

## Employee Generated Content, Brand Awareness, and Purchase Intention: An Analysis of Skintific's TikTok Presence

Raditya Kautsar<sup>1</sup>, Sampurno Wibowo<sup>2</sup>, Alma Syifa<sup>3</sup>

Faculty of Applied Sciences, Telkom University, Bandung, Indonesia<sup>1,2,3</sup>

Email Korespondensi: [sampurnowibowo@telkomuniversity.ac.id](mailto:sampurnowibowo@telkomuniversity.ac.id)

---

### ARTICLE INFO

#### Article History:

Submitted 27-Juni-2026  
Received 02-Juli-2026-  
Published 03-Juli-2026

#### Keywords:

Employee Generated Content;  
Brand Awareness;  
Purchase Intention;  
TikTok;  
Digital Marketing;

#### Kata Kunci:

Konten yang Dihasilkan oleh  
Karyawan; Kesadaran  
Merek; Niat Beli; TikTok;  
Pemasaran Digital.

### ABSTRACT

*The increasing competition in the beauty industry on TikTok has encouraged companies to utilize Employee-Generated Content (EGC) as an authentic communication strategy to enhance Brand Awareness and consumers' Purchase Intention. This study aims to examine the influence of Employee-Generated Content (EGC) and Brand Awareness on Purchase Intention toward Skintific products on TikTok. This study employed a quantitative approach using a purposive sampling technique involving 101 TikTok users in Bandung City, Indonesia. Data were collected through a five-point Likert scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The findings indicate that both Employee-Generated Content and Brand Awareness have a positive and significant effect on Purchase Intention, both partially and simultaneously. Employee-Generated Content demonstrates a more dominant influence than Brand Awareness. Furthermore, these two variables explain 70.2% of the variance in Purchase Intention. The findings highlight that authentic content created by employees plays a crucial role in strengthening brand awareness and encouraging consumers' purchase intention toward Skintific products on TikTok. This study contributes to the digital marketing literature by providing empirical evidence on the effectiveness of Employee-Generated Content as a credible communication strategy in the beauty industry.*

### ABSTRAK

Meningkatnya persaingan industri kecantikan di platform TikTok mendorong perusahaan untuk memanfaatkan *Employee-Generated Content* (EGC) sebagai strategi komunikasi yang autentik dalam meningkatkan *brand awareness* dan *purchase intention* konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *Employee-Generated Content* (EGC) dan *Brand Awareness* terhadap *Purchase Intention* pada produk Skintific di platform TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* yang melibatkan 101 pengguna TikTok di Kota Bandung. Data dikumpulkan melalui penyebaran kuesioner menggunakan

skala Likert lima poin dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa *Employee-Generated Content* dan *Brand Awareness* berpengaruh positif dan signifikan terhadap *Purchase Intention*, baik secara parsial maupun simultan. *Employee-Generated Content* memiliki pengaruh yang lebih dominan dibandingkan *Brand Awareness*. Selain itu, kedua variabel tersebut mampu menjelaskan sebesar 70,2% variasi pada *Purchase Intention*. Temuan penelitian menegaskan bahwa konten autentik yang dihasilkan oleh karyawan berperan penting dalam meningkatkan kesadaran merek dan mendorong niat beli konsumen terhadap produk Skintific di TikTok. Penelitian ini memberikan kontribusi terhadap pengembangan literatur pemasaran digital dengan menyediakan bukti empiris mengenai efektivitas *Employee-Generated Content* sebagai strategi komunikasi yang kredibel dalam industri kecantikan.

## INTRODUCTION

The rapid development of information and communication technology has influenced customer behavior patterns in seeking information and making purchasing decisions. In the current digital era, social media, particularly TikTok, has transformed into more than just an entertainment platform; it also serves as a strategic channel for companies to build and strengthen relationships with customers. TikTok, with its interactive features and creative content, has great potential in the field of marketing, especially for reaching a young audience. Engaging and authentic content on TikTok helps increase brand awareness and more effectively influences customer purchase intention (Aliyanti & Moumtaza, 2023; Wibowo et al., 2020).

