

ANTECEDENTS OF PURCHASE INTENTION OF BEAUTY PRODUCTS IN THE MARKETPLACE



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ABSTRACT

The purpose of this study is to investigate how perceivable usefulness (PU) and user-generated content (UGC) affect purchase intention (PI), as well as how consumer attitude (CA) functions as a mediator between PU and PI. The validity and reliability of the measurement model are tested using Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 4. The findings demonstrate that CA affects PI, PU affects CA, and UGC affects PI. Furthermore, PI is directly impacted by PU, and the impact of PU on PI is demonstrated to be mediated by CA. However, this study is limited to evaluating the measurement model without analysing causal relationships. Future research is recommended to test structural relationships and to apply this model to different consumer segments and industries.

Keywords: *User Generated Content; Perceived Usefulness; Consumer Attitude;
Purchase Intention*

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INTRODUCTION

The national beauty industry has vast potential to be developed because it is supported by abundant natural resources as raw materials for cosmetics. In addition, Indonesia also has an ancestral cultural heritage of medicinal plants and body care. The potential of the domestic market is also quite large with the increasing number of productive age population as users of beauty products (Natalie & Siregar, 2024). The proliferation of halal-certified local cosmetic products can also continue to encourage penetration into potential countries with halal cosmetic products such as countries in the Middle East and Africa (Nababan, 2023). Therefore, growth of beauty industry in Indonesia continues to increase and develop every year, especially beauty products so that many local cosmetic brands appear (Annisa & Hanafiah, 2024). The use of local products is also an indication of the increasing quality of products that are able to compete with various brands from abroad.

Based on data from Katadata Insight Center (KIC), the beauty industry in Indonesia is experiencing significant growth with total spending on beauty products increasing from Rp175 trillion in 2020 to Rp233 trillion in 2023 (Santika, 2024). Despite the challenges brought by the Covid-19 pandemic, the sector continued to grow, showing its strong potential. With a compound annual growth rate (CAGR) of 7.02% between 2020 and 2025, Indonesia has become one of the most attractive beauty markets in Asia (Santika, 2024).



Source : Katadata, 2024

Figure 1
Annual Expenditure Growth Data

The beauty market in Indonesia is growing (Annisa & Hanafiah, 2024) with a lot of competition from local and international brands. Young consumers tend to be highly engaged on social media and often rely on User Generated Content (UGC) as a source of information (Kahfi & Suyuthi, 2024). This creates an opportunity for brands to utilize UGC in their marketing strategy. Beauty products are often utilized by people as a means to enhance their existing appearance (Sim et al., 2024). Nowadays, consumers depend more on User Generated Content (UGC) shared by other users on social media to guide their

purchasing decisions (Naem & Okafor, 2019). User-generated content (UGC) refers to media materials such as text, images, music, videos, and reviews that are contributed by users and published on platforms like social networking sites, e-commerce websites, and online forums (Baier et al., 2025).

Besides, research conducted by (Hidayat, 2023) explains that consumer attitudes (perceived usefulness) toward the usefulness of products or information also significantly affect purchase intention. Customer attitude plays a key role in connecting perceived usefulness with purchase intention. Perceived usefulness itself means that a system provides benefits to users, making it more appealing for consumers to use the service. Findings from studies carried out by Lady & Ricky (2024) show that perceived Usefulness can affect purchase intention and research by Islam et al. (2024) demonstrates that UGC and purchase intention are positively correlated. Products are more likely to be purchased by customers who are exposed to favorable UGC.

Consumer Attitude is a tendency or judgment that is persistent towards a product, service, brand, or purchase situation (Wardhana, 2024). In line with this, marketplaces such as Tiktokshop, Tokopedia, and Shopee provide reviews, photos, and videos from previous buyers. These features provide an overview for consumers to assess the benefits of product usability based on other user experiences. This is what strengthens the role of UGC in making purchasing decisions in consumers.

