital economy, particularly for local brands attempting to compete in an increasingly competitive marketplace. By focusing on Kahf, a local brand that has demonstrated significant market growth, this study provides a relevant case analysis. The novelty of this research lies in its integrated approach, which examines the simultaneous effects of UGC, eWOM, and brand trust on purchase intention within the specific context of the Indonesian personal care market. This approach addresses the identified research gap by providing empirical evidence regarding how these three digital marketing factors interact in influencing consumer behavior toward local brands, thereby contributing to the broader literature on consumer behavior and social commerce.

The primary purpose of this research was to analyze the effects of UGC, eWOM, and brand trust on the intention to purchase Kahf products through social media. Specifically, this study aimed to examine the individual and combined effects of these variables on purchase intention. This research is expected to contribute to the development of consumer behavior and social commerce studies, particularly regarding the role of digital factors in influencing purchasing decisions. Practically, the findings provide strategic implications for marketing managers by highlighting how UGC, eWOM, and brand trust can be optimized to increase purchase intention on social media platforms. The results also support and extend previous research indicating that UGC can strengthen consumer trust and influence purchase intentions while providing practical guidance for companies in developing more effective digital marketing strategies within the Indonesian personal care industry.

METHOD

Research Design

This study employed an associative quantitative approach to examine the relationships among User-Generated Content (UGC), Electronic Word of Mouth (eWOM), brand trust, and purchase intention toward Kahf products on social media. This research design was selected to statistically analyze the relationships between variables and assess their effects simultaneously. The study was conducted in Cirebon Regency and Cirebon City in November 2025.

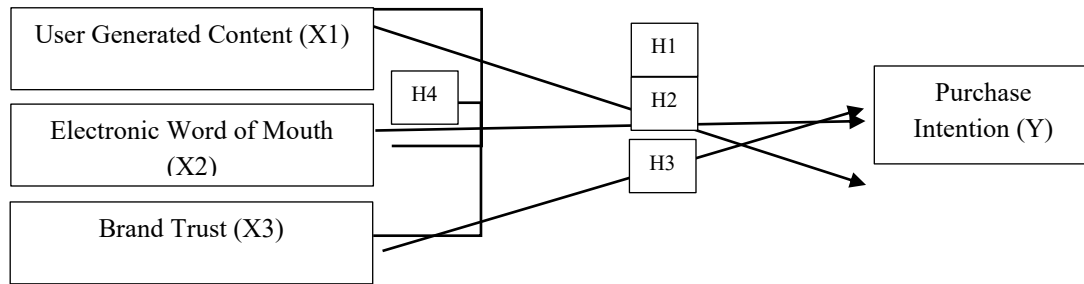


Figure 1. Research Framework of the Influence of User-Generated Content, Electronic Word of Mouth, and Brand Trust on Purchase Intention with Consumer Attitude as a Mediating Variable

Source: Developed by the authors based on the conceptual framework adapted from previous literature (2026).Population and Sample

The study's population consists of individuals who use Kahf products in Cirebon Regency and City. As the exact population size is unknown, the sample size was determined using the "10-times rule" guideline, which suggests that there should be at least 5-10 respondents for each indicator in the research model. With 39 indicators in the study, a sample size of $39 \times 6 = 234$ respondents was deemed adequate, a criterion that has been validated in other studies as sufficient for model analysis while adhering to quantitative research standards . The sampling was carried out using a random sampling technique, a probability approach where each member of the population has an equal chance of being selected. Data were collected through an online questionnaire distributed via Google Form, which was designed using a 5-point Likert scale to measure respondents' perceptions and purchase intentions regarding Kahf products. The primary data for this study came directly from these questionnaire responses, while secondary data were sourced from scientific publications, journal articles, and previous studies to support the analysis.