TikTok, as a social media platform focused on short videos, has unique characteristics that allow user interactions to occur spontaneously and naturally (Manik et al., 2023). The TikTok algorithm, which emphasizes content authenticity and user generated content (UGC) interaction, provides brands with opportunities to build closer relationships with their audience, strengthen brand image, and increase engagement. This is in line with findings that TikTok has various interactive and contemporary features capable of driving creativity and user interaction in the context of digital marketing (Wiwarottami & Widyatama, 2023). In this context, employee generated content becomes highly relevant because it not only reflects the brand's values but also adds a depth of authenticity that is expected to attract customer attention.

Based on dataindonesia.id, the number of TikTok users worldwide has continued to increase from the period of April 2023 to April 2025, where in April 2023 there were approximately 1.09 billion users, consistently rising to reach 1.84 billion users by April 2025. This phenomenon indicates that society has a high level of acceptance toward short duration video content, which can provide a more attractive and easily accessible information delivery experience for users (Wright et al., 2025). The increase in the number of users reflects the high level of adoption and

dependence of the global community on short video based content, thereby opening significant opportunities for various brands, including Skintific, to utilize the TikTok platform as a strategic medium in building brand awareness and achieving emotional closeness with customers, as well as increasing purchase intent thru engaging and authentic content.

Based on GoodStats data, Skintific holds the first position with a market share of 4.10%, exceeding other major brands such as Wardah (2.97%), Glad2Glow (2.51%), and Hanasui (1.52%). The dominance indicates that Skintific has a high market acceptance rate and is able to attract customer interest in the skincare category. The success is not only determined by the quality of the product but also by the effectiveness of the digital marketing communication strategy implemented, including the use of Employee Generated Content (EGC) on social media platforms like TikTok. This condition reflects both challenges and opportunities in digital marketing practices that demand more targeted content strategies to maintain growth and enhance competitiveness (Mardiani et al., 2023). EGC is a form of marketing communication that actively involves employees in creating and sharing brand-related content. Unlike user generated content, EGC has a higher level of credibility because it comes from individuals who have a deep understanding of the product, thereby increasing public trust and encouraging purchase decisions (Mathur & Singh, 2021).

EGC also plays a role in strengthening brand awareness, which is the ability of customers to recognize and remember a brand within a specific product category (Shakuntala & Ramantoko, 2023). A high level of brand awareness makes customers more likely to consider the brand when making a purchase. On social media, consistent, engaging, and authentic content can accelerate brand awareness formation because it reaches a wide audience in a short time (Miranda & Wibowo, 2020; Rosdiana & Indrawati, 2025). The beauty industry is one of the most active sectors in utilizing social media to build reputation and customer engagement (Indhumathi et al., 2025). Skintific utilizes TikTok as its main communication channel by uploading educational content, showcasing products, and featuring videos that involve employees as beauty counsel. This strategy reflects the implementation of EGC, which is considered more credible and capable of building emotional relationships with customers (Sakka & Ahammad, 2020; Silaban et al., 2024).

In addition to building trust, consistent EGC on TikTok also strengthens the modern image and relevance of the brand among young audiences. TikTok's internal data for 2024 shows that the beauty category is one of the content types with the highest interactions, particularly among women aged 18-35 (Rajagukguk et al., 2024). Purchase intention or purchase intention itself is related to the customer's plan to buy a certain product (Aprilianti & Wibowo, 2019), and is influenced by brand awareness and social media content (Primawardani & Rahanatha, 2023). In the context of Skintific, the combination of EGC and brand awareness on TikTok has the potential to increase purchase intention because customers are more likely to trust products recommended directly by employees (Leonita, 2023). However, research specifically examining the relationship between EGC, brand awareness, and purchase intention

in the beauty industry on TikTok is still limited. Therefore, this study aims to analyze the influence of Employee Generated Content and Brand Awareness on Purchase Intention for the Skintific brand on the TikTok platform.

## METHOD

This study employs a quantitative approach with a causal associative design to analyze the impact of employee generated content and brand awareness on the intensity of Skintific customers' purchase intent on the social media platform TikTok. The quantitative approach was chosen because of its ability to convert social phenomena into numerical data, thereby allowing for the testing of relationships between variables in an objective, measurable, and systematic manner (Nugroho & Haritanto, 2022). The primary data collection process was conducted by distributing a 5-point Likert scale questionnaire ranging from a score of 1 for "strongly disagree" to a score of 5 for "strongly agree" as an evaluation instrument to measure the research subjects' perceptions of each indicator under study (Sinambela & Sinambela, 2021).

