

THE INFLUENCE OF USER-GENERATED CONTENT ON BRAND EQUITY AND PURCHASE INTENTION OF THE LAFIYE BRAND AMONG GENERATION Z

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ABSTRACT

The rise of Muslim fashion has prompted local brands to innovate in terms of design and marketing in order to meet the diverse preferences of consumers. User-generated content is a marketing strategy that aims to increase credibility and consumer trust through content created by users. This study aims to determine the effect of user-generated content on brand equity and purchase intention of the Lafiye brand among Generation Z women in the Greater Jakarta area. The research uses a quantitative approach by distributing questionnaires from May to June 2025 in a hybrid manner. The sample in this study consisted of 130 respondents determined using purposive sampling techniques. The data was then analyzed using validity tests, reliability tests, descriptive analysis, and SEM-PLS using Microsoft Excel 2010, SPSS 26, and SmartPLS 4.0 software. The results showed that user-generated content had a positive and significant effect on brand equity and user-generated content had a positive and significant effect on purchase intention. Content that contains positive values and provides benefits to consumers is highly recommended to strengthen brand equity and increase purchase intention.

Keywords: Brand Equity, Lafiye, Purchase Intention, User Generated Content

INTRODUCTION

Indonesia is known as the country with the largest Muslim population in the world, where the majority of the population adheres to Islam. (Sultan, 2023). The dominance of Muslims in the national demographic structure can be seen from data showing that around 87.08% of Indonesia's total population of 245.97 million are Muslims (Databooks, 2024), which provides great opportunities for the development of various halal sectors (Mahmud et al., 2020). The halal industry is often associated only with food and beverages. In fact, the concept of halal has a broad scope and exists in various fields such as cosmetics, tourism, pharmaceuticals, and fashion (Putri & Hendratami, 2022). In the context of "halal fashion," fashion products are designed to comply with Islamic law, which prohibits the use of transparent materials and clothing that reveals the curves of the body (Saputri, 2020).

People often equate the term fashion with clothing or apparel alone. However, conceptually, fashion can represent trends that develop in society at a given time (Asmita & Erianjoni, 2019). In recent years, the fashion industry in Indonesia has experienced significant growth. Based on market projections, the fashion sector's revenue is estimated to reach US\$8.75 billion in 2025 and will increase to US\$9.51 billion in 2029 (Statista, 2025). With a predominantly Muslim population, Muslim fashion trends have become mainstream in the national fashion industry. Based on a report from the Global Islamic Economy Indicator Score, Indonesia ranks third as the country with the best modest fashion industry in the world, after Turkey and Malaysia (Shafiq, 2024). This is supported by the consumption level of Muslim clothing in Indonesia, which reaches IDR 286.9 trillion with an annual growth rate of 18.2% (Widhiyanto, 2022).

The growth of the Muslim fashion industry has encouraged local brands to continue innovating in terms of both design and marketing strategies. With the development of technology, the use of social media has become a very important strategy in reaching consumers, especially the younger generation (Putri & Hendratami, 2022). With social media users in Indonesia reaching 50.2% of the total population, digital platforms have

become a strategic medium for promotion, interaction, and brand community building (Hootsuite, 2025).

One local Muslim fashion brand that has successfully utilized social media is Lafiye, founded by content creator Sashfir in 2017. Initially, Lafiye focused solely on hijab products. Then in 2020, Lafiye expanded its product line into three categories: hijabs, clothing, and accessories. Lafiye's popularity can be seen from its number of followers, which reached 304,000 on Instagram and 116,000 on TikTok as of April 2025. Lafiye's branding strategy on TikTok has proven effective in building engagement with consumers (Tsaqifah & Rahmawati, 2023). However, a brand's appeal does not only come from official promotions carried out by the brand, but also from the experiences of other consumers who share voluntarily because they are considered more objective and trustworthy (Welsa et al., 2022). Consumer experiences created in the form of content as a form of participation in providing feedback on a product are known as user-generated content (Jesselyn & Sari, 2024). The user-generated content strategy is one of the most effective approaches, especially for brands that are still in the development stage, because it can reduce marketing costs and provide a high return on investment (Wang, 2024).