The research instrument consisted of 39 statements representing the four variables: UGC, eWOM, Brand Trust, and Purchase Intention. The validity of this instrument was confirmed through Confirmatory Factor Analysis (CFA) to ensure the indicators accurately reflect their theoretical constructs. Reliability was tested using Cronbach's Alpha coefficient, with a minimum acceptable value of 0.70 indicating a good level of internal consistency. Data analysis was conducted in several stages. First, a descriptive analysis was performed to outline the characteristics of the respondents and the distribution of the research variables. This was followed by a series of classical assumption tests to examine multicollinearity, heteroscedasticity, normality, and autocorrelation, ensuring the statistical acceptability of the regression model. The structural model was then evaluated using a Goodness of Fit test with indicators like Chi-Square, RMSEA, CFI, and TLI to assess how well the model fits the observed data. The structural equation model was analyzed using the Partial Least Squares (SEM-PLS) method with the SmartPLS version 4.0 software. This method was chosen for its ability to simultaneously test the relationships between latent and manifest variables and evaluate complex structural models . Hypothesis testing was then performed to investigate the relationships between variables, using t-statistics to measure the significance of relationships and path coefficients to evaluate the strength of connections between constructs. Finally, the

research findings were interpreted to provide a deeper understanding of the factors influencing UGC, eWOM, Brand Trust, and Purchase Intention.

Data Types and Sources

1. **Primary Data:** The primary data in this study was obtained from the distribution of Google Form-based online questionnaires aimed at consumers of Kahf products in Cirebon Regency and City. The questionnaire was designed using the Likert scale to explore respondents' perceptions and purchase intentions of Khaf products.
2. **Secondary Data:** Secondary data is collected from relevant external sources, including scientific publications, journal articles, and previous studies that examine purchase intent. These secondary data sources are used to deepen understanding of the factors influencing purchasing decisions and to compare the results obtained from the primary data with findings already existing in the previous literature.

Data Collection Techniques

The research data was collected using an online questionnaire through Google Form with a Likert scale of 1–5 to measure the level of respondents' approval of each statement. The research instrument consisted of 39 statements representing four variables, namely User Generated Content (UGC), Electronic Word of Mouth (e-WOM), Brand Trust, and Purchase Intention. The distribution of questionnaires was carried out to respondents who met the research criteria, then the data obtained was analyzed to determine the relationship between variables. Before being used in the main analysis, the research instrument was tested for validity using Confirmatory Factor Analysis (CFA) to ensure the conformity of the indicator with the theoretical construct, and its reliability was tested using Cronbach's Alpha coefficient with a minimum value of 0.70 as an indicator that the instrument has a good level of consistency.

Data Analysis Techniques

The data analysis in this study was carried out using the statistical method of Structural Equation Modeling (SEM) or Partial Least Squares (PLS). These methods were chosen for their ability to simultaneously test the relationship between latent and manifest variables, as well as to evaluate complex structural models. SEM and PLS are very useful methods in social and business research, especially for testing hypotheses involving more than one independent and dependent variable. The analysis process consists of several stages: (Hair et al., 2022).

1. **Descriptive Test:** Descriptive analysis was performed to describe the characteristics of respondents and the distribution of research variables, including frequency, mean, and standard deviation.
2. **Classical Assumption Test:** Classical assumption tests are performed to examine multicollinearity, heteroscedasticity, normality, and autocorrelation. This stage is important to ensure that the regression model is statistically acceptable. (The McGraw-Hill Series Economics, n.d.)
3. **Validity & Reliability Test:** This test is assessed using Confirmatory Factor Analysis (CFA) to ensure that the indicator used accurately measures the construct in question. Reliability was tested using Cronbach's Alpha, with a value of ≥ 0.7 to ensure internal consistency.
4. **Model Test (Goodness of Fit):** A Goodness of Fit test to evaluate how well the model matches the observed data. Commonly used indicators include Chi-Square, RMSEA, CFI,

and TLI. A good match value indicates that the model can explain the relationships between variables well (J. Hair & Alamer, 2022)

5. Hypothesis Test: Hypothesis testing is performed to investigate the relationships between variables, using t statistics to measure the significance of those relationships and path coefficients to evaluate the strength of connections between constructs.
6. Interpretation of Results and Discussion: After hypothesis testing, the research findings will be interpreted to provide a deeper understanding of the factors influencing UGC, e-WOM, Brand Trust, and Purchase Intent.

RESULTS AND DISCUSSION

Test Research Instruments

The data analysis for this study was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 4.0. The evaluation of the measurement model (outer model) confirms that all indicators are valid and reliable, making them suitable for testing the structural model.

