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The Effect of User Generated Content (UGC) and Content Creativity on TikTok Shop on Purchase Decisions for Mykonos Perfume Products

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Abstract—The development of social media and e-commerce has changed how consumers seek information before making purchase decisions. This study aims to analyze the effect of User Generated Content (UGC) and content creativity on the purchase decision for Mykonos perfume products on TikTok Shop. The study employed a quantitative approach with descriptive and verificative types. Primary data were collected through a questionnaire distributed to 100 respondents who met the research criteria. The sample was drawn using non-probability sampling with a purposive sampling technique. The data were processed using the Method of Successive Interval (MSI) and analyzed using multiple linear regression with SPSS version 26. The results show that UGC has a positive and significant effect on purchase decisions ($t = 2.946$; $\text{sig.} = 0.004$), as does content creativity ($t = 3.018$; $\text{sig.} = 0.003$). Simultaneously, UGC and content creativity have a positive and significant effect on purchase decisions ($F = 47.061$; $\text{sig.} = 0.000$). The Adjusted R Square of 0.482 indicates that the two variables explain 48.2% of the variation in purchase decisions, while the remaining 51.8% is explained by other factors outside the model. These findings highlight the importance of managing authentic UGC and developing creative, informative, relevant, and trend-following content in Mykonos' marketing strategy on TikTok Shop.

Keywords — *User Generated Content; content creativity; TikTok Shop; purchase decision; Mykonos perfume*

I. INTRODUCTION

Digital technology has changed marketing activities and consumer behavior patterns. The internet and social media are no longer used only as sources of information but have also become a means of transaction. APJII data used in the thesis show an internet penetration rate of 78.19% in Indonesia, so that society is increasingly integrated into the digital

ecosystem [1]. The development of social commerce has then brought the functions of social media and e-commerce together in a single consumer experience.

In the context of TikTok Shop, its large user base makes the platform an important digital marketing channel. The thesis cites 2024 Databoks data showing approximately 125 million monthly active TikTok Shop users in Indonesia [2]. Exposure to short videos, live streaming, user reviews, and various other forms of content acts as a stimulus that can influence consumers' attention and evaluation before they buy.

User Generated Content (UGC) is content created, published, and shared by users, such as reviews, comments, testimonials, and product usage experiences. UGC can be a source of information that helps build consumer trust because the information comes from the experiences of other users [6,14]. On the other hand, content creativity is needed so that marketing messages can attract attention, possess uniqueness, and remain relevant to the characteristics of the audience [3,9,10].

This phenomenon can be observed in the marketing of Mykonos perfume on TikTok Shop. The thesis shows that Mykonos' UGC is formed through creators' review videos and user interactions in the form of comments, while the content on the Mykonos account already uses attractive visuals but its concepts still tend to be repetitive. This condition indicates room to optimize UGC and content creativity so that purchase decisions can be supported more consistently.

Theoretically, this study uses the Stimulus-Organism-Response (S-O-R) Theory. UGC and content creativity are positioned as stimuli received by consumers, which are then processed through perceptions and beliefs to produce a response in the form of a purchase decision [15]. In line with this, the purchase decision is understood as the result of a process of searching for and evaluating information before consumers make their choice [7,13].

Based on the above description, this study aims to: (1) analyze the effect of UGC on the purchase decision for Mykonos perfume products on TikTok Shop; (2) analyze the effect of content creativity on the purchase decision; and (3) analyze the simultaneous effect of UGC and content creativity on the purchase decision.

II. METHOD

This study uses a quantitative approach with descriptive and verificative research types. The quantitative approach was chosen to identify and measure the effect of UGC and content creativity on purchase decisions objectively and measurably [12]. The research population consists of TikTok Shop users who have seen content about, are familiar with, or have purchased Mykonos perfume products through the platform.

The sample was drawn using non-probability sampling with a purposive sampling approach. The respondent criteria include active TikTok/TikTok Shop users aged 18–35 years who have seen Mykonos perfume content or promotions on TikTok and who know of or have purchased Mykonos products through TikTok Shop. Because the population size is not known with certainty, the sample size was determined using the Cochran formula with a 95% confidence level and a 10% sampling error. The minimum result of 96.04 respondents was rounded up, and the study set the sample at 100 respondents [12].

The research instrument consists of 24 statement items on a 1–5 Likert scale. The UGC variable was measured through credibility, information quality, relevance, and interactivity. Content creativity was measured through creativity aspects such as originality and visual appeal, while purchase decision covers product choice, brand choice, purchase timing, and payment method.

The validity test was conducted on 30 respondents outside the sample. With an r table value of 0.361, all items on UGC and content creativity had a calculated r above the r table and were therefore declared valid. The reliability test showed Cronbach's Alpha of 0.831 for UGC, 0.847 for content creativity, and 0.782 for purchase decision; all were greater than 0.60, so the instrument is reliable.