Lafiye, as a brand that is still in its development stage, utilizes user-generated content as an effective and cost-efficient marketing strategy to build consumer trust and increase brand awareness. As a form of user-generated content, when users voluntarily mention Lafiye, it expands the audience reach without additional advertising costs. During the period from February 14 to March 15, 2024, Lafiye was mentioned 231 times, reaching an audience of 2.2 million users, mostly through user-generated content (Latifa, 2024). This is supported by a report from Stackla (2021) that 79% of consumers consider user-generated content to greatly influence their decisions, even 9.8 times more powerful than influencer content (Bump, 2021). In addition, research by Sari (2023) shows that user-generated content contributes to purchase intent, with an influence of 25.2%.

The development of user-generated content marketing strategies is receiving significant attention from various generations, especially Generation Z. Generation Z, or Gen Z, is known as an age group that is very familiar with technology and actively uses social media (Ramadhani & Khoirunisa, 2025). Gen Z is not only quick to absorb information, but also highly considers authentic content in forming opinions. Figure 1 shows that there are several activities carried out by Generation Z when filling their free time.

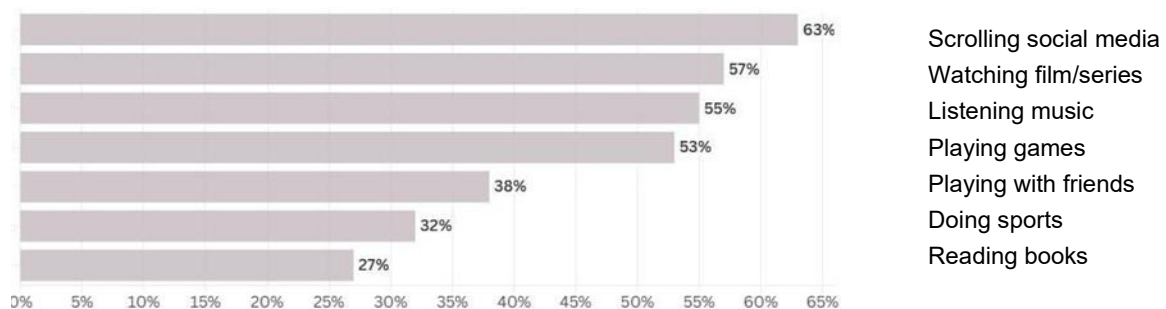


Figure 1. Gen Z activities in their free time
Source: Goodstat (2025)

Figure 1 shows that 63% of Gen Z spend their free time scrolling through social media, making it their main activity compared to watching movies or listening to music. Given this situation, a user-generated content approach is considered very appropriate for reaching and influencing Gen Z, as they are more likely to trust content that comes from fellow users than direct brand promotions.

Given these conditions, Lafiye, as a Muslim fashion brand that is still in its development stage, has a great opportunity to strengthen its position in the market by optimally utilizing user-generated content strategies. Therefore, understanding the influence of user-generated content on brand equity and purchase intention is important to explore. There are three main objectives in this study. First, to identify the characteristics of consumers who are interested in the Lafiye brand. Second, to analyze the influence of user-generated content on the brand equity of the Lafiye brand. Third, to analyze the influence of user-generated content on the purchase intention of the Lafiye brand.

LITERATURE REVIEW

User Generated Content

Content is any form of information uploaded through social media in the form of images or videos with the aim of reaching and expanding information (Nafsyah et al., 2022). Currently, content in digital marketing is not only produced by brands or business owners. Consumers also play an active role in creating and disseminating content related to the products or services they use. Content uploaded by users is known as user generated content (UGC), which is content in the form of reviews or personal experiences shared by internet users through social media after using a product or service. UGC serves as a source of information for other consumers in search of product and service information (Halim & Candraningrum, 2021). This content serves as an additional source of information that can influence other consumers' considerations before making a purchase decision (Anisa & Marlana, 2022).

UGC can be used as a form of customer-to-business communication, where consumers generate content related to products, which then becomes information for business owners (Hern & Kahle, 2013). In addition, UGC also functions as customer-to-customer content, where UGC is created by users to share their experiences and knowledge about a product, which is then shared with other users (Nisrina, 2021). UGC that contains personal experiences and testimonials from users about using a product is considered more objective and neutral than company content. This makes UGC capable of increasing public trust in a product because the reviews are original and based on the direct experiences of other users (Hayat et al., 2024). Thus, the use of UGC not only strengthens the relationship between brands and customers, but also adds value to a company's marketing strategy. Currently, UGC can be found on various social media platforms, such as Instagram, Twitter, and the currently popular TikTok (Nisrina, 2021).

