CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Literature Review

1. Planned of Theory Behavior

Planned of Theory Behavior is an intention-based model developed by Ajzen (1991). This theory is an extension of the Theory of Reasoned Action (TRA) which was introduced by Fishbein (1967) and later developed again by Ajzen and Fishbein (1975). The theory of reasoned action concludes that the intention to do something is caused by 2 factors, namely the subject norm and the attitude toward behavior (Fishbein and Ajzen, 1975). Then in the planned of theory behavior, Ajzen (1991) added the concept of perceived behavioral control.

According to planned behavior theory, a person's behavior will appear if there is an intention to behave in a person. This theory states that intention is a function of 3 basic determinants, namely:

a. Attitude Toward Behavior

Attitude towards behavior is determined according to one's beliefs about the consequences that will be obtained from a behavior (Behavioral belief). In this theory, belief is expressed by connecting a behavior that will be predicted with the benefits or losses that will occur if doing or not doing the behavior.

b. **Subjective Norm**

Subjective norm is a person's feelings or assumptions about the expectations of the people around him, about doing or not doing certain behaviors, because these feelings are subjective, this dimension is called subjective norm. The relationship between attitudes towards behavior is very decisive, so that subjective norms are also influenced by beliefs. Subjective norms are a function of a person's beliefs obtained on the views of those with whom he is associated.

c. **Perceived Behavioral Control**

What is meant by perceived behavioral control is a person's feelings about the effort he makes in realizing a certain behavior. This perception of behavioral control can change according to the situation and the type of behavior performed. Supporting factors play an important role in controlling one's behavior control. If someone has a positive attitude, support from people around and few obstacles in doing something, then that person will have a strong intention.

From the explanation above, it can be concluded that Planned Behavior Theory is a theory which states that the relationship between attitudes, subjective norms, and perceptions will affect a person's behavioral intention to take an action.

2. Purchase Intention

Purchase intention can be interpreted as the possibility that consumers will make a purchase of a product and as a consumer plan to make a purchase effort. Purchase intention is a stage where consumers consider the information received to buy a product, and is also interpreted as a plan from consumers to make a purchase. Purchase intention is determined by the benefits and value perceived by consumers (Wang and Tsai, 2014). Consumers who are interested in a product or service have the power or urge to perform a series of behaviors to approach or obtain a product or service.

Table 2. 1 Variable Purchase Intention Definition & Indicator

Author	Definition	Indicator
Chiu, et al (2005)	Purchase intentions are consumers who intend to engage in consumption in the near futureconce	a) I will but this product b) I prefer this product over the others c) when I want to buy a product, I will look for information about the product. d) I would use the internet to buy this product. (Sulaiman et al., 2016) (Chiu et al., 2005)

Author	Definition	Indicator
DAM (2020)	Purchase intention is defined as a mixture of consumer concerns and opportunities to buy goods and is influenced by individual perceptions and unexpected situations.	a) I would intent to buy the brand in the future. b) I would plan to purchase this phone brand. c) I would attempt to purchase this brand. d) I would certainly purchase this brand
Dodds, et al (1991)	Purchase intention can measure the possibility of consumers to buy a product, the higher the purchase intention, the higher the willingness of consumers to buy a product.	a) I would consider purchasing the product b) I have a high probability of purchasing the product c) I have a high willingness to purchase the product
Bianchi, et al (2019)	We conceptualize purchase intention as an initial preference that leads to a future desire to purchase a particular product.	a) I will purchase brand or company the next time I need a product b) It is very likely that I will buy that brand/company c) Definitely, I will buy some product of that brand/company
Prasad and Garg (2019)	Purchase intention is the consumer's intention to make transactions for a product in the future	a) I intend to purchase a particular product/brand b) I am willing to recommend others to buy a particular product/brand c) Whenever I need to re-buy a d) product/brand, it is very likely that I will buy the same brand

Based on the discussion in the table above, we can see that the definition of purchase intention has many perspectives, from (Chiu et al., 2005) purchase intention leads to consumers who will consume in the near future. The difference in the statement (DAM, 2020) is that purchase intention is the attention and opportunity of consumers to buy goods and is influenced by individual perceptions and unexpected situations. Dodds (1991) said that purchase intention can measure the possibility of consumers to buy a product. Bianchi et al (2019) leads to a desire to buy the product in the future, and the last statement from (Prasad and Garg, 2019) purchase intention is the consumer's intention to make transactions for a product in the future. Then the equation for the definition of purchase intention from each author is that purchase intention is the desire to buy a product in the future.