Based on its objectives, this study is categorized as descriptive and causal research designed to map the actual conditions of each variable while testing the causal relationships that exist. In the study's operational model, the independent variables tested include employee generated content ( $X_1$ ) and brand awareness ( $X_2$ ), while purchase intent is positioned as the dependent variable ( $Y$ ). The operational definitions of each variable are derived into empirical indicators that draw upon theoretical foundations as well as prior research in the fields of digital marketing and the beauty industry. The study population comprises all customers of Skintific products in the city of Bandung who are active TikTok users and have been exposed to the brand's communication activities or promotional content. Since the exact size of this customer population cannot be determined with absolute certainty, the minimum sample size was calculated using Cochran's formula (Cochran, 1963). The Cochran formula used to determine the minimum sample size is as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Based on the assumption of an infinite population, the sampling strategy employed a non probability sampling approach using a specific purposive sampling method. The use of this sampling technique aimed to allow the researchers to selectively sort respondent groups based on specific parameters consistent with the research objectives (Nugroho & Haritanto, 2022). The inclusion criteria established for respondents were as follows: (1) permanent residents of Bandung, (2) at least 17 years of age, (3) active users of the TikTok app, (4) having viewed or interacted with Skintific content on TikTok, and (5) customers of Skintific skincare products. Based on the results of the field survey, a total of 101 respondents who met the criteria were selected as the sample. The types of data collected included primary and secondary data. Primary data was obtained directly from the responses to the digital questionnaire completed

by the selected sample. On the other hand, secondary data was collected through a review of supporting literature, such as academic textbooks, accredited scientific journals, research articles, and related scientific publications discussing employee generated content, brand awareness, purchase intent, and digital marketing.

To ensure the accuracy and stability of the data prior to hypothesis testing, all items in the instrument first underwent validity and reliability testing (Sinambela & Sinambela, 2021). The entire data analysis process was conducted using the Statistical Package for the Social Sciences (SPSS) software. The analysis procedure began with a validity test using the Pearson Product Moment correlation method to assess the accuracy of the measurement function for each statement item. The next step was to conduct a reliability test based on Cronbach's Alpha to measure the internal consistency of the questionnaire. The statistical prerequisites were followed by testing the classical assumptions, including normality, multicollinearity, and heteroscedasticity, to ensure the unbiasedness of the regression model. After the model draft was found to satisfy the classical assumptions, multiple linear regression analysis was applied to examine the direction of the relationship and the contributions of employee generated content and brand awareness to purchase intent. The hypotheses were then tested partially using the t-test, simultaneously using the F-test, and their coefficient of determination ( $R^2$ ) was examined to determine the percentage of variation in Skintific customers' purchase intent on the TikTok platform that could be predicted by the two independent variables. Through this analytical framework, the resulting conclusions are expected to be valid, scientific, and verifiable in terms of their authenticity.

## RESULT AND DISCUSSION

### Analysis of Respondent Characteristics

An analysis of demographic profiles was conducted to map out a general portrait of the research subjects based on gender, age, and occupational background, thereby providing a contextual foundation for the research findings. Most respondents were in the early working age group, with the largest concentration (51.5%) in the 18-25 age range. From the perspective of gender and occupation, the sample composition was overwhelmingly dominated by women (79.2%) and individuals who were students (74.3%). This phenomenon indicates that the subjects included in this study predominantly represent the young academic community, which has a very strong connection to the topic under investigation. This young demographic group is generally known for spending a significant amount of time on social media. They tend to place greater trust in honest, natural, and authentic accounts of experiences shared directly by company insiders rather than in rigidly packaged formal promotional campaigns.