Brand Equity

Brand equity is a marketing asset that plays a role in strengthening the relationship between companies and consumers and maintaining long-term purchase loyalty. A brand is an identity in the form of a name, term, symbol, design, or a combination of these elements that is used as a distinctive feature and to differentiate the product or service from its competitors (Kotler & Keller, 2016). This makes brand equity one of the strategies to win market competition through brand competition, because marketing activities do not only focus on products, but also on how brands can be easily remembered by consumers, thereby forming a positive perception of the product (Pradipta et al., 2016).

Through social media marketing, companies are able to develop components of brand equity, such as increasing brand awareness in the market and forming a positive image of the products offered (Angkie & Tanoto, 2019). When consumers continue to choose a brand even though there are competitors offering superior products, such as lower prices or ease of use, this indicates high brand equity (Alinegoro et al., 2014). This is supported by Aaker's (2018) statement explaining that brand equity is a set of assets and liabilities owned by a brand that can increase or decrease the value of a product. Brand equity has four dimensions, namely brand awareness, brand associations, perceived quality, and brand loyalty (Aaker, 2018).

Brand awareness, Brand awareness is the ability of consumers to recognize or remember a brand in various contexts or situations, reflecting the level of brand awareness they have (Aaker, 2018). The higher this level of awareness, the more likely the brand will be included in consumers' list of considerations when making purchasing decisions.

Perceived quality, Perceived quality refers to consumers' assessment of the overall quality or superiority of a product or service, based on their expectations and personal experiences (Aaker, 2018). This perception does not solely depend on technical specifications, but rather on the extent to which the product is able to meet consumer expectations compared to other alternatives on the market.

Brand associations, Brand associations are a set of memories, views, and images that automatically come to mind when consumers think of a brand. Brand associations can be reflected in symbols, lifestyle images, quality perceptions, or other characteristics associated with the brand, which are formed through personal experience, advertising exposure, and social interaction (Kotler & Keller, 2016).

Brand loyalty, Brand loyalty is the loyalty of consumers to choose and use a brand repeatedly over time. When loyalty levels are high, this reflects a sense of trust and a strong bond between consumers and the brand (Lisa et al., 2020). This kind of loyalty not only strengthens the brand's position in the market, but also contributes to the stability of the company's long-term revenue.

Purchase Intention

The desire or intention to make a purchase plays a crucial role in influencing consumer consumption levels, which ultimately impacts the growth and development of a company (Selly & Purba, 2020). Purchase intention is consumer behavior in the form of a reaction to an object that can trigger the urge to make a purchase (Kotler and Keller 2016). According to Masato & Sopiah (2021), purchase intention is an internal drive from consumers to plan purchases of a product, take action, and provide recommendations. Purchase intention reflects consumers' plans to buy a certain amount of a product, tailored to their needs and scheduled within a certain period of time. This shows that purchase intention is not just a momentary interest, but a form of initial commitment from consumers to a product.

In general, at the purchase intention stage, consumers will make an assessment before making a purchase decision. This process will generate interest in buying, where consumers do not immediately make a transaction but consider various aspects such as store selection, time of purchase, and other supporting factors (Semuel & Setiawan, 2018). Purchase intention can determine the extent to which a consumer is likely to make a purchase of a product. The purchase intention stage does not appear suddenly but is formed through several underlying factors. The factors behind the creation of purchase intention can be perceptions of product quality, brand image, consumer trust in a brand, and other external factors. When a consumer has the intention to buy a product, it can be a measure of the success of the marketing strategy implemented by a company. Therefore, companies pay attention to this in order to understand and design approaches that can attract consumers and strengthen their position in the market. According to Rahman et al. (2012), purchase intention can be identified through several factors, namely the extent to which consumers are willing to make a purchase, the existence of a desire among consumers to buy the product in the future, and the tendency of consumers to repurchase the same product.

Generation Z

A generation is a group of individuals who are shaped and influenced by events and cultural phenomena that occur and are experienced during a certain period of their lives (Octavia & Sari, 2024). Each generation has different characteristics, values, behaviors, and perspectives. These are formed in response to the economic, technological, and

social conditions experienced. Understanding the characteristics of each generation is important in social and marketing research, because differences in mindset and behavior between generations can influence consumer preferences, communication patterns, and responses to marketing strategies implemented by companies. Generational classification based on year of birth is an attempt to group individuals into specific categories according to their period of birth. Based on research, there are generational classifications based on year of birth as presented in Table 1.

