

User-Generated Content or Influencer Marketing: Which Has a Greater Impact on Customer Trust on TikTok?

Florenia Wijaya^{1✉}, Liestyaningrum Rahmadhani Wisnu Putri^{2✉}

^{1,2} Program Studi Manajemen, STIE Wiyatamandala

Abstract

This study aims to compare the influence of User Generated Content (UGC) and Influencer Marketing on customer trust on the social media platform TikTok. TikTok has evolved into one of the most popular digital marketing platforms, supported by an algorithm that enables viral and interactive content dissemination. UGC refers to content created by users based on personal experiences, while Influencer Marketing involves public figures with a wide audience and strong influence. This research employs a quantitative approach with a causal-comparative method. The sample consisted of 200 respondents who are active TikTok users. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that both UGC and Influencer Marketing have a positive and significant effect on customer trust. However, Influencer Marketing exerts a more dominant influence, as indicated by a higher beta coefficient value. The model explains 59% of the variation in customer trust. These findings indicate that Influencer Marketing is more effective in building customer trust compared to UGC, although both strategies are complementary. Therefore, marketers are advised to strategically combine both approaches to enhance positive customer perception and brand loyalty on TikTok.

Keywords: *User Generated Content, Influencer Marketing, Customer Trust.*

Copyright (c) 2025 Florenia Wijaya

✉ Corresponding author :

Email Address : yapfloreniawijaya@gmail.com

INTRODUCTION

In the digital era, the development of information technology has driven the rapid growth of platforms such as TikTok. As a short-video application, TikTok not only captures users' attention but also serves as a creative medium for brands to market their products. With an algorithm that enables content to go viral, TikTok is effective in increasing brand awareness and influencing customer trust in purchasing decisions. User Generated Content (UGC) refers to content created by consumers in the form of personal experiences such as reviews, tutorials, or unboxing videos, which can foster customer trust and brand loyalty. Customers are more likely to trust genuine and positive reviews shared by fellow users (Wisianto & Keni, 2023). User Generated Content refers to creative content voluntarily produced by users of a product or service and disseminated through digital media such as the internet, outside of professional or commercial practices (Jevons & Bonhomme, 2012). User Generated Content (UGC) has the potential to enhance customer trust and loyalty by presenting genuine consumer experiences. Such content is perceived as more authentic and persuasive compared to traditional advertising (Niu, 2025). Positive User Generated Content (UGC), such as customer-created reviews, photos, and social media posts, can

significantly enhance the credibility and authenticity of a product or brand, thereby influencing purchasing decisions. This, in turn, fosters brand loyalty and a sense of ownership among consumers, ultimately strengthening customer trust (Mohammed & Ilkan, 2016).

Influencer marketing is a promotional strategy that leverages the popularity and influence of individuals (influencers) to promote products or services to a target audience. Influencers are individuals who have a substantial following on social media platforms and possess the ability to shape the opinions and behaviors of their followers through the content they share (Chen, 2023). Influencer marketing is a promotional strategy that leverages individuals or public figures who are perceived to have significant influence over the public or specific consumer segments targeted by marketers.

The trust established by influencers with their followers is often higher than that of traditional advertising, thereby enhancing consumer trust and loyalty toward the promoted products or services (Tarbiyah et al., 2021). Trust is the foundation of successful influencer marketing, where consumers tend to rely on recommendations from influencers perceived as credible, honest, and approachable. This trust is built upon several dimensions, including expertise, authenticity, attractiveness, and similarity to the audience (Bahari & Widagdo, 2025). High levels of customer trust play a crucial role in shaping customer perceptions and influencing purchasing decisions, especially in increasingly advanced and competitive markets (Hidayanto et al., 2014).

Based on the study conducted by Hardianawati (2022), which was also referred to in this research, the results indicate that not all variables consistently show a positive and significant influence, highlighting variations across previous findings. Currently, TikTok has become a highly popular platform for marketing products or brands.