The inclusion of the younger age group in this study is theoretically projected to contribute optimally to the reliability of the research results. Generation Z, which makes up the majority of the sample, is both the primary driving force and the most active user group on the TikTok platform. This group has a very high frequency of exposure to short form video content,

so their ability to analyze and evaluate aspects of perceived expertise and perceived brand citizenship behavior in content tends to be more mature and critical compared to older age groups. Nevertheless, the dominance of this younger demographic also presents its own limitations regarding the generalizability of the study's conclusions. This is because the criteria for assessing the authenticity of commercial content may differ significantly between adult audiences and the younger audience that dominated the respondents in this study. Specifically, the final conclusions of this study will more accurately reflect the perspectives of the digitally savvy Generation Z than they will the TikTok customer population as a whole.

Furthermore, the disproportionate representation of female respondents (79.2%) is highly consistent with the characteristics of the product in question, given that Skintific is a skincare product whose actual market segmentation is indeed dominated by female customers. This empirical reality further strengthens the sample's representativeness of Skintific's actual target customer base within the TikTok ecosystem. Holistically, this configuration of respondent characteristics provides a solid and valid data foundation for analyzing how the implementation of employee generated content and the power of brand awareness stimulate Generation Z's purchasing interest in Bandung, while also opening the door for future studies to include a wider range of age groups and a more diverse range of subject backgrounds.

### **Employee Generated Content (X1)**

Based on the results of the continuum line visualization in the figure, the cumulative descriptive value for the Employee Generated Content variable (X1) yielded a percentage score of 75.67%. Graphically, this value falls within the >68% - 84% interval; therefore, it can be concluded that respondents' perceptions of content produced by Skintific's internal staff fall under the "Agree" category.

The interpretation of the results in this figure demonstrates that digital marketing messages created directly by employees are viewed as positive, relatable, and credible by Generation Z customers in Bandung. This score in the "Agree" range indicates that the indicators of perceived product expertise and perceived brand citizenship behavior displayed in the TikTok video content were well received and served as a strong draw for the audience (Manik et al., 2023).

### **Brand Awareness (X2)**

Based on the continuum line visualization in the figure, the cumulative results of the descriptive analysis for the Brand Awareness variable (X2) show a percentage of 76.89%. Graphically, this score falls within the >68% - 84% range, indicating that customers' brand awareness of Skintific on the TikTok platform meets the "Agree" criteria.

The positive results shown in this figure confirm that Skintific has successfully established a strong brand identity in the minds of Generation Z in Bandung. These results reflect that the marketing efforts on TikTok have been effective, enabling customers to easily recognize product

visuals (brand recognition) (Manik et al., 2023), spontaneously recall the brand name (brand recall), and position Skintific as one of the top choices in the skincare industry (top of mind).

### **Purchase Intention (Y)**

Based on the continuum line visualization in the figure, the cumulative results of the descriptive analysis for the Purchase Intention variable (Y) recorded a percentage score of 77.12%. Graphically, this value falls within the >68% – 84% interval, indicating that the intensity of customers' purchase intent toward Skintific products on the TikTok platform meets the "Agree" criteria.

The value shown in this image confirms the existence of a strong transactional drive among Generation Z in Bandung to consume these skincare products. These findings reflect that the digital marketing stimuli received by customers have successfully fostered concrete purchase plans (transactional interest), a strong preference for the brand (preferential interest), a desire to seek out information on new innovations (exploratory interest), and a willingness to recommend the product to those closest to them (referential interest), which represent dimensions of purchase intention (Silaban et al., 2024).

### **Data Analysis and Interpretation**

The analysis in this study is divided into two main approaches. First, descriptive analysis, which aims to describe the characteristics of the respondents and provide an overview of their perceptions regarding the variables of employee generated content, brand awareness, and purchase intent on the TikTok platform. Second, a confirmatory analysis is used to test the research hypotheses through a series of statistical tests, including multiple linear regression analysis. Through these two approaches, this study is expected to provide a comprehensive understanding of the influence of employee generated content and brand awareness on the purchase intent of Skintific customers in Bandung.

### **Multiple Linear Regression Test**

Based on the results of the multiple linear regression analysis in, the following regression equation was obtained:  $Y = 5.066 + 0.310X_1 + 0.304X_2 + e$ . This equation shows that the constant term of 5.066 indicates that if the variables employee generated content ( $X_1$ ) and brand awareness ( $X_2$ ) are zero, the purchase intention (Y) remains at 5.066. This suggests the presence of other factors outside the study variables that also influence customer purchase intention.