Table 1. Generation Classification

Year of Birth	Name of the Generation
1946 – 1964	<i>Baby boom generation</i>
1965 – 1980	<i>X generation</i>
1981 – 1994	<i>Millennials</i>
1995 – 2010	<i>Z generation</i>
2011 – 2025	<i>Alfa generation</i>

Source: Akbar *et al.* (2022)

Based on Table 1, it is known that Generation Z was born between 1995 and 2010, so it can be concluded that Generation Z is between 15 and 30 years old. Generation Z is known as the iGeneration, as this generation grew up alongside the development of the internet. This makes Generation Z fluent in using technology and capable of multitasking, which distinguishes them from previous generations (Octavia & Sari, 2024). According to Nisa *et al.* (2020), Generation Z has the following traits or characteristics: 1) Phigital, meaning that Generation Z is accustomed to living in two worlds at once, namely the digital world and the real world; 2) Hyper-custom, this trait reflects Generation Z's freedom to express themselves according to their feelings and preferences; 3) Realistic, where Generation Z does not just daydream but also considers the actual situation; 4) FOMO (Fear of Missing Out), this trait makes Generation Z tend to always want to keep up with developments around them and feel afraid of being left behind by trends; 5) DIY (Do It Yourself), which shows Generation Z's ability to do various things using technology; 6) Driven, which is a competitive character that encourages continuous development and achievement of goals.

HYPOTHESES

This study proposes a hypothesis to explain the relationship and influence between independent variables and dependent variables. In this study, user-generated content acts as an independent variable that is analyzed for its influence on two dependent variables, namely brand equity and purchase intention.

The influence of user-generated content on brand equity.

User-generated content (UGC) has become an important element in marketing strategies in today's digital era. UGC created in the form of content such as reviews, testimonials, and posts on social media indicates that consumers help increase brand equity indirectly. The higher the consumer participation in creating, sharing, or communicating content, the higher the brand equity based on consumer perceptions and experiences (Triono *et al.*, 2021). According to Aqila & Revinzky (2024), UGC is considered to have a positive and significant effect on brand equity, which ultimately shapes consumers' purchase intentions towards food brands because UGC is considered more authentic and honest by consumers compared to content created by brands.

The quality of interaction with content affects credibility, which in turn affects consumer perception. In this case, if the content created by users contains negative or irrelevant information, it has the potential to damage the brand image in the eyes of consumers (Geng & Chen, 2021). Negative perceptions formed as a result of content can reduce consumer trust, damage brand reputation, affect consumer loyalty, and influence overall purchasing decisions. Given that the digital era will make the dissemination of information

very fast, the influence of negative content can spread in a short time and be difficult to control. Therefore, considering the role of UGC in shaping brand perception, the first hypothesis is formulated as follows. H1: User-generated content has a positive and significant effect on brand equity.

The influence of user-generated content on purchase intention.

Purchase intention is the initial tendency of consumers in the decision-making process before making a transaction. At this stage, consumers will be influenced by factors such as perceptions of digital content, quality, price, and interactions on social media (Kaihatu, 2020). Research conducted by Halim & Candraningrum (2021) found that user-generated content (UGC) or content created by users is an indication of changes in consumer perceptions of a product, which ultimately has a positive effect on purchase intention for a product. Through content created voluntarily by users, other consumers can obtain more authentic and reliable information. UGC can indirectly foster a sense of engagement between consumers and brands, thereby forming positive perceptions through UGC and consumers will tend to have the intention to purchase a product.

Consumers who view content created by fellow users that is considered useful and trustworthy can strengthen their motivation to make a purchase. When consumers feel that the content is relevant and trustworthy, it indirectly strengthens their motivation and confidence to purchase a product. This confirms that the quality and credibility of user-generated content are factors that influence consumer purchase intention through social media. UGC will shape consumer perceptions and increase consumer confidence in a promoted product (Zakaria et al., 2024). Thus, based on these sources, the second hypothesis is formulated as follows. H2: User-generated content has a positive and significant effect on purchase intention.