Table 1. Validity, Discriminatory, and Reliability Test Results

Variable	Indicator	Outer loading	AVE	Cronbach's alpha	Composite reliability
UGC	X1.1	0.956	0.800	0.964	0.966
	X1.2	0.848			
	X1.3	0.841			
	X1.4	0.957			
	X1.5	0.872			
	X1.6	0.861			
	X1.7	0.956			
	X1.8	0.852			
E-WOM	X2.1	0.949	0.773	0.963	0.966
	X2.2	0.853			
	X2.3	0.847			
	X2.4	0.957			
	X2.5	0.811			
	X2.6	0.830			
	X2.7	0.953			
	X2.8	0.864			
	X2.9	0.832			
Brand Trust	X3.1	0.955	0.772	0.973	0.975
	X3.2	0.817			
	X3.3	0.835			
	X3.4	0.958			
	X3.5	0.836			
	X3.6	0.860			
	X3.7	0.963			
	X3.8	0.834			
	X3.9	0.856			
	X3.10	0.955			
	X3.11	0.827			

	X3.12	0.826			
Purchase Intent	Y1	0.954	0.774	0.967	0.970
	Y2	0.797			
	Y3	0.845			
	Y4	0.953			
	Y5	0.807			
	Y6	0.822			
	Y7	0.955			
	Y8	0.846			
	Y9	0.840			
	Y10	0.957			

Source: SEM-PLS Processing data, 2025

The results of the measurement model test (outer model) show that all indicators in each variable have met the criteria of convergent validity. This is shown by the outer loading value of all indicators that are above the minimum limit of 0.70. In the User Generated Content (UGC) variable, the outer loading value ranges from 0.841 to 0.957. The Electronic Word of Mouth (E-WOM) variable has an outer loading between 0.811 and 0.957. Furthermore, the Brand Trust variable shows an outer loading value between 0.817 to 0.963, while the Purchase Intention variable is in the range of 0.797 to 0.957. Thus, all indicators are declared valid in reflecting their respective constructs.

In addition, the Average Variance Extracted (AVE) value for each variable has also met the required criteria, which is above 0.50. The UGC variable has an AVE value of 0.800, E-WOM sebesar 0.773, Brand Trust of 0.772, and Purchase Intention of 0.774. This value shows that each construct is able to explain more than 50% of the variance of its indicators, so it is declared to have good convergent validity.

Construct reliability testing also shows excellent results. This can be seen from the value of Cronbach's Alpha and Composite Reliability of all variables which are above 0.70. The UGC variable has Cronbach's Alpha as 0.964 dan Composite Reliability 0.966. The E-WOM variable is 0.963 and 0.966. The Brand Trust variable is 0.973 and 0.975. Meanwhile, the Purchase Intent variable has Cronbach's Alpha of 0.967 dan Composite Reliability 0.970. These values indicate that the entire construct has a high level of internal consistency.

Based on these results, it can be concluded that all indicators in the variables UGC, E-WOM, Brand Trust, and Purchase Intention have met the criteria of convergent validity and construct reliability, making them suitable for use in structural model testing (inner model) at the next stage.

Tabel 2. Output R square and Adjusted R square

	R-square	R-square adjusted
Purchase Intent	0.631	0.627

Source: SEM-PLS Processing data, 2025

The results of the determination coefficient (R-Square) test showed that the Purchase Intention variable had an R-Square value of 0.631 and an R-Square Adjusted value of 0.627.

This value indicates that the ability of the independent variables in the model, namely UGC, E-WOM, and Brand Trust, to explain the dependent variables of Purchase Intention is in the moderate (moderate) category.

Interpretively, the R-Square value of 0.603 means that 63.1% of the variation in Purchase Intention can be explained by the UGC, E-WOM, and Brand Trust variables used in this study, while the remaining 36.9% is explained by other variables outside the research model.

Meanwhile, an R-Square Adjusted value of 0.627 showed that after adjusting for the number of constructs and research samples, the model still had relatively stable explanatory ability. The small difference between R-Square and R-Square Adjusted also indicates that the model is built without significant bias.