Addressing the issue, this study focuses on "how User Generated Content (UGC) and Perceived Usefulness impact information availability, which in turn shapes purchase intention". It also analyzes the role of consumer attitude in bridging the connection between perceived usefulness and purchase intention. Consequently, the researcher focuses on the study topic "The significance of User Generated Content (UGC) and perceived usefulness on purchase intention with customer attitude mediation". It's anticipated that this study will advance scholarly knowledge of consumer marketing strategies used in the beauty business.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Purchase Intention

According to Kotler & Keller, 2016 in Widodo & Salamah (2023), a form of consumer behavior known as buy intention refers to the urge to select or acquire a product based on one's use, experience, and desire for the product. In addition, purchase intention can also be interpreted as an individual's mental state that reflects a plan to buy a number of products from a particular brand (Fauziya & Isa, 2024). The same thing was also conveyed by Jamil & Hassan (2014) that purchase interest refers to plans to buy something in the future for use. However, this interest begins through a cognitive process involving several factors of consumer perceptions about the product. Purchase interest is a type of decision that studies a customer buying a particular brand (Saad et al., 2012). The search for the simplest and most reliable solution besides advertising is through close contact and intensive communication with consumers. The information obtained can provide in-depth product benefits for consumer perceptions and new products that attract consumer attention (Ishomi et al., 2025). Purchase intention is very important for a marketer to pay attention to because it is related to a person's motivation and desire to make a purchase of a product offered with a thought process that forms a perception (Edwin, 2023). In post-purchase behavior, customer satisfaction or dissatisfaction is based on the information they expect from sellers, friends, and other sources (Ishomi et al., 2025). According to Mirabi et al. (Mirabi et al., 2015) consumer behavior, attitudes,

and perceptions are typically linked to buy intentions. The context of customer purchase intentions can be measured by interest, presence, and information (Karman, 2015).

Impact of User Generated Content (UGC) on Purchase Intention

Consumer purchase intention is frequently influenced by the information they acquire concerning a product (Meisur et al., 2024). UGC plays an important role as a source of information, helping consumers shape their perception of a product through content like reviews, photos, and videos shared by other users on digital platforms (Zahrah et al., 2024). UGC is also able to give consumers the freedom to create content in various forms of information. UGC is an effective tool since it assists in disseminating information rapidly, extensively, and accurately (Agarwal, 2020). Consumers will probably refer to UGC prior to making a purchase since UGC offers trustworthy and high-value information and assists in avoiding purchase risks (Sang et al., 2024). Additionally, because user-generated content (UGC) is interactive, it is guaranteed to be a potential source of interpersonal connection. The approach involves customer-retailer cooperation in addition to consumer engagement and feedback (Geng & Chen, 2021).

There are three indicators of User Generated Content according to Shao (2009) in Agustina & Mahendri (2023), namely: 1) Consumption Activity, 2) Participating Activities, and 3) Production Activity. User Generated Content is proven to have an effect on purchase intention (Widodo & Salamah, 2023; Zakaria et al., 2024). Research conducted by Pramesti & Alversia (2017) demonstrates how TikTok user-generated content has a big impact on purchase intention. By investigating the impact of customer views toward user-generated content (UGC) via TikTok media, the study's findings offer a deeper comprehension of digital marketing tactics. Furthermore, Ha et al. (2023) verified that customer purchase intention is positively impacted by confidence in UGC. A study of earlier studies allows for the formulation of the following hypothesis.

H1 : UGC has an influence on Purchase Intention of the beauty product in the marketplace

Impact of Perceived Usefulness on Consumer Attitude

The degree to which a system or technology may enhance individual performance or services is known as perceived usefulness (PU) (Pambudi et al., 2023). This may have an impact on how people feel about advancements and new technologies (Jaiswal et al., 2021). Research conducted by Zhang (2023) says that readers can have a better understanding of a product by reading online reviews written by customers.

Five variables have also been used to quantify perceived usefulness: overall usefulness, labor savings, time savings, cost reduction, and fast (accurate) (Renny et al., 2013). Research conducted by Marissa & Wedhasmara (2022) demonstrates how consumer opinion is positively and significantly impacted by perceived usefulness. According to a different viewpoint, perceived usefulness also improves customer attitude (Prayogo et al., 2021). Based on previous research, one could make the following hypothesis.