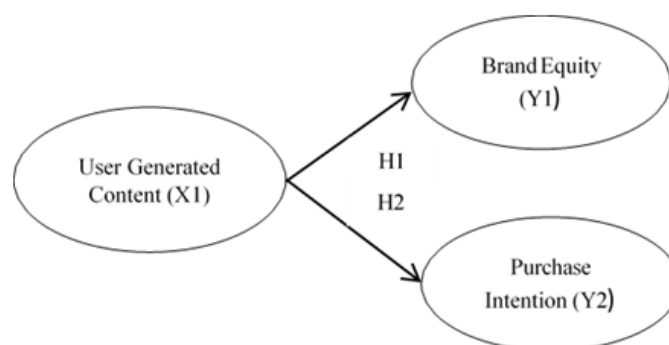


Figure 2. Research Hypotheses
Source: Author Analysis (2025)

METHODS

This research was conducted using a quantitative approach. Data collection was carried out through the distribution of a hybrid questionnaire using Google Forms. The questionnaire was distributed via social media and in the Greater Jakarta area to Generation Z respondents. Data collection took place from May to June 2025. The data consisted of primary and secondary data. Primary data was obtained directly from the questionnaire, while secondary data was collected from sources such as journals, articles, books, theses, and other relevant literature discussing related topics. The sampling technique used was non-probability sampling with a purposive sampling approach, which is a method of selecting samples based on criteria determined by the researcher. The sample size was determined based on Hair et al.'s (2019) calculation by multiplying the number of indicators by a minimum of five respondents per indicator. In this study, there were 26 indicators representing three variables, namely user-generated

content, brand equity, and purchase intention. Thus, the minimum sample size required in this study was 130 respondents.

The data analysis methods used in this study were validity testing, reliability testing, descriptive analysis, and Structural Equation Modeling analysis using the Partial Least Square approach (SEM-PLS). Validity testing was conducted to test the validity of an instrument in obtaining the required data. The instrument in the study is considered valid if calculated $r > r_{\text{table}}$, with r_{table} equal to 0.361. Meanwhile, the reliability test is a method that shows whether an indicator in the questionnaire is reliable (Abubakar, 2021). An instrument is considered reliable if Cronbach's Alpha ≥ 0.60 . Validity and reliability tests were analyzed using Microsoft Excel 10 and SPSS ver26 software. Furthermore, descriptive analysis was conducted to determine respondents' perceptions of the three variables. Respondents' answers were then categorized into five categories based on a 1-5 Likert scale. The five categories are very low (1–1.80), low (1.81–2.60), moderate (2.61–3.40), high (3.41–4.20), and very high (4.21–5.00). Descriptive analysis was performed using Microsoft Excel 10 software. Then, SEM analysis with the PLS approach was performed to see the cause-and-effect relationship between the independent and dependent variables (Abdullah, 2015). SEM-PLS analysis was performed using SmartPLS 4.0 software.

RESULTS

The respondents in this study numbered 130 women of Generation Z who were familiar with Lafiye products, had seen content created by other users about the Lafiye brand on the TikTok platform, and resided in the Greater Jakarta area. The majority of respondents were aged 21-25 years (65.38%) and unmarried (83.03%). Based on research by Hakim et al. (2023), Muslim women aged 21-25 who are unmarried tend to be more dominant in terms of purchasing Muslim clothing. The majority of respondents reside in Jakarta (33.08%), which was calculated using quota sampling to prevent any region from dominating. Most respondents have completed high school/equivalent education (67.69%), so the majority of respondents in this study are college students/students (71.54%). The majority of respondents had a monthly income of IDR 1,000,000 - IDR 3,000,000 (47.69%), with monthly fashion expenses of IDR 100,000 - IDR 250,000 (42.31%). This level of income and expenditure can be considered lower-middle class, given that most of the income still depends on their parents' finances due to the employment status of the majority of the respondents, who are still students. In using the social media platform TikTok, the majority of respondents access the platform for more than 3 hours (49.92%). This is supported by data from Databooks (2024), which states that the average Indonesian uses social media for 3 hours and 11 minutes per day. Furthermore, the majority of respondents recognize Lafiye as a hijab brand (86.15%).

Descriptive Analysis Results

Based on the descriptive analysis results, it is known that the three variables in this study are in the high to very high category. The user-generated content variable obtained an average score of 4.082, which is categorized as high. This shows that respondents are actively involved in creating, sharing, and trusting content related to the Lafiye brand. This reflects a positive level of consumer participation and trust in the brand. Similarly, the brand equity variable has an average of 4.160 and is also in the high category, indicating that the Lafiye brand has a strong image in the eyes of consumers, including brand awareness, quality perception, positive associations, and good loyalty. Meanwhile, the purchase intention variable obtained the highest average of 4.213 and was in the very high category, indicating that consumers, especially Generation Z, have a strong intention to buy products from the Lafiye brand. This reflects interest, confidence, and a positive tendency to make purchases in the future. Details related to the descriptive analysis results are presented in Table 2.