Tabel 3. F-Square

	f-square
UGC -> Purchase Intent	0.488
E-WOM -> Purchase Intent	0.293
Brand Trust -> Purchase Intent	0.543

Source: SEM-PLS Processing data, 2025

The results of the effect size (f-square) test aim to determine how much influence each independent variable has on the dependent variable of Purchase Intention in the structural model. The effect size assessment refers to Cohen's criteria, namely 0.02 = small (weak), 0.15 = medium (moderate), and 0.35 = large (strong).

Based on the test results, the UGC variable for Purchase Intention has an f-square value of 0.488. This value is above 0.35, so it can be categorized as having a big (strong) influence. This shows that UGC makes a great contribution in increasing Purchase Intent.

Furthermore, the E-WOM variable to Purchase Intention has an f-square value of 0.293. This value is also in the moderate range because it is between 0.15 and 0.35. Thus, E-WOM has a relatively large influence contribution in influencing Purchase Intent, even though it is not yet in the strong category.

Meanwhile, the Brand Trust variable to Purchase Intention has an f-square value of 0.543. This value is above 0.35 so it belongs to the large (strong) category. This means that Brand Trust contributes the most (strong) influence compared to other independent variables in influencing Purchase Intent.

Based on the overall results, it can be concluded that the UGC and Brand Trust variables have an effect size in the large category (strong) on Purchase Intent, while E-WOM is in the medium (moderate) category. This shows that the biggest role in explaining Purchase Intent in this model comes from Brand Trust, followed by UGC, and then E-WOM.

Tabel 4. Summary of Hypothesis Testing

Hipotesis	Hubungan	Analysis Path	T value	P values
H1	UGC -> Purchase Intent	0.429	10.954	0.000
H2	E-WOM -> Purchase Intent	0.336	8.077	0.000
H3	Brand Trust -> Purchase Intent	0.455	11.425	0.000