H2 : Perceived Usefulness has an influence on Consumer Attitude of the beauty product in the marketplace

Impact of Consumer Attitude on Purchase Intention

Attitude represents a critical element in consumer research, as it significantly influences customers' cognition, emotions, and decision-making processes (Al-Aziz & Metawie, 2022). Researchers discovered that attitude encompasses a comprehensive assessment

and evaluation that involves a psychological relationship with an object and a determination of whether or not the object is positive (Edwards et al., 2009). According to Kurniawan (2020) in Wardani et al., (2024), consumer attitude is an output created by individual perceptions, learning, and experience, which will lead to a tendency to act consistently when customers want to react to anything,

There are three indicators that influence customer attitude according to Kurniawan (2020) in Wardani et al., (2024), namely: a) Awareness, b) Liking, and c) Consideration. Fahlevi et al. (2023) assert that buying intention is significantly impacted by consumer attitude. This statement is also supported by Ramadhan et al. (2024) that the regression analysis's findings indicate that customer attitude significantly and favorably influences consumers' intentions to make purchases (0.348). Likewise, research conducted by Pamungkas (2023) shows a significant positive effect of consumer attitude on purchase intention. Based on some of these studies, the following hypothesis can be formulated.

H3 : Consumer Attitude has on influence on Purchase Intention of the beauty product in the marketplace

Impact of Perceived Usefulness on Purchase Intention

The degree to which a system or technology can enhance a person's performance or service is known as perceived usefulness (Pambudi et al., 2023). Individuals' perceptions of innovations and emerging technologies may be affected by this factor (Jaiswal et al., 2021). One of the key elements that can affect consumers' intents to make purchases is perceived usefulness (Qadri et al., 2024). Therefore, in the context of this research, it is essential to comprehend how perceived usefulness influences purchase intention.

There are five indicators of perceived usefulness : being fast and accurate, saving time, reducing effort, lowering costs, and providing overall benefits (Renny et al., 2013). Research has shown a positive correlation between purchase intention and perceived usefulness. Perceived usefulness can encourage consumer purchase intention, serving as a basis for understanding the perceived advantages of a product (Ruiz-Viñals et al., 2024). Likewise, the findings of Xu et al. (2021) and Guangqian & Zhu (2024) show that perceived usefulness positively affects consumers' final purchase intentions. As found in various previous studies, consumers feel that products that have benefits can significantly increase their intention to buy these products. Based on some of these studies, one might make the following hypothesis.

H4 : Perceived Usefulness has an influence on Purchase Intention of the beauty product in the marketplace

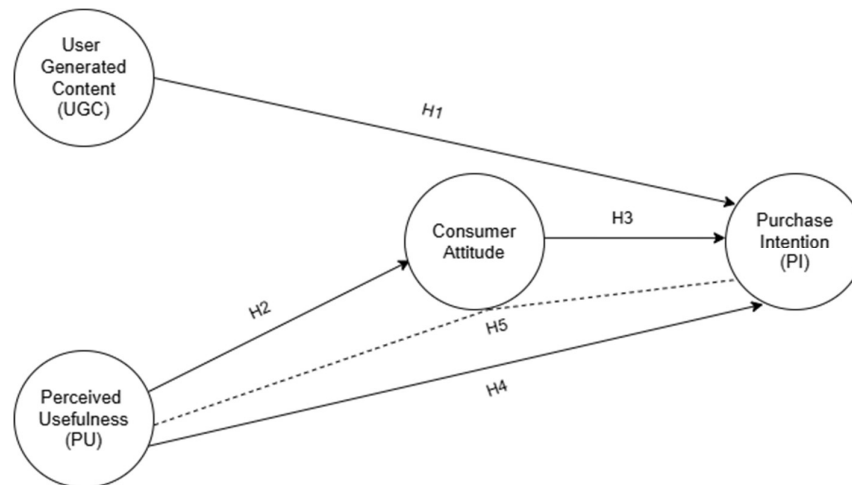
The effect of Consumer Attitude as Mediating Perceived Usefulness on Purchase Intention