Based on the indicators in table 2.1, we can get indicators from various perspectives, from (Sulaiman et al., 2016) these indicators lead to the search for information about the product to be purchased. The indicator from (DAM, 2020) leads to the purchase of cellphones in the future. The indicator (Dodds, 1991) has similarities with the indicator from (Bianchi et al., 2019), the similarity is a definite desire to buy the product in the future, and the indicator from (Prasad and Garg, 2019) leads to the intention to buy the product and will recommend the product to others. From the many statements above, it can be concluded that purchase intention is the desire to buy something that is

influenced by individual perceptions through a series of processes (searching for product information, considering the product) and ultimately leads to the purchase of the product.

In this research, the researcher took 4 indicators from different authors:

1. I intend to purchase a particular product/brand (Prasad and Garg, 2019)

2. I am willing to recommend others to buy a particular product/brand (Prasad and Garg, 2019)

3. When I want to buy a product, I will look for information about the product (Sulaiman et al, 2016)

4. I would use the internet to buy this product (Chiu et al, 2005)

3. Brand Image

The more developed a business field, the more similar businesses will appear, as well as the bodycare business in Indonesia which results in increasingly competitive business competition. Companies must have strong competitiveness to continue to compete and maintain the existence of their products. Many factors determine competitive advantage, one of which is to build a Brand Image. Image is a public perception of the company or product. Image is the impression, impression, feeling or perception that exists in the public about the company. For companies, image is defined as the public's perception of the company's identity. This perception is based on what the public

knows about the company. Company image is one of the guidelines for consumers in making important decisions. A good image will have a positive impact on the company, one of which is by increasing consumer buying interest.

Table 2. 2 Variable Brand Image Definition & Indicator

Author	Defitinion	Indicator
Lin, et al (2020)	A strong brand image also means that consumers distinguish it from service providers or manufacturers of similar products.	a) Products have high quality b) Products have better characteristics than competitors c) The brand has a personality that sets it apart from competitors d) This is a brand that does not disappoint its customers
Davis, et al (2009)	Brand Image consists of the attributes and benefits associated with the brand, which make the brand distinctive, thus distinguishing the company's offering from competitors.	a) Our firm (this provider) is known as a company that takes good care of their trade partners b) Our customers can reliably predict how we (this provider) will perform c) In comparison to other logistics service providers, we are (this provider) known to consistently deliver very high quality d) In comparison to other logistics service providers, we are (this provider) highly respected.

Author	Defitinion	Indicator
Severi and Ling (2013)	Brand image can be defined as consumer's thoughts and feelings about the brand.	a) This particular product/ brand has a differentiated image in comparison with the other product/brand b) This particular product/brand has a clean image c) This particular product is well established
Kala and Chaubey (2018)	Brand image is an important competitive advantage that helps create and maintain value through corporate differentiation, developing a sense of and confidence for the company.	a) I feel connected to this brand b) I think the product has an honest claim. c) In comparison to other products this product has high quality.
Salinas and Perez (2009)	Brand Image is defined as a consumer's mental picture of an offering and it includes the symbolic meanings that consumers associate with specific attributes of a product or service.	a) The products of this brand have better characteristics b) The products of the competitors of brand are usually cheaper c) The brand has a personality that distinguishes itself from compotitors

From the table above, we can see the definition of brand image from various points of view. Lin et al (2020) stated that a strong brand image means that consumers can differentiate a product from other products. According to Davis et al (2009) brand image is defined as the attributes attached to the brand and the benefits associated with the brand, while according to (Severi and Ling, 2013) brand image is the

thoughts or feelings of consumers attached to a brand. Kala and Chaubey (2018) argue that brand image is an important competitive advantage that can create corporate differentiation value and the last definition of brand image according to (Salinas and Perez, 2009) is the symbolic meaning that consumers associate with attributes attached to a product or service. From the explanation above, it can be said that brand image is a consumer's assessment of a brand.