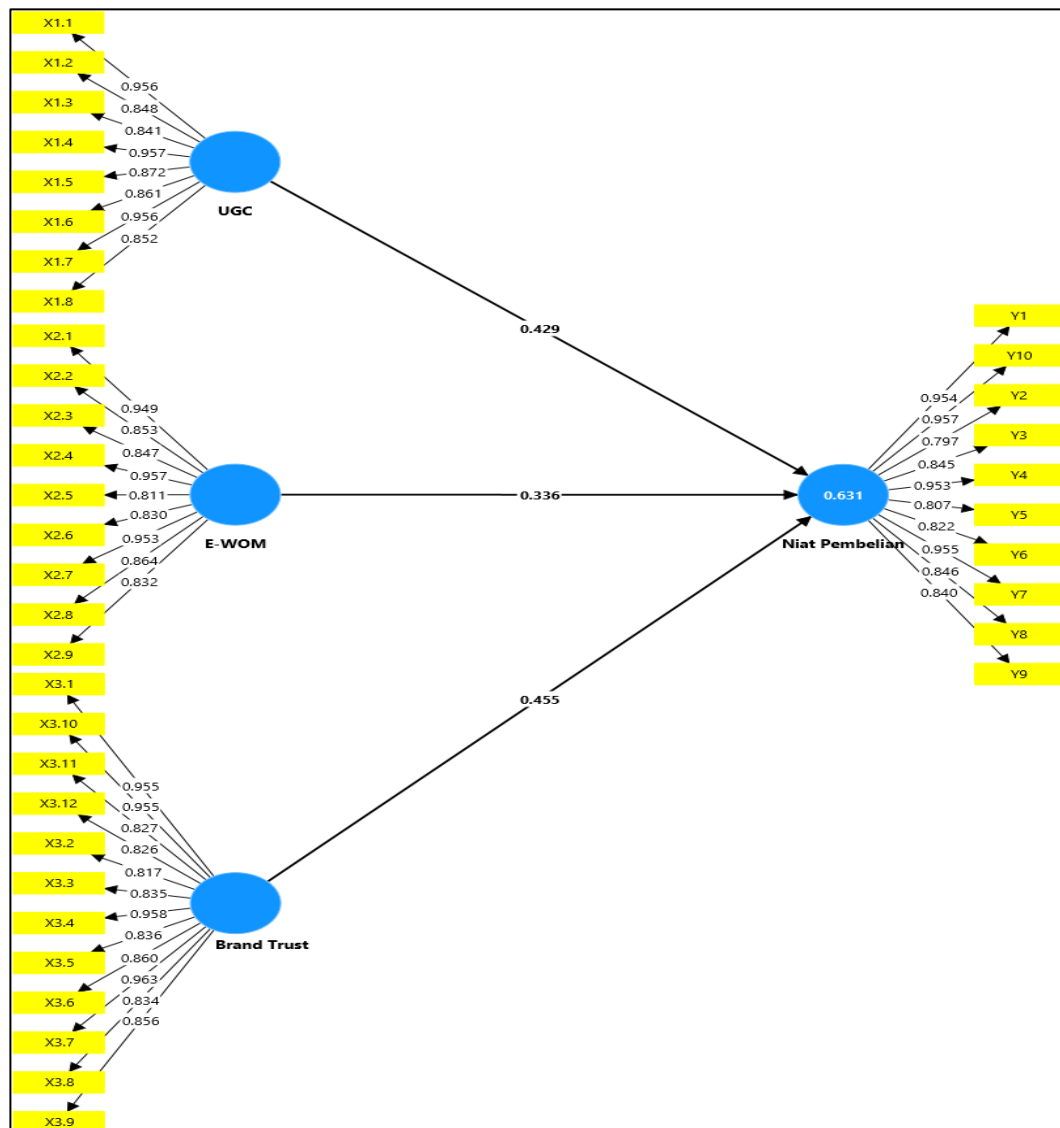
Source: SEM-PLS Processing data, 2025

The results of hypothesis testing on structural models were carried out by looking at the value of the analysis path, t-statistic, and p-values. A hypothesis is declared acceptable if the t-statistical value > 1.96 and the p-values < 0.05 .

Based on the results of the analysis, the first hypothesis (H1) that states that UGC affects Purchase Intention shows a path coefficient value of 0.429, with a t-statistical value of 10.954 and p-values of 0.000. A t-statistic value greater than 1.96 and a p-value smaller than 0.05 indicate that the effect is positive and significant. Thus, H1 is declared accepted, which means that the higher the UGC, the more it will increase the Purchase Intent.

The second hypothesis (H2) which states that E-WOM has an effect on Purchase Intention has a path coefficient value of 0.336, a t-statistical value of 8.077, and a p-value of 0.000. These results also showed a positive and significant influence, so that H2 was accepted. These findings indicate that the better the Electronic Word of Mouth that consumers receive, the higher the Purchase Intention.

Furthermore, the third hypothesis (H3) which states that Brand Trust has an effect on Purchase Intention obtained a path coefficient value of 0.455, with a t-statistic of 11,425 and p-values of 0.000. This value has met the significance criteria, so that the influence of Brand Trust on Purchase Intention is declared positive and significant. Thus, H3 is accepted, which means that increased consumer trust in brands will drive increased Purchase Intent.



The Influence of User Generated Content (X1) on Purchase Intent (Y)

Based on the results of data analysis, the User Generated Content (UGC) variable is proven to have an influence on the intention to purchase Kahf products on social media. This shows that user-generated content, such as reviews, testimonials, videos of product use, and personal experiences, is able to shape positive consumer perceptions and encourage the desire to buy products.

UGC is considered more authentic and objective because it comes from real consumer experiences, thereby increasing potential buyers' trust in the product. When consumers see content that is informative, positive, and easy to understand, they tend to feel confident in the quality of the product and are more interested in trying.

These findings are in line with the theory of Uses and Gratifications, which states that consumers use media to meet information and social needs. In this context, UGC acts as a

relevant and trusted source of information. The results of this study also support previous studies that showed that UGC can increase consumer engagement and drive purchase intent.

Based on the results of the hypothesis test, the User Generated Content (UGC) variable has a positive and significant influence on purchase intent. This is shown by the path coefficient value of 0.429, t-statistical value of 10.954, and p-values of 0.000, which means the t-statistical value > 1.96 and p-values < 0.05 . Thus, the first hypothesis (H1) is accepted, so it can be concluded that the higher the quality of UGC, the higher the consumer's purchase intention for Kahf products.