Many brands utilize User Generated Content (UGC) in collaboration with influencers to attract customer attention. However, several issues have emerged in recent times. One significant concern is that customers often struggle to distinguish between authentic content (honest reviews) and paid advertisements. Some influencers promote products or brands solely for personal gain, without genuine consideration for the product's quality or safety. Many of these influencers are perceived as money-oriented, prioritizing financial incentives over ethical responsibility. As long as they are compensated, they continue to endorse products regardless of whether the products are effective or potentially harmful. This practice poses a serious risk to consumers and may lead to feelings of deception and distrust among customers. This issue arises due to promotional content that is not disclosed transparently, which may lead some customers to feel deceived. Consequently, this can diminish customer trust in the brand or product. Therefore, the author intends to conduct further research on User Generated Content (UGC) and Influencer Marketing to determine which has a greater influence on customer trust on the TikTok.

LITERATURE REVIEW

User Generated Content (UGC)

User Generated Content (UGC) refers to reviews created by customers based on their personal experiences with a brand. Such content is considered trustworthy, as it is produced by individuals who have actually used the product (Putri, 2020). User Generated Content refers to individuals interacting on social media who share

information about a product or brand, where these users act as unpaid promoters without any formal compensation for endorsing the product or brand (Sulthana et al., 2020). UGC plays a significant role in enhancing consumer engagement with brands, influencing their perceptions, and accelerating the decision-making process. Consumers often place greater trust in this type of content compared to traditional advertising (Shetty et al., 2024).

According to Cahyono (2017) as cited in (Putri, 2020), there are several indicators of user-generated content (UGC), including:

1. Individuals tend to trust reviews written or created by customers who have actually purchased products from the brand.
2. Individuals are more likely to believe in reviews because they are based on the real experiences of customers who have bought the product.
3. People are more interested in or impressed by authentic reviews that are directly written based on personal customer experiences.
4. User-generated content can enhance consumer knowledge or insight.

Influencer Marketing

Influencer marketing is a marketing strategy that leverages public figures or influential individuals on social media to promote products or services by utilizing the relationship and trust established between the influencer and their followers to drive purchase interest (Anggraini et al., 2025). Influencer marketing is considered an effective strategy to attract consumers through social media at a lower cost while enhancing brand image more effectively than using top-tier celebrities (Hariyanti, 2020). Influencer marketing utilizes the appeal, charm, and persuasive impact of influencers to promote a particular product, brand, or service to their audience (Patmawati & Miswanto, 2022). Influencers are perceived as trustworthy figures who can strengthen consumer trust in the products, brands, or services they promote. Their ability to reach a wide audience and establish authentic relationships positions them as valuable assets for a brand (Izza et al., 2024).

According to Amalia & Nurlinda, (2022), indicators of influencer marketing, including:

1. Credibility
2. Attractiveness
3. Power.

Customer Trust

According to (Hafidz & Ulfiansih, 2023), *Customer Trust* is defined as an individual's belief in the reliability of a user's statement or a service provider's promise, as well as the assurance that the provider will fulfill its commitments within the context of the relationship between the service provider and the customer. Trust refers to the awareness of a willingness or readiness to rely on a partner or entity involved in an exchange that is believed to be dependable. This willingness reflects the belief that the involved party will consistently demonstrate quality, honesty, and responsibility, thereby fostering a close relationship and a sense of reliability between the parties (Laila et al., 2024). Trust is the foundation of business processes and arises when the parties involved receive assurance, such as through testimonials and honest

reviews, which are grounded in integrity, benevolence, and competence (Silviah & Ali, 2024).

According to Lau and Lee Lau & Lee, (2000), brand trust can be measured through three key factors:

1. Brand Characteristhics
2. Company Characteristic
3. Consumer-Brand Charactheristics.

H1: User-Generated Content (UGC) has a positive influence on customer trust on the social media platform TikTok.

H2: Influencer marketing has a positive influence on customer trust on the social media platform TikTok.

METODOLOGI

This study uses a quantitative method with an associative approach, as it aims to measure the influence of User-Generated Content (UGC) and Influencer Marketing on customer trust on TikTok. This approach was chosen to provide an objective overview through numerical data that can be statistically analyzed. The type of research used is causal-comparative, which seeks to determine the cause-and-effect relationship between the independent variables and the dependent variable.