The relationship between perceived usefulness and purchase intention has been significantly mediated by consumer attitude (Qadri et al., 2024). This demonstrates how consumer attitude can influence perceived usefulness to either directly or indirectly influence purchase intention. In other words, a positive consumer attitude towards a product or service that is perceived as useful will encourage the intention to make a purchase (Alberto & Riza, 2023). Research conducted by Hadi et al. (2022) illustrates the role of consumer attitude as a mediator between perceived usefulness and purchase intention. The results of the two studies imply that customer attitude may act as a mediator between perceived usefulness and purchase intention, allowing for the development of the following hypothesis.

H5 : Consumer Attitude can mediate Perceived Usefulness on Purchase Intention of the beauty product in the marketplace

Research Framework

Based on research framework that has been developed, hypotheses in this study are that "UGC has an influence on Consumer Attitude, Perceived Usefulness (PU) has an influence on Consumer Attitude, Consumer Attitude has an influence on Purchase Intention, Perceived Usefulness (PU) has an influence on Purchase Intention, and Perceived Usefulness (PU) has an influence on Purchase Intention through Consumer Attitude."



Source : Data processed by researchers, 2025

Figure 2
Research Framework

METHOD

The influence of user-generated content and perceived usefulness on purchase intention is measured quantitatively in this study. The consumer attitude variable acts as a mediator in this relationship. Online surveys disseminated using social media platforms like Instagram and WhatsApp are utilized to collect primary data. Purposive sampling was the method used for sampling in this investigation. Purposeful sampling is the cornerstone of business and management research because it allows researchers to collect data that aligns with certain standards, environments, and research objectives (Memon et al., 2025).

This study uses a criterion sampling type sample, namely respondents can fill out a questionnaire based on predetermined criteria. The required criteria are respondents who are at least 17 years old with the assumption that they can make their own decisions, have a marketplace application, and have purchased beauty products in the marketplace. This method ensures that the data obtained is relevant to the research, namely selecting respondents who are experienced with UGC and purchasing beauty products. In order to shed light on digital marketing in the beauty sector, this method assists in identifying patterns of consumer activity and how they affect perceived usefulness, customer attitude, and purchase intention.

The data collection method is done through a questionnaire and Likert scale to measure variables. Population determination is based on gender, age, marketplace users. The sample size acquired comprises 100 to 200 respondents. The number of samples is

calculated using the following formula (Hair & Brunsveld, 2019), specifically the number of indications times 5–10. This study has 14 indicators so that the sample obtained is $14 \times 10 = 140$ samples. Data processing analysis using SmartPLS 4.0 data and the research methodology utilized is SEM (Structural Equation methodology).

RESULT AND DISCUSSION

Outer Model Analysis

According to Rahadi (2023), the Outer Model is utilized for the evaluation of the reliability and validity of indicators constituting latent variables in Partial Least Squares-Structural Equation Modeling (PLS-SEM) based research models. This evaluation aims to ensure that the indicators used can represent the construct being measured. The outer model is tested with several criteria, such as discriminant validity (Cross Loading), convergent validity (AVE), and reliability (Cronbach's Alpha and Composite Reliability). If the outer loading value < 0.7 , it can be said that it has not met the convergent validity requirements. Meanwhile, a good Average Variant Extracted (AVE) measurement model is when the latent construct value has an Average Variant Extracted (AVE) value > 0.5 (Rahadi, 2023).