Based on the indicators in table 2.2, we can obtain indicators from various perspectives. The indicators mentioned by (Lin et al., 2020) have similarities with the indicators from (Salinas and Perez, 2009) namely the product has different characteristics and personalities compared to other products. the difference is in the indicator from Davis et al (2009), the indicator leads to the image of the logistics service company. Another difference is in the indicator from (Kala and Chaubey, 2018) which explains that consumers feel they have a connection with a product and the brand immediately comes to mind when buying a product. From the explanation above, it can be concluded that brand image is a consumer's perception of a company or its products. The company will benefit if it has a good image, because it will stick in the memory of consumers when they buy a product. While a bad image on the product will harm the company.

In this research, the researcher took 4 indicators from different authors:

1. This particular product/brand has a clean image (Severi and Ling, 2013)

2. In comparison to other products this product has high quality (Kala and Chaubey, 2013)

3. I think the product has an honest claim (Kala and Chaubey, 2013)

4. Products have better characteristics than competitors (Lin et al, 2020)

4. Information Quality

Information is now very important, the ability to access and provide information quickly and accurately is very essential for companies. An understanding of the quality of information within the company needs to be emphasized, because this is a benchmark for a company to be proficient in providing information to the public or not. If the quality of information has a bad value, it is difficult for consumers to put their trust in a company. Therefore, it is important for companies to maintain the quality of information, to maintain its quality, information must be conveyed in a structured, systematic, and massive manner.

Table 2. 3 Variable Information Quality & Indicator

Author	Defitinion	Indicator
Zhao et al (2020)	Information quality refers to the receiver's subjective perception of what constitutes persuasive information or sufficient evidence	a) On this platform (the object research), notes are usually real-time. b) The notes on this platform (the object research) can meet my all-round information needs. c) The notes on this platform (the object research) contain all the information about the commodities I want to buy d) I think the notes on this platform (the object research) are very professional and have both depth and breadth.
Kim, et al (2009)	Information quality refers to consumers' overall assessment and evaluation of information quality, judged by the level of accuracy, informativeness, timeliness and relevance of the information provided to the website.	a) This site provides up-to-date information b) This site provides sufficient information c) This site provides easy-to-understand information
Park, et al (2007)	Information quality is a user's subjective judgment, whether the characteristics of the information meet their own needs and those of the intended users.	a) Each recommendation post of the products has sufficient reasons supporting opinions. b) Each recommendation post of the products is objective. c) Each recommendation post of the products is credible. d) Each recommendation post of the products is clear.

Author	Defitinion	Indicator
Hsu, et al (2012)	Information quality is a measure of the value perceived by customers from the output produced by a website.	a) The website provides up-to-date information. b) The website gave me all the Information I needed. c) The information provided by the website is accurate. d) In general, websites provide me with high quality information.
Negash, et al (2003)	Information quality is a function of the output value generated by the system.	a) Accurate source of information. b) Provide timely information c) Have up-to-date information

Based on the discussion above, we can see the definition of information quality from various points of view. According to Zhao et al (2020) Information quality refers to the recipient's subjective perception of what constitutes persuasive information or sufficient evidence. Kim, et al (2009) stated that information quality refers more to the overall consumer assessment, quality information can be judged from the level of accuracy, informativeness, timeliness and relevance of the information provided to the website. According to Park, et al (2007) information quality leads to user subjective assessment. Hsu, et al explain that information quality is a measure of the perceived value of customers from the output produced by the web. And Negash, et al (2003) stated that information quality is a function of the output value generated by the system. The equation of all definitions of information

quality from the authors is that information quality is a function of the output value produced by a system that produces accurate and timely information.

The difference lies in each indicator from each author. Indicators from (Zhao et al., 2020) Meanwhile, the information quality indicator according to Kim, et al (2009) is on the website, the company can provide the latest information so that customers can find what they need or are looking for through the website, and the company provides high quality information. Park, et al (2007) mention several indicators, including each post about product recommendations is objective, every post about product recommendations has reasons that support the opinion and posts about product recommendations are clear and understandable. Hsu, et al have 3 indicators, namely providing the information needed, the information provided on time and finally having quality information. As well as indicators according to Negash, et al (2003), namely the accuracy of the information provided, timeliness, and information that is always up-to- date.

According to DeLone and McLean (2003) stated that the quality of information measures the quality of the output of the information system, namely the quality produced by the information system, especially in the form of reports. One indicator of the success of the quality of information is accuracy. The information provided by the

company must be accurate and clear because it will play a role in decision making.