Table 2. Descriptive analysis results

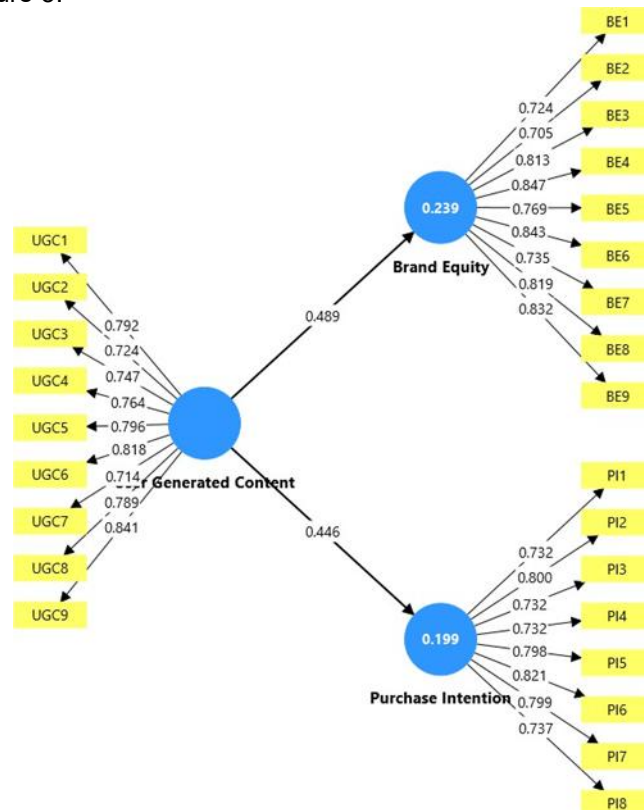
Variables	Average	Categories
User Generated Content	4.082	High
Brand Equity	4.160	High
Purchase Intention	4.213	Very high

Source: Primary Data, Processed Data (2025)

SEM-PLS Results

Measurement Model Evaluation (Outer Model)

The measurement model (outer model) was evaluated to assess its validity and reliability and to determine the extent to which the indicators were able to represent the latent variables being measured. According to Hair et al. (2022), the evaluation of the measurement model consists of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The results of the outer loading values are presented in Figure 3.


Figure 3. Outer Loading Values

Indicator reliability is measured based on the calculation of outer loading values obtained through calculations using the PLS algorithm. An indicator can be considered reliable if it has an outer loading value > 0.70 . In this study, it was found that all indicators had outer loading values > 0.70 , so all indicators can be considered to meet the requirements. Next, internal consistency reliability was determined by referring to Cronbach's alpha, composite reliability (ρ_a), and composite reliability (ρ_c) values, with an acceptable value of > 0.70 . All indicators in this study had Cronbach's alpha, composite reliability (ρ_a), and composite reliability (ρ_c) values > 0.70 , meaning that all indicators in this study were related to each other. The results of the Cronbach's alpha, composite reliability (ρ_a), and composite reliability (ρ_c) calculations can be seen in Table 3.

Table 3. Value of cronbach's alpha, Rho_a, and Rho_c

Variables	Cronbach's alpha	Rho_a	Rho_c
User Generated Content (UGC)	0.918	0.923	0.932
Brand Equity (BE)	0.924	0.936	0.937
Purchase Intention (PI)	0.902	0.910	0.921

Source: Primary Data, Processed Data (2025)

Convergent validity was conducted to measure the convergent validity of each research indicator by referring to the average variance extracted (AVE) value. An acceptable value for validity is > 0.5 . The analysis results show that all research indicators have a value > 0.5 , indicating that 50% of the variance can be explained by the relevant construct. The results of the average variance extracted (AVE) calculation can be seen in Table 4.

Table 4. Value of Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
User Generated Content	0.604
Brand Equity	0.623
Purchase Intention	0.592

Source: Primary Data, Processed Data (2025)

Discriminant validity will be conducted by referring to the cross loading and Fornell-Larcker values in each research indicator. At this stage, indicators will be tested to measure the extent to which an indicator has different characteristics compared to other indicators. The cross-loading results in this study can be said to meet the criteria where the correlation value between the indicator and the indicator itself (main diagonal) is greater than the correlation value between the indicator and other indicators (other diagonals). The results of the Fornell-Larcker test in this study are considered to meet the criteria because they show that the AVE square root value for each dimension is greater than the correlation value between that dimension and other dimensions. The results of the Fornell-Larcker test are presented in Table 5.