The regression coefficient for the employee generated content variable ( $X_1$ ) is 0.310, indicating that a one-unit increase in employee generated content will increase purchase intent by 0.310, assuming all other variables remain constant. Meanwhile, the regression coefficient for the brand awareness variable ( $X_2$ ), which is 0.304, indicates that a one-unit increase in brand awareness will increase purchase intent by 0.304. Both coefficients are positive, meaning that

the relationship between the independent and dependent variables is positive.

Furthermore, based on the significance values obtained 0.000 for both variables it can be concluded that employee generated content and brand awareness have a significant influence on purchase intent. This indicates that the higher the quality of content produced by employees and the higher the level of customer brand awareness, the greater the customers' purchase intent for Skintific products on the TikTok platform. Thus, the regression model used in this study can be considered valid and capable of adequately explaining the relationships among the variables.

### Results of the Determination Coefficient Analysis

| Model Summary <sup>b</sup>        |                   |          |                   |                            |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                 | .841 <sup>a</sup> | 0,708    | 0,702             | 2,81735                    |
| a. Predictors: (Constant), X2, X1 |                   |          |                   |                            |
| b. Dependent Variable: Y          |                   |          |                   |                            |

Source: Processed data, 2026

Based on the results of the coefficient of determination analysis, an R Square value of 0.708 and an Adjusted R Square value of 0.702 were obtained, indicating that the variables Employee Generated Content ( $X_1$ ) and Brand Awareness ( $X_2$ ) together can explain 70.2% of the variation in the Purchase Intention variable (Y), while the remaining 29.8% is influenced by other factors such as price, influencer marketing, customer trust, and product quality. Additionally, the correlation coefficient (R) value of 0.841 indicates that the relationship between the independent variables and the dependent variable is very strong, thus the regression model in this study has a good ability to explain the influence of Employee Generated Content and Brand Awareness on Purchase Intention.

### Partial T-Test Results

Employee generated content ( $X_1$ ) has a significance value of 0.000, which is less than the significance level of 0.05. Furthermore, the calculated t value of 7.229 indicates that the employee generated content variable has a strong influence on the purchase intention variable (Y). Thus, it can be concluded that employee generated content has a positive and significant effect on Skintific customers' purchase intent, so the first hypothesis ( $H_1$ ) is accepted.

Furthermore, the brand awareness variable ( $X_2$ ) also shows a significance value of 0.000, which is less than 0.05, with a calculated t-value of 6.435. This indicates that the brand awareness variable has a significant effect on purchase intention. Thus, it can be concluded that brand awareness has a positive and significant effect on Skintific customers' purchase intention, so the second hypothesis ( $H_2$ ) is also accepted.

Based on these results, the two independent variables in this study employee generated content and brand awareness have been proven to have a significant partial effect on purchase intention. Furthermore, the beta coefficient values indicate that the employee generated content variable (0.518) has a more dominant influence than brand awareness (0.461). Therefore, it can be concluded that improving the quality of employee generated content and customer brand awareness can directly increase purchase intent for the Skintific brand on the TikTok platform.

### **F-Test Results (Simultaneous)**

Based on the results of the F-test (simultaneous), the calculated F-value was 48.562 with a significance level of 0.000. This significance level is less than the threshold set in this study, which is 0.05, indicating that the regression model used in this study is statistically significant. This means that, collectively (simultaneously), the independent variables employee generated content ( $X_1$ ) and brand awareness ( $X_2$ ) have a significant effect on the dependent variable, purchase intention ( $Y$ ). Thus, the third hypothesis ( $H_3$ ), which states that employee generated content and brand awareness simultaneously influence purchase intention, is accepted.

The relatively large calculated F-value indicates that the regression model is effective in explaining the relationship among the variables. Therefore, it can be concluded that the combination of effective employee generated content and a high level of brand awareness significantly increases purchase intent for the Skintific brand on the TikTok platform; thus, this research model is valid, and its results are reliable.

## **Discussion**

Overall, the empirical results of this study provide strong confirmation of the entire hypothesis framework previously considered. The findings show that the variables Employee Generated Content (EGC) and Brand Awareness play a crucial role in stimulating an increase in purchase intent among Skintific consumers. Based on statistical calculations, both independent variables whether tested partially or simultaneously exhibit a significant positive impact on purchase intent. The following is an in depth discussion of the results of the research conducted.