In this research, the researcher took 4 indicators from different authors:

1. The information provided by the website is accurate (Hsu et al, 2012)

2. The website gave me all the information I needed (Hsu et al, 2012)

3. This site provides easy-to-understand information (Kim et al, 2007)

4. Have up-to-date information (Negash et al, 2003)

5. Source Credibility

Source credibility is the trust given by someone who is seen from the attitude, ability, expertise of a person in the field they are engaged in, so that they can convince someone that the information provided is valid information. A person's credibility has an important role in inviting consumers to determine the view of the product they will buy.

Table 2. 4 Variable Source Credibility Definition & Indicator

Author	Defitinion	Indicator
Zha et al (2017)	Source credibility is defined as the degree to which the person producing the information is perceived as	d) The persons generating information in social media are trustworthy. e) The persons generating information in social media are knowledgeable. f) The persons generating information in social media are credible.
Hsieh, et al (2020)	Credibility is a measure of the level of truth and valid messages received source credibility refers to the perception of receiving credible messages	a) The believability of this information source. b) The fairness of this information source. c) The accuracy of this information source. d) The reliability of the information source you just read.
Chakraborty (2019)	Source credibility can be interpreted as a communication medium that provides accurate information, if people consider the source of the information to be credible, then they will pursue that information.	a) Reviewers of brand X are knowledgeable b) Reviewers of brand X are reliable c) Reviewers of brand X are believable

Author	Defitinion	Indicator
Muda and Hamzah (2021)	Source credibility is defined as the trustworthiness of some information and sources	a) People who leave reviews on youtube are sincere. b) People who leave reviews on youtube are eligible to provide suggestions in their field. c) The person who provides beauty product reviews on youtube is qualified to offer beauty advice. d) The person who provides beauty product reviews on youtube is skilled in beauty e) products.

From the table above, we can see the definition of source credibility from various points of view. Source credibility Zha et al (2017) and Easy and Hamzah (2021) is the extent to which a person who produces information is considered a trustworthy and knowledgeable person.

According to Hsieh et ak (2020) credibility is a measure of the level of truth and validity of the message received, the credibility of the source leads to the perception of the receiver of a credible message. Meanwhile, according to Chakraborty (2019), source credibility is a communication medium that provides accurate information. Based on the explanation from the table above, it can be

concluded that the definition of source credibility from each author is similar, namely source credibility is a communication medium that provides accurate information, and is from a trusted source and has good credibility. From a trusted source, consumers will not doubt the product they will buy.

The difference lies in each indicator of the authors. Indicators from (Zha et al., 2017) lead to sources generated through social media. Hsieh et al (2020) and (Chakraborty, 2019) have something in common, namely that they mention the source of the information they read. The last one is Muda and Hamzah (2021) explaining indicators about reviews from credible sources through youtube.

Trust and expertise are two elements discussed in source credibility, people who can be trusted and are considered to have knowledge of a product category are able to convince someone to take certain actions. Information provided by trusted sources can influence beliefs, opinions, attitudes and behavior.

In this research, the researcher took 4 indicators from different authors:

1. Influencer Scarlett Whitening is interested in the beauty field (Zha et al, 2017)

2. People who leave reviews on youtube are eligible to provide suggestions in their field (Muda and Hamzah, 2021)

3. The persons generating information in social

media are knowledgeable (Zha et al, 2017)

4. The persons generating information in social media are trustworthy (Hsieh et al, 2020)

6. Attitude Toward User Generated Content

User-generated content or media created by consumers describes whatever is created by website users (Cleary and Bloom, 2011). UGC refers to self-generated material that is uploaded to the Internet by non- media and has a greater influence on people's consumption (Cheong & Morrison, 2008), where the content is shared on social media such as Facebook, YouTube, Twitter and Instagram. Attitude towards user generated content is a consumer's attitude towards content created by users that can generate buying interest.

Table 2. 5 Variable Attitude Toward UGC Definition & Indicator

Author	Defitinion	Indicator
Mendes-Filho,et al (2017)	Attitude is the extent to which a person evaluates the usefulness of the behavior in question. UGC is a word-of-mouth (WOM) on social media that offers non-commercial, experiential, and up-to-date forms of information.	e) Using UGC (the object research) when I make a travel plan is good idea f) Using UGC (the object research) when I make my travel plans is a wise idea g) I like the idea of using UGC (the object research) when I make my travel plans
Muda and Hamzah (2021)	Attitude as an individual's tendency to respond favorably or badly to objects or people, a positive attitude towards UGC will influence	a) I feel happy watching UGC beauty products on YouTube b) I feel positive watching UGC beauty products on YouTube c) It is wise to watch UGC beauty