Table 5. Value of Fornell-Larcker

Variables	Brand Equity	Purchase Intention	User Generated Content
Brand Equity	0,789		
Purchase Intention	0,623	0,770	
User Generated Content	0,489	0,446	0,777

Source: Primary Data, Processed Data (2025)

Structural Model Evaluation (Inner Model)

The structural model (inner model) was evaluated to test the relationship between variables. Structural model analysis includes measuring collinearity, R-Square, and evaluating significance and relevance. Collinearity testing was conducted to ensure that the measurement indicators did not have a negative impact on the measurement. In this case, the test is carried out with a VIF value of < 5 , and it would be better if the value is < 3 . The VIF in this study is in accordance with the established standard (< 3). This means that each variable does not cause problems in measurement because it has a low VIF. The VIF values in this study are presented in Table 6.

Table 6. Value of VIF Variables

	VIF
User Generated Content -> Brand Equity User	1.000
Generated Content -> Purchase Intention	1.000

Source: Primary data, processed data (2025)

The R-Square value indicates how much the independent variable can explain the dependent variable. In this study, the R-Square value for the brand equity variable is 0.239 and the R-Square for purchase intention is 0.199. This means that the user-generated content variable can explain 23.9% of brand equity, while 76.1% is explained by other factors not examined in this study. Furthermore, user-generated content explains 19.9% of purchase intention, while 80.9% is explained by other factors not examined in this study. Details of the R-Square in this study are presented in Table 7.

Table 7. Value of R-Square

	<i>R-Square</i>
Brand Equity	0.,239
Purchase Intention	0.199

Source: Primary Data, Processed Data (2025)

Significance and relevance were evaluated using the bootstrapping method to examine direct relationships and confirm whether hypotheses were accepted or rejected. The measurements used in this analysis were path coefficient values, t-statistics, and p-values. Path coefficient values closer to 1 indicate stronger relationships, while values closer to -1 indicate weaker relationships. With a significance level of 5%, the relationship is considered significant if it has a p-value < 0.05. Furthermore, to confirm whether the hypothesis is accepted or not, the t-statistic value must be > 1.96. The significance and relevance values in this study are presented in Table 8.

Table 8. Significance and Relevance Values

Hypotheses		Original Sample	T Statistic	P Value	Results
User Generated Content → Brand Equity	H1	0.489	4.257	0.00	Accepted
User Generated Content → Purchase Intention	H2	0.446	3.813	0.00	Accepted

Source: Primary Data, Processed Data (2025)

User-generated content has a positive and significant effect on brand equity.

Based on the significance and relevance data between variables, it is known that the user-generated content variable has a positive and significant effect on brand equity with a coefficient value of 0.489 and is supported by a t-statistic → 4.257 > 1.96 and a p-value → 0.00 < 0.05. This is supported by research by Aqila & Revinzky (2024), which found that user-generated content is considered to have a positive and significant effect on brand equity because it is considered more authentic and honest by consumers than content created by brands.

User-generated content has a positive and significant effect on purchase intention

Based on the significance and relevance data between variables, it is known that the user-generated content variable has a positive and significant effect on purchase intention with a coefficient value of 0.446, supported by a t-statistic → 3.813 > 1.96 and a p-value → 0.00 < 0.05. This is supported by research conducted by Halim & Candraningrum (2021), which found that user-generated content is an indication of changes in consumer perceptions of a product, which ultimately has a positive effect on purchase intention for a product.

CONCLUSION

Interest in the Lafiye brand is dominated by consumers from Generation Z who are aged 21-25, unmarried, and still students. Most of them live in Jakarta and have completed high school or equivalent education, with a monthly income of IDR 1,000,000 - IDR 3,000,000 and fashion expenses of IDR 100,000 - IDR 250,000 per month. User-generated content has a positive and significant impact on Lafiye's brand equity, with a contribution of 23%. This shows that the more useful user-generated content is, the higher the awareness, association, perceived quality, and loyalty to the Lafiye brand. User-generated content has been proven to have a positive and significant effect on purchase intention, with a contribution of 19%. This shows that user-generated content can encourage consumer purchase intention, especially among Generation Z.

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