The population of this study consists of active TikTok users in Indonesia who have been exposed to promotional content in the form of UGC or influencer-created content. The sampling technique used is purposive sampling, with the following criteria: (1) TikTok users, (2) have viewed either UGC or influencer promotional content, and (3) have engaged with the content by liking, commenting, or sharing.

This study uses Cochran's formula to determine the sample size:

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

Explanation:

n: the required sample size

z: the desired confidence level for the sample, set at 95%

p: the estimated proportion of the population with the attribute (assumed to be 50%)

q: the estimated proportion of the population without the attribute (assumed to be 50%)

e: the margin of error or the maximum tolerable error, set at 0.07 or 7%

$$z = 1,96$$

$$p = 0,5$$

$$q = 0,5$$

$$e = 0,7$$

Based on Cochran's formula, a sample size (n) of 196 was obtained, which was then rounded up to 200. Therefore, this study will involve 200 respondents.

RESULT AND DISCUSSION

Validity and Reability Testing

Validity testing is conducted to determine the extent to which a research instrument can accurately measure what it is intended to measure. The validity test technique used is the Pearson Product Moment correlation, by comparing the

calculated r-value (r_h) with the critical r-value from the table (r_t) at a significance level of 5% ($\alpha = 0.05$). If the calculated r-value is greater than the critical r-value, the item is considered valid (Amalia et al., 2022).

Reliability testing is used to measure the consistency of measurement results over time and across items. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.7. The higher the Cronbach's Alpha value, the more consistent the instrument is (Hair & Alamer, 2022).

Table 1. Validity and Reability Testing

Variables	Item	Validity	Reability
User Generated Content	X1.1	0.460	0.712
	X1.2	0.576	
	X1.3	0.487	
	X1.4	0.303	
	X1.5	0.541	
Influencer Marketing	X2.1	0.662	0.849
	X2.2	0.620	
	X2.3	0.682	
	X2.4	0.639	
	X2.5	0.701	
Customer Trust	Y1.1	0.645	0.801
	Y1.2	0.633	
	Y1.3	0.648	
	Y1.4	0.655	
	Y1.5	0.393	

Source: Data Processing Result, 2025

Classical Assumption Test

a) Normality Test

Normality testing was conducted using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residual values. Based on the test results, the asymptotic significance value (Asymp. Sig. 2-tailed) was 0.011. Statistically, this value is less than 0.05, indicating that, if relying solely on the Kolmogorov-Smirnov result, the data is not normally distributed. However, since this approach tends to be sensitive to large sample sizes ($n = 200$), an additional approach using Monte Carlo Significance was employed.

Table 2. Normality Testing**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		200	
Normal Parameters ^{a,b}	Mean	0.0000000	
	Std. Deviation	0.42639272	
Most Extreme Differences	Absolute	0.073	
	Positive	0.037	
	Negative	-0.073	
Test Statistic		0.073	
Asymp. Sig. (2-tailed)		.011 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.185 ^d	
	95% Confidence Interval	Lower Bound	0.131
		Upper Bound	0.239

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 200 sampled tables with starting seed 2000000.

Source: Data Processing Result, 2025

Based on the results of the Kolmogorov-Smirnov normality test, the significance value was obtained ($p = 0.011$). However, the Monte Carlo test result showed a significance value of ($p = 0.185$), which is greater than 0.05, indicating that the residuals are normally distributed. This suggests that the normality assumption in regression analysis is met. In many studies, the Monte Carlo value is prioritized when available, as it provides more accurate results, especially for large datasets.

b) Multicollinearity Test

This test aims to determine whether there is a high correlation among the independent variables. The assessment is conducted by examining the Variance Inflation Factor (VIF) and Tolerance values. If the VIF is less than 5 and the Tolerance is greater than 0.1, the data are considered free from multicollinearity.