Author	Defitinion	Indicator
	consumers to convey information to their family or friends.	products on YouTube d) I like watching UGC beauty products on YouTube e) Werecommend watching UGC beauty products on YouTube
Mathur et al (2021)	Attitude is the degree to which a person has a positive or negative evaluation or assessment of the behavior in question.	a) I think positively about purchasing b) I wish try new product trends c) It is wise to refer to online shared content decision making d) My attitude toward product changes
Mir and Rehman (2013)	UGC contains different input from users that may be valuable to other users. A positive attitude affects an individual's behavioral intentions positively. Consumers' positive attitude towards user-generated content will increase their intention to consume that content.	a) Watching user generated youtube content allows me to get reliable product information b) Watching user-opened Youtube content allows me to be useful product information c) Watching user generated Youtube content lets me know different aspects of the product d) Watching user-generated Youtube content allows me to be rich in product information

From the table above, we can see the definition of source credibility from various points of view. Mendes-Filho (2017) UGC is defined as WOM in social media that offers non-commercial forms, attitude is the extent to which a person evaluates the usefulness of content that has been watched. Muda and Hamzah (2021) explain that

a positive attitude towards UGC will influence consumers to convey information to the people around them. Mathur (2021) Attitude is the degree to which a person has a positive or negative evaluation or assessment of the behavior in question. And finally, Mir and Rehman (2013) explained that consumers' positive attitude towards UGC will increase their intention to consume the content. The similarity of the definition of attitude is that attitude is an individual's tendency to respond well or not well to a particular object and that behavior is a function of the individual's attitude. Meanwhile, from the UGC definition, content created by other users is shared through social media that contains information about a product. A positive attitude towards UGC will influence other consumers to try the product.

Meanwhile, the difference from the explanation above can be seen from the indicators of each author. The indicator according to Mendes- Filho, et al (2017) leads to the use of UGC when planning a trip, while the indicator according to Muda and Hamzah (2021) is more directed at the attitude of consumers who watch youtube, such as feeling happy when watching beauty products on youtube, wise to watch beauty products on youtube, likes watching beauty products on youtube and suggests watching beauty products on youtube. Mathur et al (2021) lead to a positive attitude towards a product after witnessing UGC. And the last indicator according to Mir and Rehman (2013) after watching UGC get information about the product.

UGC is content published on publicly accessible websites that needs to show creativity and has been created outside of routine and professional practice (Kaplan and Haenlein, 2010). The content created can be developed by individuals or collaboratively, as well as produced, modified, shared and consumed.

In this research, the researcher took 4 indicators from different authors:

1. I like watching UGC beauty products on YouTube (Muda and Hamzah, 2021)

2. I think positively about purchasing (Mathur et al, 2021)

3. Watching user-generated Youtube content allows me to be rich in product information (Mir and Rehman, 2013)

4. My attitude toward product changes (Mathur et al, 2021)

B. Hypothesis Development

1. Brand image has a positive effect on purchase intention

Brand image is related to the use of brands by consumers to reflect the symbolic meaning of consumption and their identity in self-expression (Lau and Phau, 2007). Consumers perceive high quality products as respectable brands (Rubio, et al 2014). A positive image becomes a strength for the brand used by the product. A positive brand image is related to consumer loyalty, consumer confidence in positive brand values, and loyalty to search for the brand. A positive brand image also helps increase consumer buying interest in future brand

promotions, and strengthens positions in competitors' marketing activities.

Based on research from Jalilvand and Samiei (2012) there is a positive relationship between brand image and purchase intention. The results of this study are improving brand image by increasing product variety, improving product quality, offering products at prices that are in accordance with value, and providing pleasant after-sales services that will affect purchase intentions.

