

**THE INFLUENCE OF EMPLOYEE-GENERATED CONTENT ON
CONSUMER PERCEPTIONS OF BRAND AUTHENTICITY**

UNDERGRADUATE THESIS



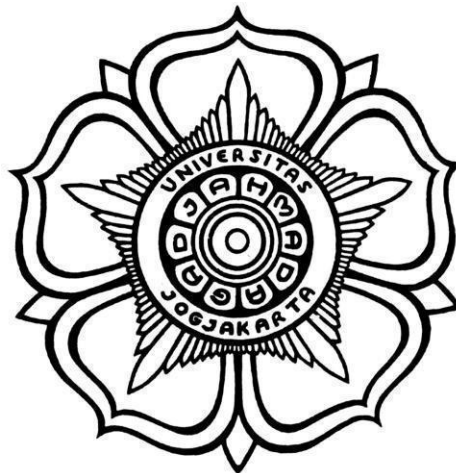
FARAH NASHITA ZAHRA
22/492368/PS/22971

**UNDERGRADUATE PROGRAM
FACULTY OF PSYCHOLOGY
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2026**

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CONSUMER PERCEPTIONS OF BRAND AUTHENTICITY**

UNDERGRADUATE THESIS

Submitted to Faculty of Psychology
Universitas Gadjah Mada
in Partial Fulfilment of the Requirements
for the Degree of Bachelor in Psychology



FARAH NASHITA ZAHRA
22/492368/PS/22971

**UNDERGRADUATE PROGRAM
FACULTY OF PSYCHOLOGY
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ENDORSEMENT PAGE

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PERCEPTIONS OF BRAND AUTHENTICITY

By:

Farah Nashita Zahra
22/492368/PS/22971

As undergraduate thesis submitted in partial fulfillment of the
requirements for the degree of Bachelor in Psychology, and it has
been defended in front of Undergraduate Thesis Examination Board of
Faculty of Psychology Universitas Gadjah Mada

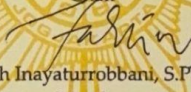
Date 19 February 2026

Undergraduate Thesis Examination Board



Rahmat Hidayat, S.Psi., M.Sc., Ph.D.

Chair



Fakhirah Inayatullobbani, S.Psi., M.A

Member



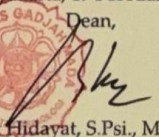
Acintya Ratna Priwati, S.Psi., M.A., Dr.

Member

This undergraduate thesis has been accepted in partial fulfillment of the
requirements for the degree of Bachelor in Psychology

Yogyakarta, 19 February 2026

Dean,



Rahmat Hidayat, S.Psi., M.Sc., Ph.D.