

ABSTRACT

The digital marketing environment has changed the purchase decision perspective of the consumers. In recent days, consumers are searching for honest and reliable information to help them with purchase intention. Millennials are a generation that spends most of their time online and concentrates on social media, among other media types. The millennial generation can be said as a "technology savvy," which shows their dependence on technology and is known to use technology for many decisions that affect them, including purchasing intention. This Millennials will search for product information and adjust to their needs and interests before buying the product.

This dissertation aimed to investigate the influence of user-generated content (UGC) on consumer purchase intention among Millenials living in Indonesia. The study was conducted based on one of the popular social media platform namely Youtube. The main objectives of this research were to determine the factors that influence purchase intention. The study aimed to understand the Millenials attitude toward purchase intention after watching product-related videos on Youtube.

The researcher conducted an online questionnaire for consumers who watched smartphone product videos on Youtube and are used to investigate the hypotheses. The structural equation modeling approach mainly used as a method to explore the model's relationship with 350 valid questionnaires. Significant findings from the research were that product related videos on Youtube are essential for influencing consumers' purchase intentions of the Millenials in Indonesia.

Keywords: Purchase Intention, User-Generated Content, Youtube, Generation Y (Millennials), NSLVC (Number of Subscribers, Likes, and Comment), Perceived Credibility, Perceived Usefulness, Perceived Video Characteristic, Attitude toward Purchase, SEM.