In the research of Ahmed et al, (2021) with the title "Impact of Perceived Quality and Brand Image on Purchase Intention with The Moderating Role of Store Image: A Case of Pakistani Consumer Market" shows that brand image has a positive effect on purchase intention. In this study, it is explained that brand relationships with customers are very important for companies, by maintaining a good brand image of products such as product quality that is in accordance with what is being promoted, maintaining good communication with consumers via the internet, will affect consumer interest in purchasing. In Hien, et al (2020) research with the title "The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation" shows that brand image has a positive effect on purchase intention, the study explains that companies must maintain and improve the brand image in the minds of consumers, such as improving product quality. In addition, customers will have a higher

purchase intention towards a brand with a good image. So, the researchers developed the following hypothesis:

H1: Brand image has significant influence on purchase intention

2. **Information quality has a positive effect on purchase intention**

Information quality refers to the accuracy, completeness, clarity, usefulness, and reliability of information system data output. Park & Kim (2006) suggest that consumers place a high value on reliable product information. Faced with uncertain information, consumers prioritize the quality of information, and the availability or lack of quality information will affect consumers' shopping experience and intention to buy (Ghasemaghaei and Hassanein, 2016). Consumers trust and trust websites that provide product reviews more than previous consumers. The provision of accurate, timely and reliable information will create a sense of trust on the part of consumers (Xie, et al 2017) which will affect purchase intentions.

In Bebber et al's research (2017) entitled "Antecedents of Purchase Intention in the Online Context" there is a positive relationship between information quality and purchase intention. The results of this study explain that clear information on brands and use of the internet to search for information can increase buying interest in brands. In Yip and Mo's (2020) research with the title "An investigation of Purchase Intention of Using Mobile Apps for Online Traveling and Booking Service" there is a positive relationship between information quality

and purchase intention. This study explains that information that is not updated and irrelevant will affect purchase intentions, so companies need to ensure the authenticity and quality of information, by regularly updating information on their platform, it will directly affect buying interest.

In the research of Luo, et al (2016) with the title "Factor Influencing Purchase Intention Under Indent Buying Model on Wechat" there is a positive relationship between information quality and purchase intention. In this study, it is explained that the information quality of the product has a significant influence on purchase intention. To increase product purchase intention, companies must provide product information in various forms and ensure the accuracy of the information. So, the researchers developed the following hypothesis:

H2: Information quality has significant influence on purchase intention

3. **Information quality has a positive effect on attitude toward user generated content**

The quality of online information is the user's perception of the information presented by other users on the website (McKinney, Yoon, and Zahedi 2002). Matute, et al (2016) revealed that high-quality information affects consumer attitudes. Bock and Kim (2002) stated that attitudes towards knowledge sharing directly and positively

affect the intention to share knowledge. This shows that the better the quality of the information provided, the more positive the attitude towards sharing the information.

In Muda and Khan's (2020) research entitled "Electric Word-of-Mouth (e-WOM) and User Generated Content (UGC) on Beauty Products on Youtube: Affecting Consumer Attitudes and Purchase Intentions" shows this attitude towards UGC beauty on YouTube. for purchasing decision making is positively influenced by the quality of information. Research conducted by Mathur, et al (2021) shows that information quality has a significant effect on attitudes towards user generated content. And in Popy and Bappy's (2020) research entitled "Attitude Toward Social Media Reviews and Restaurant Visit Intention: Bangladeshi Perspective" shows that information quality has a significant effect on attitudes toward social media. In the study it was explained that customer attitudes (whether favorable or unfavorable) were formed based on exposure to quality information. So, the researchers developed the following hypothesis:

H3: Information Quality has an effect on attitude toward user generated content

4. **Source credibility has a positive effect to purchase intention**

Source credibility refers to the perception of the recipient of the message about the trustworthiness of the message source (Brown, et al 2007). Source credibility is defined as the extent to which the source

of information is seen as trustworthy, competent, and trustworthy by the recipient of the information. Park Lee and Han (2007) said that the quality of reviews, will have a large impact on consumer purchase intentions. Clear information will help consumers to evaluate products continuously which will encourage purchase intentions (Bataineh, 2015).

In Hui's research (2017) with the title "The Effect of Source Credibility on Consumers' Purchase Intention in Malaysia Online Community" shows that source credibility has a positive effect on purchase intention. Source credibility refers to the recipient's perception of the message recipient's trustworthiness. Buying interest or demand for a product can be shaped by a number of online opinions generated through positive user experiences with a product. In a study by Koththagoda and Herath (2018) with the title "Factor Influencer

Online Purchasing Intention: The Mediation Role of Consumer Attitude" shows that source credibility has a positive effect on purchase intention. In the study it was explained that expertise and trust are the most important components of source credibility that can influence consumer perceptions that will lead to buying interest