### **A. The Impact of Employee Generated Content on Purchase Intent**

Based on the results of data analysis, the Employee Generated Content variable ( $X_1$ ) was found to make a positive and significant contribution to driving purchase intent among Skintific customers. This finding indicates that commercial messages presented in an honest, educational, and natural manner by the company's internal staff are effective in driving purchase intent among digital audiences. The authentic nature of EGC on the TikTok platform has proven successful in capturing users' attention, fostering a deep interest in the benefits of the skincare products offered, and driving a stronger urge to make a purchase. The higher the quality of the video content produced by employees, the higher the level of purchase intent demonstrated by Skintific's target market. This reality underscores that the active engagement

of the company's internal representatives in the digital space is a vital element in fostering an emotional connection between the brand and the public. These findings are consistent with the study conducted (Aprilianti & Wibowo, 2019; Mathur & Singh, 2021), which found that content perceived as credible and authentic can significantly increase consumers' purchase intention. Likewise, (Sakka & Ahammad, 2020) argued that employees who act as brand ambassadors through digital platforms can strengthen trust and positively influence customer attitudes toward a brand.

### **B. The Impact of Brand Awareness on Purchase Intent**

Field test results show that the Brand Awareness variable ( $X_2$ ) has a positive and significant impact on boosting Skintific customers' purchase intent. The strong memory and recognition of the brand's visual identity embedded in customers' minds serve as the primary driving force behind their purchasing decisions. Customers who can easily identify the packaging, recall the brand name without prompts, and position Skintific at the top of their minds tend to exhibit significantly higher transactional tendencies. Brand awareness also plays a role in shaping long term preferences in customers' memories, thereby strengthening loyalty and their willingness to recommend the product to others. These findings confirm that brand awareness is one of the fundamental pillars that must be nurtured to secure market share in the digital space. This result supports the findings of (Primawardani & Rahanatha, 2023), who demonstrated that higher brand awareness significantly increases consumers' purchase intention. Similarly, (Wibowo et al., 2020) found that strong brand awareness created through social media marketing activities can encourage customers to consider and ultimately intend to purchase a product.

### **C. The Simultaneous Effect of Employee Generated Content and Brand Awareness on Purchase Intention**

Based on the results of the simultaneous test, the variables Employee Generated Content ( $X_1$ ) and Brand Awareness ( $X_2$ ) were found to jointly have a positive and significant effect on purchase intention ( $Y$ ). The coefficient of determination ( $R^2$ ) of 54.4% indicates that the fluctuations in Skintific customers' purchase intent on the TikTok platform can be explained by the combined effect of EGC and Brand Awareness to the extent of 54.4%. Meanwhile, the remaining 45.6% is attributed to intervening variables outside the scope of this study. These findings validate that the combination of relatable internal content strategies and strengthening the brand's position in the public's mind can drive purchasing behavior more effectively. Thus, these two factors play a significant role in shaping TikTok users' purchase intent. These findings are in line with (Rosdiana & Indrawati, 2025) who emphasized that social media marketing activities that successfully build brand awareness and customer engagement can positively affect consumer behavioral intentions. In addition, (Wiwarottami & Widyatama, 2023) highlighted that engaging and authentic content on TikTok contributes to stronger audience

engagement, which ultimately encourages purchase intention.

#### **D. Practical Implications for Skintific's Marketing Strategy**

The findings of this study provide practical recommendations for Skintific's management in formulating a more competitive digital marketing communication blueprint. Skintific is required to continuously refine the creative quality of content produced by its beauty advisors or internal staff on TikTok, ensuring that the visuals presented maintain perceived expertise while being presented in a fresh and engaging way (Manik et al., 2023). Additionally, the agenda to strengthen brand awareness among young customers must remain a top priority. This can be achieved by maintaining consistent content exposure, interactively responding to audience questions in the comments section, and providing transparent information on the benefits of skincare products. By optimizing these two aspects simultaneously, Skintific can significantly boost Generation Z's purchasing interest in Bandung while securing market dominance amid today's fierce beauty industry competition. These managerial implications are supported by the findings of (Wiwarottami & Widyatama, 2023) who emphasized that TikTok based content marketing plays an important role in maintaining audience engagement and strengthening brand relationships. Furthermore, (Fatkhurrahman & Wibowo, 2023; Rosdiana & Indrawati, 2025) stated that social media marketing activities that successfully enhance brand awareness and consumer engagement can positively influence consumer behavioral intentions and strengthen brand competitiveness.