Table 3. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.935	0.180		5.201	0.000		
User Generated Content	0.209	0.051	0.207	4.073	0.000	0.803	1.246
Influencer Marketing	0.538	0.042	0.653	12.828	0.000	0.803	1.246

a. Customer Trust

Source: Data Processing Result, 2025

Based on the Tolerance and VIF values, it can be concluded that there is no indication of multicollinearity between the variables User Generated Content and Influencer Marketing in influencing Customer Trust. A Tolerance value greater than 0.10 and a VIF value less than 10 indicate that both independent variables can be used simultaneously in the regression model without disrupting the model's stability, making the regression model suitable for further analysis.

c) Heteroscedasticity Test**Table 4. Heteroscedasticity Test****Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.935	0.18		5.201	0
User Generated Content	0.209	0.051	0.207	4.073	0
Influencer Marketing	0.538	0.042	0.653	12.828	0

a. Dependent Variable: Customer Trust

Source: Data Processing Result, 2025

Based on the results of multiple linear regression analysis, it can be concluded that both User Generated Content (UGC) and Influencer Marketing have a positive and significant effect on Customer Trust. UGC has a coefficient of 0.209 with a significance value of 0.000, while Influencer Marketing has a higher coefficient of 0.538 with a significance value of 0.000. This indicates that both variables enhance customer trust; however, Influencer Marketing exerts a more dominant influence than UGC in shaping customer trust on the social media platform TikTok.

Data Analysis**a) Coefficient Of Determination****Table 5. Coefficient Of Determination****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	0.590	0.586	0.42855

a. Predictors: (Constant), Influencer Marketing, User Generated Content

b. Dependent Variable: Customer Trust

Source: Data Processing Result, 2025

Based on the results of the model summary analysis, the R Square value obtained is 0.590, indicating that 59% of the variation in Customer Trust can be explained by the two independent variables, namely User Generated Content and Influencer Marketing. Meanwhile, the remaining 41% is influenced by other variables or factors that are not included in this regression model. Therefore, this model demonstrates a fairly good explanatory power.

b) Simultan Test (F Test)

Table 6. Simultan Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.052	2	26.026	141.711	.000 ^b
	Residual	36.180	197	0.184		
	Total	88.233	199			

a. Dependent Variable: Customer Trust

b. Predictors: (Constant), Influencer Marketing, User Generated Content

Source: Data Processing Result, 2025

Based on the F-test results, the F-value is 141.711 with a significance level of 0.000. Since the significance value is less than 0.05, it can be concluded that the regression model formed by the variables User Generated Content (X1) and Influencer Marketing (X2) simultaneously has a significant effect on Customer Trust (Y). Therefore, the research hypothesis stating that both independent variables jointly influence the dependent variable is valid and accepted.

c) Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

Coefficients						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
(Constant)	0.935	0.18		5.201	0.000	
User Generated Content	0.209	0.051	0.207	4.073	0.000	
Influencer Marketing	0.538	0.042	0.653	12.828	0.000	

a. Dependent Variable: Customer Trust

Source: Data Processing Result, 2025

Based on Table 4.9, the results of the multiple linear regression analysis are as follows:

$$Y = 0,935 + 0,209 + 0,538$$

The findings indicate that both User Generated Content and Influencer Marketing have a positive and significant effect on Customer Trust. Among the two variables, Influencer Marketing demonstrates a more dominant influence, as evidenced by a higher regression coefficient (B = 0.538) and the largest standardized beta coefficient ($\beta = 0.653$), compared to User Generated Content.

Hypothesis Testing

a) Partial Test (T-Test)

Table 8. T-Test

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	0.935	0.18			5.201	0.000
User Generated Content	0.209	0.051	0.207		4.073	0.000
Influencer Marketing	0.538	0.042	0.653		12.828	0.000

a. Dependent Variable: Customer Trust

Source: Data Processing Result, 2025

Based on the results of the t-test, it is evident that both User Generated Content and Influencer Marketing have a significant effect on Customer Trust. The significance values for both variables are less than 0.05, indicating that the alternative hypotheses are accepted. Among the two variables, Influencer Marketing has the most dominant influence, as indicated by its higher t-value and beta coefficient. Therefore, marketing strategies involving influencers on TikTok are more effective in building customer trust compared to content generated by regular users.