These findings show that user-generated content, such as reviews, testimonials, videos of product use, and personal experiences, can shape positive consumer perceptions and encourage the desire to buy. UGC is considered more authentic and objective because it comes from the real experience of users, so that it can increase the trust of potential consumers in the product.

In addition, the results of the effect size analysis showed an f-square value of 0.488, which is included in the category of large (strong) influence. This indicates that UGC makes a great contribution to increasing consumer purchase intention.

These findings are in line with the theory of Uses and Gratifications, which states that consumers use media to meet information and social needs. In this context, UGC acts as a relevant and trusted source of information. The results of this study also support previous research that stated that UGC can increase consumer engagement and encourage purchase intent. Thus, the more credible, informative, and positive the content created by users, the greater the consumer's intention to buy Kahf products. Thus, the higher the quality, credibility, and completeness of information in UGC, the greater the consumer's purchase intention for Kahf products.

The Influence of Electronic Word of Mouth (X2) on Purchase Intent (Y)

Based on the results of the hypothesis test, the Electronic Word of Mouth (E-WOM) variable has a positive and significant influence on purchase intent. This is shown by the path coefficient value of 0.336, the t-statistical value of 8.077, and the p-values of 0.000, which means the t-statistical value > 1.96 and p-values < 0.05 . Thus, the second hypothesis (H2) is accepted, so it can be concluded that the higher the quality of E-WOM, the higher the consumer purchase intention for Kahf products.

E-WOM is considered one of the most credible sources of information because it comes from the collective opinions of fellow users who are independent and voluntary. When potential consumers see informative, positive, and easy-to-understand digital interactions on online platforms, they tend to feel confident in Kahf's products and become more interested in trying.

In addition, the results of the effect size analysis showed an f-square value of 0.293, which is included in the category of moderate range influence because it is between 0.15 and 0.35. This indicates that E-WOM makes a significant contribution in increasing consumer purchase intentions.

These findings are in line with the theory of digital consumer behavior, which states that consumers utilize digital media and online information networks to meet the needs of searching for information before making transactions. In this context, E-WOM acts as a relevant and trusted social reference. The results of this study also support previous studies that show that

the intensity and positive quality of E-WOM can strengthen consumer confidence and encourage purchase intent.

The Influence of Brand Trust (X3) on Purchase Intention (Y)

Based on the results of the hypothesis test, the Brand Trust variable showed a positive and significant influence on purchase intent. This is shown by the path coefficient value of 0.455, t-statistical value of 11.425, and p-values of 0.000, so that it meets the large (strong) criteria. Thus, the third hypothesis (H3) is declared accepted.

In addition, the results of the effect size value analysis showed that Brand Trust's contribution to purchase intent was in the large category (strong), with an f-square value of 0.543. This shows that Brand Trust plays the most powerful role in increasing purchase intent, compared to the influence of UGC and e-WOM in the context of this study.

These findings indicate that consumers who believe in the quality, reliability and reputation of the Kahf brand are likely to have greater intention to purchase the product. Trust in brands can reduce the perception of purchase risk, especially in personal care products that are directly related to the comfort and safety of use.

The results of this study are in line with Social Exchange Theory, which emphasizes the importance of trust in the relationship between consumers and brands. When consumers feel that the brand can meet expectations and not disappoint, then the relationship will continue in the form of purchase intent. Thus, the higher the level of consumer trust in the Kahf brand, the higher the purchase intention formed, so that the contribution is relatively greater than the influence of E-WOM and UGC.

CONCLUSION

Based on the results of this study, it can be concluded that User-Generated Content (UGC), Electronic Word of Mouth (eWOM), and brand trust each had a positive and significant effect on the purchase intention of Kahf products. Among these variables, brand trust was the most dominant factor influencing purchase intention, followed by UGC and eWOM. These findings indicate that higher consumer trust in the brand, better-quality user-generated content, and more positive reviews and recommendations shared on social media contribute to stronger consumer intentions to purchase Kahf products. Therefore, companies should continue to strengthen brand trust through consistent product quality, transparent information, and effective communication strategies while encouraging the creation of positive UGC and eWOM on social media platforms. Future researchers are encouraged to incorporate additional variables, such as brand image, price, product quality, or influencer marketing, and to expand the research object and scope to obtain more comprehensive findings with greater generalizability.

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