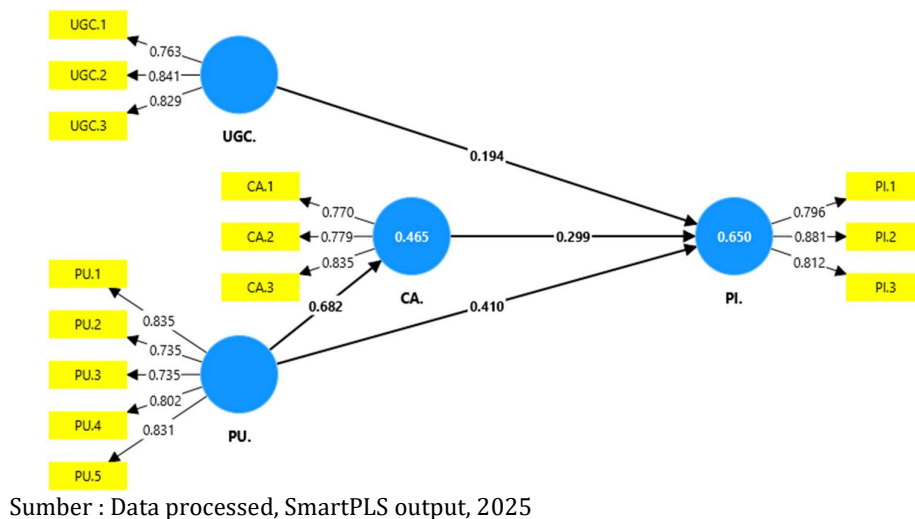


Figure 3
Outer Model

Figure 3 displays the data processing outcome, demonstrating that each variable construct's outer loading value is more than 0.7. Therefore, it can be said that the indicator is reliable enough to be used in future studies.

Table 1
Cross Loading Value

Indicator	Consumer Attitude	Purchase Intention	Perceived Usefulness	User Generateed Content
CA1	0.770	0.518	0.474	0.506
CA2	0.779	0.527	0.514	0.593
CA3	0.835	0.646	0.623	0.584
PI1	0.553	0.796	0.492	0.541
P12	0.587	0.881	0.611	0.570
P13	0.632	0.812	0.724	0.583

PU1	0.506	0.638	0.835	0.521
PU2	0.454	0.550	0.735	0.535
PU3	0.556	0.538	0.735	0.486
PU4	0.573	0.585	0.802	0.523
PU5	0.591	0.620	0.831	0.603
UGC1	0.472	0.462	0.478	0.763
UGC2	0.641	0.602	0.662	0.841
UGC3	0.590	0.583	0.496	0.829

Source : Data processed, SmartPLS output, 2025

According to the result of the analysis, all the indicators in this research have an outer loading value greater than 0.7, which means that every indicator can reflect its construct effectively. Consumer Attitude (Z) has an outer loading value for indicator CA1 of 0.770, CA2 of 0.779, and CA3 of 0.835. These results indicate that all indicators are able to reflect the Consumer Attitude construct well. Purchase Intention (Y) has an outer loading value on the PI1 indicator of 0.796, PI2 of 0.881, and PI3 of 0.812, so it can be concluded that the indicators used in this construct are quite strong and valid. Perceived Usefulness (X2) has an outer loading value on PU1 of 0.835, PU2 of 0.735, PU3 of 0.735, PU4 of 0.802, and PU5 of 0.831, which indicates that all indicators in this construct have a good correlation with the construct. Meanwhile, User-Generated Content (X1) has an outer loading value on UGC1 of 0.763, UGC2 of 0.841, and UGC3 of 0.829, thus indicating that the indicators in this construct have sufficient convergent validity. Since all outer loading values are more than 0.7, it's possible to draw the conclusion that the study's indicators are convergently valid and suitable for additional research.

Table 2
Average Variance Extracted Test Results

Variables	Average Variance Extracted (AVE)
Consumer Attitude	0.632
Perceived Usefulness	0.622
Purchase Intention	0.690
User Generated Content	0.659

Source : Data processed, SmartPLS outut, 2025

Convergent validity is tested using Average Variance Extracted (AVE) to measure how much variance from indicators can be explained by latent variables. This refers to the results of Rahadi's research (Rahadi, 2023) which states that if the AVE value is greater than 0.5, the construct has good convergent validity. In this test, the results obtained show that Consumer Attitude (CA) has an AVE value of 0.632, Perceived Usefulness (PU) of 0.622, Purchase Intention (PI) of 0.690, and User-Generated Content (UGC) of 0.659. All AVE values that exceed 0.5 indicate that each construct has good clarity on its indicators. This indicates that the measured constructs are valid and reliable in this study.