Discussion

1. The Influence of User Generated Content (X1) on Customer Trust (Y)

The results of the partial test (t-test) indicate that User Generated Content (UGC) has a positive and significant influence on Customer Trust, with a significance value of less than 0.05 and a regression coefficient of 0.209. This means that every one-unit increase in the UGC variable leads to an increase of 0.209 units in customer trust. These findings suggest that UGC serves as a form of promotion perceived by consumers as more authentic, as it is derived from the real experiences of other users. UGC in the form of product reviews, video testimonials, and user-shared tutorials on TikTok contributes to a positive perception because it is not created within a direct commercial context. This fosters a strong sense of trust in the product or brand, as the information is delivered by individuals regarded as fellow consumers.

2. The Influence of User Generated Content on Customer Trust

Based on the results of regression analysis and t-test, Influencer Marketing has a greater and more significant impact on Customer Trust, with a regression coefficient value of 0.538 and a standardized beta value of 0.653. This indicates that Influencer Marketing is the most dominant factor influencing customer trust compared to User Generated Content (UGC). This phenomenon can be explained by the characteristics of influencers who possess credibility, personal appeal, and emotional closeness with their followers. Influencers who are trusted by their audiences have the power to influence consumer opinions and behavior. When an influencer recommends a product, their followers are more likely to trust the recommendation as a genuine endorsement, especially if the influencer is known to embody values or a lifestyle that aligns with the promoted product.

CONCLUSION

User Generated Content (X1) has a positive and significant effect on Customer Trust (Y) on the TikTok social media platform. Organically created content, such as reviews, testimonials, and personal experiences, has been proven to enhance trust due to its perceived authenticity and honesty. Although UGC has a positive influence, its strength remains lower than that of Influencer Marketing (X2). This indicates that while UGC plays an important role, it is not the most dominant factor in shaping customer trust in this study. On the other hand, Influencer Marketing (X2) also exerts a positive and significant influence on Customer Trust (Y). The credibility, attractiveness, and emotional connection between influencers and their audience are key elements in fostering customer confidence in the promoted products. The dominance of Influencer Marketing (X2) further reflects a shift in marketing communication strategies on social media, where public figures play a significant role in building brand trust. Simultaneously, both variables (UGC and Influencer Marketing) significantly influence Customer Trust, with the model explaining 59% of the variance in the dependent variable. This demonstrates that the combination of these two marketing strategies is quite effective in fostering consumer trust on TikTok.

References :

- Amalia, R. N., Dianingati, R. S., & Annisaa, E. (2022). *Pengaruh jumlah responden terhadap hasil uji validitas dan reliabilitas kuesioner pengetahuan dan perilaku swamedikasi*. 9–15.
- Anggraini, F., Ahmadi, M. A., & Surakarta, U. M. (2025). *Pengaruh Influencer Marketing terhadap Keputusan Pembelian Produk Kecantikan di Kalangan Generasi Z : Literature Review*. 3.
- Bahari, A. O., & Widagdo, D. (2025). *Influencer Marketing Effectiveness : Analyzing Consumer Trust And Purchase Intentions On Social Media Efektivitas Pemasaran Influencer : Menganalisis Kepercayaan Konsumen Dan Niat Pembelian Di Media Sosial*. 6(3), 2852–2858.
- Chen, Y. (2023). *Influencer Marketing*. 2310–2320. <https://doi.org/10.4236/ojbm.2023.115127>
- Hafidz, G. P., & Ulfiansih, R. M. (2023). *JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi) PENGARUH KUALITAS LAYANAN, CITRA MEREK, KEPERCAYAAN PELANGGAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PRODUK HERBALIFE*. 7(1), 253–274.
- Hair, J., & Alamer, A. (2022). *Research Methods in Applied Linguistics Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research : Guidelines using an applied example*. 1(July), 1–16.
- Hardianawati. (2022). *Marketing Strategy Through Celebrity Endorsements and Influencer Marketing Strategi Marketing Melalui Celebrity Endorsement dan Influencer Marketing*. 2(2), 865–876. <https://www.neliti.com/publications/474793/strategi-marketing-melalui-celebrity-endorsement-dan-influencer-marketing>
- Hariyanti, N. T. (2020). *PENGARUH INFLUENCER MARKETING SEBAGAI STRATEGI PEMASARAN DIGITAL ERA MODEREN (SEBUAH STUDI LITERATUR) STRATEGI PEMASARAN DIGITAL ERA MODEREN*. March.
- Hidayanto, A. N., Herbowo, A., & Sucahyo, Y. G. (2014). *Determinant of Customer Trust on E-Commerce and Its Impact to Purchase and Word of Mouth Intention : A Case of Indonesia DETERMINANT OF CUSTOMER TRUST ON E-COMMERCE AND ITS IMPACT TO PURCHASE AND WORD OF MOUTH INTENTION : A CASE OF INDONESIA*. April 2015. <https://doi.org/10.3844/jcssp.2014.2395.2407>
- Izza, A. M., Ardiansyah, M. N., Barkah, F., & Romdonny, J. (2024). *SYNERGISTIC EFFECTS OF CONTENT MARKETING AND INFLUENCERS MARKETING ON THE FORMATION OF BRAND AWARENESS AND PURCHASE INTEREST OF TIKTOK SHOP USERS (CIREBON CITY CASE STUDY)*. 04(05), 1339–1347.