In Saima and Khan's research (2020) with the title "Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility" shows that source credibility has a positive effect on purchase intention. In this study, it is important

for brands or companies to choose influencers who can be trusted, and can create content that is of good quality as well as entertaining to positively affect credibility and ultimately influence consumer purchase intentions. So, the researchers developed the following hypothesis:

H4: Source Credibility has significant influence on purchase intention

5. **Source credibility has a positive effect on attitude toward user generated content**

Attitudes towards content generated by other users become more positive because this information is considered more credible than content provided by sellers/marketers (Bahtar, et al 2010). Source credibility directly affects consumer attitudes, which in turn leads to product adoption (Chung, et al 2015). Wu and Wang (2011) said that positive messages with high source credibility resulted in better attitude with respect to electronic word of mouth (eWOM) or UGC.

In the research of Ayeh, et al (2013) entitled "Do We Believe in TripAdvisor? Examining Credibility Perception and Online Travels Attitude Toward Using User Generated Content" shows significant support for source credibility towards attitude towards user generated content. In Esmaeilour and Aram's research (2016) entitled "Investigating the Impact of Viral Message Appeal and Message Credibility on Consumer Attitude Toward Brand" shows significant results for source credibility with consumer attitude towards brands.

This study explains that source credibility is one of the factors that influence consumer attitudes, so to be successful companies must design advertising messages well so that consumers feel that the source of the message can be trusted.

In Wang and Lan's research (2018), entitled "A Study on the Attitude of Customer to Viral Video Advertising on Social Media: A Case Study in Viet Nam" shows that source credibility has a positive effect on customer attitude towards VVA. In his research explained that the credibility of the source has a positive relationship with customer attitude. Consumers tend to believe more in information or stories provided by famous websites, famous fanpages, social media and their close friends. So, the researchers developed the following hypothesis:

H5: Source Credibility has an effect on attitude toward user generated content

6. **Attitude toward user generated content has a positive effect to purchase intention**

The favorable attitude of the customer will cause the bell intention and consumer's attitude to change rapidly according to behavior, motivation, demographics, reference group, satisfaction/dissatisfaction, purchase scenario, living environment, product innovation and technological advances (Li and Zhang, 2002; Laforet and Li, 2005; Jun and Jaafar, 2011). In the research of Shegill

and Chen (2005) stated that a pleasant shopping experience will make consumers have a positive attitude. A positive consumer attitude towards content created by others will increase the likelihood of purchase.

In Chin et al's research (2019) with the title "The Effect of Endorsers and Brand Credibility on Consumer Purchase Intentions: The Mediation Effect of Attitudes towards Brands and Brand Credibility" it is said that attitude toward brand has a significant effect on purchase intention. In this study it is explained that when consumers are willing to buy local products and have purchased products under the influence of a brand, consumers are more willing to buy local products.

In a study by Akroush, et al (2019) with the title "Determining Purchase Intentions for Energy-Efficient Products: The Role of Energy Awareness and Perceived Benefits" states that consumer attitudes have a significant effect on purchase intentions. And In the research of Sun and Wang (2020) with the title "Understanding consumer intentions to buy environmentally friendly products in the context of social media marketing" states that attitudes towards products have a positive effect on purchase intentions. It is explained that consumers with a positive attitude towards the product prefer to buy this product. So, the researchers developed the following hypothesis.

H6: Attitude toward user generated content has significant influence on Purchase Intention

7. Attitude towards user generated content mediates the influence of information quality on purchase intention

Attitude is the degree to which a person has a positive or negative evaluation or assessment of the behavior in question (Ajzen 1991). Bahtar and Muda (2016) mention in their research that users' attitudes towards UGC influence their purchasing decisions, i.e., increase the likelihood of purchase. Wang (2015) explores how purchase intentions for perceived products are related to attitudes towards UGC. The results show that consumer attitudes towards UGC on YouTube are directly correlated with purchase intentions for the products viewed.

In Zahra et al's research (2019), the quality of information has significant influence on attitudes towards UGC and in the research of Daliri et al (2014) stated that the quality of information has a significant influence on attitudes.

In the research of Sun and Wang (2020) with the title "Understanding consumer intentions to buy environmentally friendly products in the context of social media marketing" states that attitudes towards products have a positive effect on purchase intentions. And in the research of Hernandez and Kuster (2012) with the title "Brand impact on purchase intention. An approach in virtual social network

channel" states that attitudes towards a brand have a positive effect on purchase intention.