Table 3
Cronbach's Alpha Value

Variables	Cronbach's Alpha
Consumer Attitude	0.711
Perceived Usefulness	0.847
Purchase Intention	0.776
User Generated Content	0.742

Source : Data processed, SmartPLS output, 2025

The reliability of this study is assessed using Cronbach's alpha. An alpha value higher than 0.7 indicates that the measuring instrument has good reliability. The analysis results show that Consumer Attitude (CA) has a Cronbach's alpha value of 0.711, Perceived Usefulness (PU) of 0.847, Purchase Intention (PI) of 0.776, and User-Generated Content (UGC) of 0.742. All analysis results have a value above 0.7. These findings suggest that each construct was measured using trustworthy tools. This data provides confidence that the results obtained can be trusted and consistent.

Table 4
Composite Reliability Result

Variables	Composite Reliability
Consumer Attitude	0.837
Perceived Usefulness	0.891
Purchase Intention	0.869
User Generated Content	0.853

Source : Data processed, SmartPLS output, 2025

A Composite Reliability rating greater than 0.7 indicates that a variable is regarded as having strong reliability (Sarstedt in Rahadi, 2023). In this test, the Composite Reliability results obtained are Consumer Attitude (CA) has a Composite Reliability value of 0.837, Perceived Usefulness (PU) of 0.891, Purchase Intention (PI) of 0.869, and User-Generated Content (UGC) of 0.853. The Composite Reliability value for every variable is more than 0.7. This demonstrates the high degree of reliability of the four variables in this investigation.

Inner Model Analysis

The study's latent variables' link is assessed using the Inner Model. Examining the R-Square value, which gauges the extent to which exogenous factors can account for endogenous variables, is how the inner model is evaluated.

Table 5
R Square The Results

Variabel	R Square	R Square Adjusted
Consumer Attitude	0.465	0.462
Purchase Intention	0.650	0.643

Source : Data processed, SmartPLS output, 2025

It's evident from the statistics in Table 5 that the Consumer Attitude variable is influenced by its independent variables worth 0.465 (46.5%), while 53.5% of that variable is influenced by various other factors. Furthermore, Purchase Intention is also influenced by its independent variables worth 0.650 (65%), while 35% of that variable is influenced by various other factors.

To understand The relationship between this study's factors, as demonstrated in Table 6 which presents bootstrapping output by showing the influence between variables and the analysis's conclusion. To evaluate the outcomes of hypothesis testing, the Original Sample value, T Statistics, and P Value are used.

Hypothesis Test

For path coefficients, SmartPLS uses the Bootstrapping method for hypothesis testing. Finding out how much and in which direction the independent variable influences the dependent variable is the goal of this approach. Table 6 is the result of testing the path coefficient using Bootstrapping.

Table 6
Hypothesis Test Results

Construct	Original Sample	T Statistics	P Valus	Hypothesis	Description
User Generated Content -> Purchase Intention	0.194	2.000	0.046	H1	Accepted
Perceived Usefulness -> Consumer Attitude	0.682	8.667	0.000	H2	Accepted
Consumer Attitude -> Purchase Intention	0.299	3.835	0.000	H3	Accepted
Perceived Usefulness -> Purchase Intention	0.410	4.958	0.000	H4	Accepted
Perceived Usefulness -> Consumer Attitude -> Purchase Intention	0.204	3.454	0.001	H5	Accepted

Source : Data processed, SmartPLS output, 2025

According to the hypothesis test results, all of the study's variable associations are significant, with a P-value <0.05, indicating that all of the hypotheses put forth are accepted. As a result, the following explanation applies :