- Jevons, C., & Bonhomme, J. (2012). *Memo to Marketers : Quantitative Evidence for Change How User-Generated Content Really Affects Brands*. 53–64. <https://doi.org/10.2501/JAR-52-1-053-064>
- Laila, T. N., Putra, D., & Aisah, S. (2024). *Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan Herbalife di Healthy Glow Skin*. 13(02), 97–101.
- Lau, G. T., & Lee, S. H. (2000). *Consumers ' Trust in a Brand and the Link to Brand Loyalty*. 370(1999), 341–370.
- Mohammed, A., & Ilkan, M. (2016). *Journal of Destination Marketing & Management Impact of online WOM on destination trust and intention to travel: A medical tourism perspective*. *Journal of Destination Marketing & Management*, 1–10. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Niu, Y. (2025). *The Impact of User-Generated Content on Consumer Trust and Brand Loyalty*. 0, 141–146. <https://doi.org/10.54254/2754-1169/161/2025.19906>
- Patmawati, D., & Miswanto, M. (2022). *The Effect of Social Media Influencers on Purchase Intention : The Role of Brand Awareness as a Mediator*. 1(2), 170–183.
- Putri, V. J. (2020). *PENGARUH USER-GENERATED CONTENT (UGC) DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN DAPUR MBOK SARMINAH*. 5(April).
- Shetty, N. K., Mallikarjuna, Y., & Hiremath, Y. (2024). *The Power of User-Generated Content : Elevating Consumers ' Brand Perception , Purchase , and Post-Purchase Behavior in the Food and Beverage Industry* *The Power of User-Generated Content : Elevating Consumers ' Brand Perception , Purchase , and Post-Purchase Behavior in the Food and Beverage Industry*. December, 2024–2039. <https://doi.org/10.52783/eel.v14i4.2346>
- Silviah, R., & Ali, H. (2024). *Pengaruh Celebrity Endorsement , Online Customer Review , dan Minat Pembelian Ulang Terhadap Kepercayaan Konsumen Pada Skincare Scarlett Whitening di Online Shop Tiktok*. 3(1), 75–86.
- Sulthana, A. N., Studies, A., & Shanmugam, V. (2020). *Influence of User-Generated Content on Promotion of Business* *Influence of User-Generated Content on Promotion of Business*. May. <https://doi.org/10.14419/ijet.v7i4.39.26763>. CITATIONS
- Tarbiyah, F., Kudus, I., & Rahmawati, S. D. (2021). *NCOINS : National Conference Of Islamic Natural Science (2021) PENGARUH MEDIA SOSIAL SEORANG INFLUENCER DALAM MENINGKATKAN PENJUALAN MELALUI E-COMMERCE*. 281–294.
- Wisianto, R., & Keni, K. (2023). *Pengaruh konten buatan pengguna (ugc) dan konten buatan perusahaan (fgc) terhadap loyalitas merek smartphone di indonesia dengan kepercayaan merek sebagai variabel mediasi*. 18(1), 21–34.