Based on research from Zahra et al (2019) and Daliri et al (2014) there is an influence of information quality on attitudes and in research from Sun and Wang (2020) and Hernandez and Kuster (2012) there is an influence between attitudes towards purchase intention, the researchers took attitude towards user-generated content as a mediating variable, to link information quality with purchase intention. So, the researchers developed the following hypothesis:

H7: Attitude towards user generated content mediate the influence of information quality on purchasing intention

8. **Attitude towards user generated content mediates the influence of source credibility on purchase intention**

Source credibility explains credibility as an assessment made by observers about the trustworthiness of communicators (O'Keefe, 2002). According to Tseng and Fogg (1999) explains that a credible person is a person who can be trusted and credible information is obtained through trusted people. Consumer attitude disposition towards UGC is characterized in the form of enjoyable consumption experience content and uploaded to engage deeply with the brand through social media (Pelletier et al, 2020). UGC which is considered very informative and inspiring, is likely to trigger purchase intention through attitude motivation (Izogo and Mpinganjira, 2020; Qin, 2020).

In the research of Ayeh, et al (2013) entitled "Do We Believe in TripAdvisor? Examining Credibility Perception and Online Travels Attitude Toward Using User Generated Content" shows significant influence for source credibility towards attitude towards user generated content. And in Esmaeilour and Aram's research (2016) entitled "Investigating the Impact of Viral Message Appeal and Message Credibility on Consumer Attitude Toward Brand" shows significant influence for source credibility with consumer attitude towards brands

Jung and Seock's (2016) study entitled "The Impact of Corporate Reputation on Brand Attitude and Purchase Intention" there is a positive influence of brand attitude on purchase intention. So, based on previous research, it shows that attitude has an effect on source credibility and purchase intention. And in Chin et al's research (2019) with the title "The Effect of Endorsers and Brand Credibility on Consumer Purchase Intentions: The Mediation Effect of Attitudes towards Brands and Brand Credibility" it is said that attitude toward brand has a significant effect on purchase intention.

Based on research from Ayeh et al (2013) and Esmaeilour and Aram (2016) there is a positive influence between source credibility on attitude and in the research of Jung and Seock (2016) and Chin et al (2019) there is a positive influence between attitude towards purchase intention, then researchers take an attitude towards user- generated

content as a mediating variable to link source credibility to purchase

intention. So the researcher developed the following hypothesis:

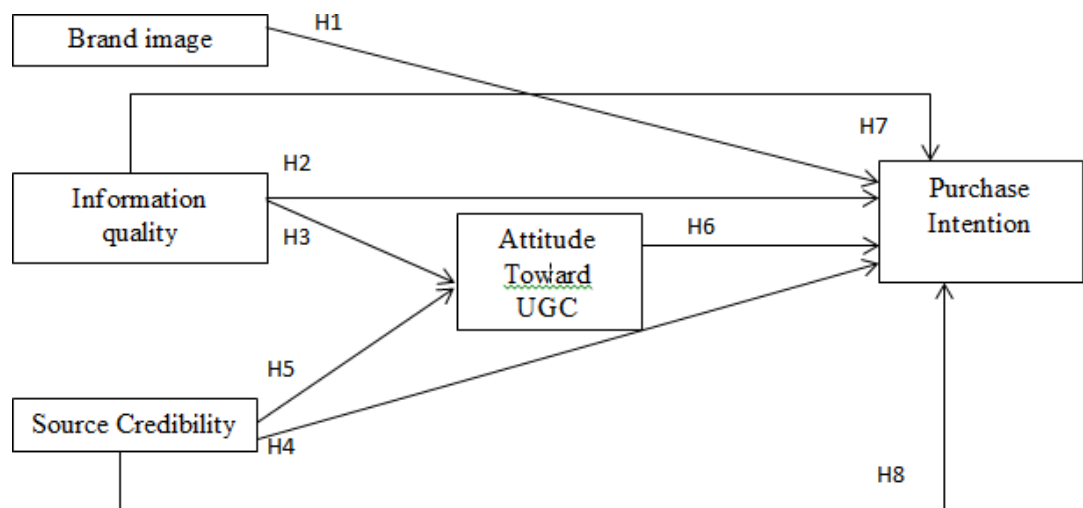H8: Attitude towards user generated content mediates the influence

source credibility on purchase intention.

C. Research Framework

Figure 2. 1 Research Framework