1. User-Generated Content has a positive and significant effect on Purchase Intention ($O = 0.194$, $T = 2.000$, $P = 0.046$). This indicates that user-generated content can increase purchase intention, although with a smaller influence than other variables, so it can be stated that H1 is accepted.
2. Perceived Usefulness has a positive and significant effect on Consumer Attitude ($O = 0.682$, $T = 8.667$, $P = 0.000$). These results indicate that higher perceived usefulness will increase consumers' positive attitude towards the product so that it can be stated that H2 is accepted.
3. Consumer Attitude has a positive and significant effect on Purchase Intention ($O = 0.299$, $T = 3.835$, $P = 0.000$). It can be concluded that H3 is accepted because these findings show that consumers are more likely to purchase a product when they have a more favorable attitude.
4. Perceived Usefulness has a positive and significant effect on Purchase Intention ($O = 0.410$, $T = 4.958$, $P = 0.000$). It can be concluded that H4 is accepted because this result demonstrates that consumers' propensity to purchase increases with perceived usefulness.
5. Perceived Usefulness has an indirect effect on Purchase Intention through Consumer Attitude ($O = 0.204$, $T = 3.454$, $P = 0.001$). The association between perceived usefulness and purchase intention is mediated by consumer attitude, according to the findings. As a result, H5 might be said to be accepted.

From the above results, Consumer Attitude, Perceived Usefulness, with perceived usefulness as the most important aspect, both user-generated content and purchase intention are significantly impacted. The association between perceived usefulness and purchase intention is also mediated by consumer attitude, which confirms

the importance of building positive consumer attitudes to increase their purchase intentions.

The Effect of User Generated Content on Purchase Intention

Although it has a favorable and considerable impact on purchase intention, user-generated content (UGC) doesn't have as much of an impact as other factors. This shows that reviews, testimonials, or recommendations from other users can increase trust and purchase interest, but these factors are not the most dominant in influencing consumer decisions. Consumers tend to consider other factors, such as the perceived benefits or their personal attitude towards the product before finally deciding to buy.

The findings support a study Christine et al. (2024) that found that User Generated Content can significantly influence Purchase Intention across a range of businesses. User-generated content may potentially affect purchase intention, according to (Anisa & Marlina, 2022).

Effect of Perceived Usefulness on Purchase Intention

A significant factor influencing purchase intention is perceived usefulness or benefits. The findings of the hypothesis test demonstrate that consumers are more inclined to purchase a product when they believe it will provide greater benefits. This suggests that customers are more inclined to purchase beauty care items that they think would produce the desired effects, including clearing up acne, preserving facial hydration, or lightening the complexion. Therefore, brands need to highlight the key benefits of their products in their marketing strategies in order to increase purchase intention.

Previous research conducted by Lee et al. (2022) confirmed the positive relationship between Perceived Usefulness and Purchase Intention. The results of this study are also in line with the research of Herzallah et al. (2022) said that Perceived Usefulness significantly influences purchase intention.

The Effect of Consumer Attitude on Purchase Intention

Additionally, it has been shown that purchase intention is strongly influenced by customer attitude. This suggests that if a client has a positive impression of a product, they are more likely to buy it. Nonetheless, Perceived Usefulness has a somewhat greater influence on Purchase Intention than does Consumer Attitude. Although positive attitudes are important in building interest in products, consumers still consider the benefits they feel before deciding to buy. Previous research conducted by Pakpahan & Sembiring (2022) obtained the same results, that Consumer Attitude has a positive influence on Purchase Intention.

Effect of Perceived Usefulness on Purchase Intention

Perceived Usefulness has a huge influence on Consumer Attitude. The perceived benefits of a product not only influence purchase intentions directly, but also shape consumer attitudes towards the product. Consumers will have a good attitude if a product offers significant benefits so that it can strengthen their trust and demand for the product. In order to create a favorable perception in the eyes of customers, the product benefit element is crucial.

This is consistent with other research showing that customer attitude about shopping is positively and significantly impacted by perceived usefulness. The higher the perceived benefits that customers feel, the more positive their attitude towards e-commerce platforms. According to Hidayat (2023), high perceived usefulness can

increase customer trust and comfort, thereby encouraging a positive attitude towards purchases.