The questionnaire data were transformed from an ordinal to an interval scale using the Method of Successive Interval (MSI). Subsequent analyses included descriptive statistics, classical assumption tests, multiple linear regression, the t -test, the F -test, and the coefficient of determination, using SPSS version 26. The normality test produced an Asymp. Sig. of 0.200; the multicollinearity test showed a Tolerance of 0.342 and a VIF of 2.922; and the scatterplot showed no particular pattern in the residuals.

III. RESULTS AND DISCUSSION

The study involved 100 respondents. By gender, there were 59 male respondents (59%) and 41 female respondents (41%). By age, the 20–25 year group was the largest with 38 respondents (38%), followed by those under 20 years with 35 respondents (35%) and those aged 25–30 years with 27 respondents (27%).

TABLE I. RESPONDENT CHARACTERISTICS

Characteristic	Category	n (%)
Gender	Male	59 (59%)
	Female	41 (41%)
Age	<20 years	35 (35%)
	20–25 years	38 (38%)
	25–30 years	27 (27%)

Source: Processed data, 2026.

Descriptive statistics show that the mean UGC score was 26.50650 with a standard deviation of 4.700764; content creativity had a mean of 26.02476 with a standard deviation of 4.644377; and purchase decision had a mean of 26.30330 with a standard deviation of 4.757748. Mean values that are larger than the standard deviations indicate a relatively good data spread.

TABLE II. SUMMARY OF HYPOTHESIS TESTING RESULTS

Hypothesis	Calculated t/F	Sig.	Criterion	Decision
H1: UGC → Purchase Decision	2.946	0.004	< 0.05	Accepted
H2: Content Creativity → Purchase Decision	3.018	0.003	< 0.05	Accepted
H3: UGC + Content Creativity → Purchase Decision	47.061	0.000	< 0.05	Accepted

Source: SPSS version 26 output, 2026.

The t-test results show that UGC has a positive and significant effect on purchase decisions. The calculated t value of 2.946 is greater than the t table value of 1.98472, with a significance of $0.004 < 0.05$. This means that the better the credibility, information quality, relevance, and interactivity of the UGC received by consumers, the greater the consumers' tendency to make a purchase. This finding is in line with the studies by Andayani et al. [5] and Mellyani and Siregar [8], which showed a positive effect of UGC on purchase decisions.

This finding is also consistent with the concept of UGC as content created and shared by users to influence consumer perceptions and behavior [14]. In the purchase decision process, reviews, testimonials, and usage experiences can serve as material for evaluation before consumers make a choice [7,13]. Therefore, Mykonos needs to encourage consumers to produce authentic reviews and manage interactions on content so that the information received by prospective consumers becomes more credible.

Content creativity was also shown to have a positive and significant effect on purchase decisions. The calculated t value of 3.018 is greater than the t table value of 1.98472, with a significance of $0.003 < 0.05$. This result indicates that content that is more original, visually appealing, relevant, and communicative is able to increase attention and consumers' tendency to buy.

This finding supports Csikszentmihalyi's view that creativity relates to the ability to produce original and meaningful ideas [16], as well as the studies by Alam et al. [3] and Rahmat et al. [10], which showed that creative content on TikTok can increase interest and encourage purchase decisions. The implication is that Mykonos needs to broaden the variety of its content concepts, for example storytelling, product education, usage experiences, and the use of trends, rather than relying only on similar promotional visuals.

Simultaneously, UGC and content creativity have a positive and significant effect on purchase decisions. The calculated F value of 47.061 is greater than the F table value of 3.09, with a significance of $0.000 < 0.05$. The Adjusted R Square of 0.482 indicates that UGC and content creativity can explain 48.2% of the variation in purchase decisions, while 51.8% is influenced by other factors outside the model.

The simultaneous results show that purchase decisions are influenced not only by information from users or content appeal separately, but also by a combination of the two. Authentic UGC can strengthen trust, while content creativity can attract attention and make it easier to convey information. This finding is in line with the S-O-R Theory, in which both variables serve as stimuli processed by consumers to produce a response in the form of a purchase decision [15]. The result is also consistent with the studies by Andayani et al. [5] and Alam et al. [3] on the effect of digital content factors on purchase decisions on TikTok Shop.

IV. CONCLUSIONS

Based on the research results, UGC has a positive and significant effect on the purchase decision for Mykonos perfume products on TikTok Shop. Content creativity also has a positive and significant effect on purchase decisions.

Simultaneously, UGC and content creativity have a positive and significant effect on purchase decisions, with the ability to explain 48.2% of the variation in purchase decisions.

The practical implication of this study is that Mykonos needs to optimize UGC through authentic reviews, testimonials, and usage experiences, while presenting content that is creative, informative, relevant, and follows TikTok trends. For consumers, UGC should be used critically by paying attention to the credibility of the information and comparing several sources. Future researchers can add other variables such as price, product quality, brand image, consumer trust, service quality, or promotion.

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