#### **CONCLUSION**

Based on the results of the data analysis and the discussion conducted in this study, the following conclusions can be drawn:

1. There is a direct effect of Employee Generated Content on Purchase Intention of 0.849, with a positive and significant relationship. These findings indicate that the more effectively a company implements a content strategy produced by its internal employees, the greater the increase in customers' purchase intention. In other words, promotional materials presented in an educational and authentic manner by internal staff have been proven to foster trust and capture the attention of digital audiences, thereby directly driving a surge in their purchase intentions (Saleem & Hawkins, 2021) .
2. There is a direct effect of Brand Awareness on Purchase Intention with a coefficient of 0.504, indicating a positive and significant relationship. This indicates that the stronger customers' awareness and recognition of a brand, the greater their tendency to make a purchase. Thus, the depth of brand recall in the public's mind plays a crucial role in shaping positive perceptions and stimulating customer purchasing decisions (Miranda & Wibowo, 2020; Rosdiana & Indrawati, 2025).
3. There is a combined (simultaneous) effect of Employee Generated Content and Brand Awareness on customers' Purchase Intention of 70.2%. This figure demonstrates that the collaboration between these two independent variables makes a very strong

contribution to projecting fluctuations in the target market's purchase intention, while the remaining 29.8% is influenced by other intervening factors outside the scope of this study. Based on these findings, it can be concluded that the combination of authentic content and a strong brand awareness ecosystem has proven effective in significantly boosting customer purchase intent in the digital space (Primawardani & Rahanatha, 2023).

4. For future researchers, it is recommended to add other variables such as price, product quality, influencers, and customer trust, considering that there are still other factors that can influence purchase intention beyond the variables studied in this research.

## References

- Aliyanti, F. E., & Moumtaza, F. Z. (2023). Pengaruh Social Media Marketing, Influencer Marketing Dan Brand Image Pada Aplikasi Tiktok Terhadap Keputusan Pembelian Pada Produk Busana Muslim. In *Ajie*. <https://doi.org/10.20885/ajie.vol7.iss1.art3>
- Aprilianti, O., & Wibowo, S. (2019). ANALISIS IKLAN PADA MEDIA SOSIAL INSTAGRAM DAN REPUTASI MEREK TERHADAP MINAT BELI PADA INDIHOME BUAH BATU KOTA BANDUNG TAHUN 2019. 5(2), 497–503.
- Cochran, W. G. (1963). Sampling Techniques, Third Edition. In *John Wiley and Sons, Inc.*
- Fatkhurrahman, M., & Wibowo, S. (2023). Pengaruh Konten Pemasaran Media Sosial Instagram Terhadap Minat Beli Konsumen ( Studi pada Sacha Cafe Bandung Tahun 2023 ). 9(6), 2901–2903.
- Indhumathi, G., Akshitha., A., Dharan.G, B., Harishmitha., R. G., Ranka, K. S., O.S, Lavanya., & Swathi, Ms. T. (2025). Impact of Social Media Marketing on Organic Cosmetic Products. In *International Scientific Journal of Engineering and Management*. <https://doi.org/10.55041/isjem02739>
- Leonita, L. (2023). Impact of Celebrity Endorsement on Purchase Intention of Local Skincare Brand: The Role of Perceived Quality and Perceived Value. In *Journal of Business Studies and Mangement Review*. <https://doi.org/10.22437/jbsmr.v6i2.24608>
- Manik, BR, R. J., & Wibowo, S. (2023). ANALISIS PENJUALAN BERDASARKAN PENGEMBANGAN KONTEN MEDIA SOSIAL (Studi UMK Atmosphere Beauty Kota Bukittinggi pada media Tiktokshop dan Shopee Tahun 2023).
- Mardiani, E., Utami, E. Y., & Mujahid, M. U. F. (2023). B2B Digital Marketing and ROI Measurement: Challenges and Opportunities in the Business-to-Business Industry for MSMEs in Indonesia. In *West Science Interdisciplinary Studies*. <https://doi.org/10.58812/wsis.v1i09.249>
- Mathur, S., & Singh, A. (2021). Consumers Attitude and Purchase Intention Towards User Generated Content- The Role of Brand Engagement, Perceived Credibility, Perceived Benefit and Perceived Risk. *Journal of University of Shanghai for Science and Technology*, 23. <https://doi.org/10.51201/Jusst12604>