The effect of Perceived Usefulness on Purchase Intention mediated by Consumer Attitude

Through consumer attitude, perceived usefulness might indirectly affect purchase intention, according to the results of hypothesis testing. This means that the perceived benefits of a product can form a positive attitude first before finally encouraging purchase intention. However, this indirect effect is smaller than the direct effect between Perceived Usefulness and Purchase Intention. In other words, although a positive attitude can strengthen purchase intention, product benefits remain the main factor that directly encourages consumers to buy.

Similar findings were found in earlier research by Hidayat (2023) which found a positive link between perceived usefulness and purchase intention mediated by customer attitude. This demonstrates that customer attitude acts as a mediator between perceived usefulness and purchase intention.

CONCLUSIONS AND SUGGESTIONS

According to the study's findings, every aspect examined affects consumers' intentions to buy beauty care goods from the market. However, the level of influence varies, with some factors having a more dominant impact than others. Perceived Usefulness or the perceived benefits of a product are proven to have the greatest influence on consumer purchase intentions. This shows that consumers tend to buy products that they think really provide benefits according to their needs and expectations. Consumers are more confident and encouraged to buy a product if a beauty care product can provide effective results, such as moisturizing the skin, overcoming acne, or brightening the face. In addition, Perceived Usefulness also has an effect on Consumer Attitude, this indicates that product advantages contribute to customers' favorable opinions of the product in addition to directly increasing their desire to buy.

Meanwhile, purchase intention is also significantly influenced by consumer attitude. Positive opinions about a product increase the likelihood that a customer will want to purchase it. This positive attitude can be formed from personal experience, recommendations from others, or information obtained from various sources. However, the effect of Consumer Attitude on purchase intention is relatively smaller than Perceived Usefulness. Although a positive attitude can increase purchase intention, the final decision is still influenced by the perceived benefits of the product.

In additional, User-Generated Content (UGC) was also shown to have an effect on Purchase Intention, although with a smaller effect than other variables. UGC (such as reviews, testimonials, or reviews from other users) can increase consumers' trust in a product and help them make purchasing decisions. However, consumers do not rely solely on user-generated content, but also consider the benefit factor and their personal attitude towards the product before deciding to buy.

Through consumer attitude, perceived usefulness might also indirectly affect purchase intention, according to the study's findings. This means that the perceived benefits of a product can form a positive attitude first, which in turn will increase purchase intention. However, this indirect effect is smaller than the direct effect of Perceived Usefulness on Purchase Intention. Thus, product benefits remain the main factor in driving purchasing decisions.

Overall, this study confirms that in marketing beauty care products in the marketplace, brands need to clearly highlight the benefits of the product in order to attract consumer attention and increase purchase intention. In addition, building a positive image through user experience and encouraging authentic User-Generated Content can also be additional strategies to increase consumer trust and interest. Brands can develop more effective marketing strategies to increase competitiveness in the digital market by understanding the factors that contribute to purchase decisions.

Based on the results of the study, the influence of User Generated Content (UGC) on Consumer Attitude and Purchase Intention was proven to be smaller than that of Perceived Usefulness (PU) and Consumer Attitude. This shows that companies should place more emphasis on presenting useful, clear, and relevant information so that consumers have a high perception of the usefulness of the product. Nevertheless, UGC can still be utilized by packaging it in a more informative and relevant manner to strengthen the formation of consumer attitudes, which ultimately drives purchase intention.

This study has limitations because Consumer Attitude only acts as a mediator in the relationship between Perceived Usefulness (PU) and Purchase Intention, while no mediating role was found in the relationship between User Generated Content (UGC) and Purchase Intention. This makes the research model still simple, so future research is recommended to strengthen the theoretical arguments and develop a more complex model by further examining how UGC can be strengthened in its role in influencing Consumer Attitude and Purchase Intention. Thus, future research is expected to provide a deeper understanding of the relationship between UGC, PU, Consumer Attitude, and Purchase Intention.

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