- Miranda, S. I., & Wibowo, S. (2020). *Pengaruh Aplikasi Mobile PT. Tabungan dan Asuransi Pegawai Negeri terhadap Produk Asuransi dan Tabungan terhadap Brand Awareness*.
- Nugroho, A. S., & Haritanto, W. (2022). *METODE PENELITIAN KUANTITATIF DENGAN PENDEKATAN STATISTIKA* (M. Kika, Ed.). ANDI.
- Primawardani, N., & Rahanatha, G. (2023). PERAN BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE INTENTION PRODUK KOSMETIK SCARLETT WHITENING (STUDI PADA MASYARAKAT DI KOTA DENPASAR). *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 1908. <https://doi.org/10.24843/EEB.2023.v12.i10.p02>
- Rajagukguk, N. W., Suwarno, W., & Anggraeni, A. (2024). Influence Live Streaming TikTok to Purchase Intention of Skincare Products in Indonesia. In *International Journal of Informatics and Communication Technology (Ij-Ict)*. <https://doi.org/10.11591/ijict.v13i1.pp80-90>
- Rosdiana, A., & Indrawati, I. (2025). The Impact of Social Media Marketing Elements on Consumer Brand Engagement, Brand Awareness, and Brand Image. *JOURNAL OF MANAGEMENT, ACCOUNTING, GENERAL FINANCE AND INTERNATIONAL ECONOMIC ISSUES*, 4(1), 199-209. <https://doi.org/10.55047/marginal.v4i1.1524>
- Sakka, G., & Ahammad, M. F. (2020). Unpacking the relationship between employee brand ambassadorship and employee social media usage through employee wellbeing in workplace: A theoretical contribution. *Journal of Business Research*, 119, 354-363. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.03.038>
- Saleem, F., & Hawkins, M. (2021). Employee-generated content: the role of perceived brand citizenship behavior and expertise on consumer behaviors. *Journal of Product & Brand Management, ahead-of-p*. <https://doi.org/10.1108/JPBM-05-2020-2908>
- Shakuntala, B., & Ramantoko, G. (2023). The Influence of Social Media Communication on Purchase Intention and Purchase Decision Through Brand Equity in Mixue Indonesia. *International Journal of Professional Business Review*, 8, e03935. <https://doi.org/10.26668/businessreview/2023.v8i11.3935>
- Silaban, D. A. S., Sampurno, W., & Suryawardani, B. (2024). *Memetakan & Menerapkan Pengembangan Konten Pemasaran Untuk Menarik Minat Beli (Studi Pada @Gudieparfumbdg Tahun 2024)*.
- Sinambela, L. P., & Sinambela, S. (2021). *Metodologi Penelitian Kuantitatif: Teoretik dan Praktik* (1st ed.). PT RAJAGRAFINDO PERSADA.
- Wibowo, S., Hidayat, R., Suryana, Y., Namuri, D., & Kaltum, U. (2020). *Measuring the Effect of Advertising Value and Brand Awareness on Purchase Intention through the Flow Experience Method on Facebook's Social Media Marketing Big Data*. <https://doi.org/10.1109/CITSM50537.2020.9268812>
- Wiwarottami, A. S., & Widyatama, R. (2023). Role of Tiktok as Content Marketing to Maintain Brand Engagement. In *Commicast*. <https://doi.org/10.12928/commicast.v4i3.9661>

Wright, A. A., Hunter, N., Jin, V., & Tritter, A. G. (2025). Analysis of Content Related to Retrograde Cricopharyngeal Dysfunction on TikTok: Opportunities for Patient Education and Advocacy. In *Annals of Otolaryngology Rhinology & Laryngology*.  
<https://doi.org/10.1177/00034894251342111>