



The Antecedents of Consumers' Attitude and Its Consequences on Online Purchase Intention



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Abstract

Information that is created and shared by consumers online is known as User-Generated Content (UGC). UGC allows consumers to filter information when intending to shop online. This study aims to explain the effects of the quantity of posts, views, and reviews (QPVR) of UGC videos shared on YouTube towards its credibility as a source and the usefulness of the information it shares, as well as how it influences consumers' attitude towards UGC that ultimately leads to their online purchase intention. The population of this research is every female consumer residing in Denpasar that has seen cosmetics video reviews on YouTube. A sample of 100 respondents was collected through online questionnaires. The data obtained were tested using PLS (Partial Least Square) analysis. The results showed that information usefulness of a UGC video had a positive and significant effect on consumers' attitude towards UGC, thus resulting in their online purchase intention. Furthermore, it showed that QPVR had a positive and significant effect on both credibility and information usefulness of the cosmetics product content generated by users on YouTube. However, UGC's credibility does not prove to have a significant effect on consumer's attitude towards UGC due to lack of trust and dependability. Findings of this research imply that increased effectiveness in online shopping and practicality of UGC videos play a major role in increasing online purchase intention. It also suggests that UGC video creators need to improve on their trustworthiness and reliability in order to be able to boost consumers' positive attitude towards their content.

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1. Introduction

One form of User-Generated Content that is most in demand by Indonesian audiences on YouTube is about beauty products or also known as makeup. In Indonesia, video content on beauty products ranks second after the electronics industry. According to Google trends, the keyword "Makeup" has increased in search trends on YouTube; data showed 75 percent in December 2015, then increased to 90 percent in December 2017, and reaching 100 percent in November 2018. This coincides with [Sutanto & Aprianingsih \(2016\)](#), whose study showed that YouTube was the most popular site in cosmetic reviews search.

A person who shares videos about cosmetic products on YouTube is known as a beauty vlogger. "Vlog" is a form of UGC. In general, beauty vloggers would upload videos on cosmetic reviews based on their personal experience ([Wang, 2015](#); [Putri & Wandebori, 2016](#); [Chitra & Malarvizhi, 2018](#)). UGC became a trusted source for consumers when considering to buy cosmetic products. An increasing number of consumers prefer YouTube to advertisements because videos on YouTube have longer durations. This way, consumers are enabled to obtain more information on the products. In addition, the consumer in the digital era tends to be overwhelmed by ads and do not believe in brand messages delivered through television advertisements ([Bachdar, 2019](#)).

Information that can be obtained through UGC makes it easier for the consumer to sort out products that they want to buy without having to spend the time to visit a cosmetic outlet. Past studies showed that reviews from UGC have a greater effect in shaping consumer' online purchase intentions than conventional advertising ([Gräfinholt, 2015](#); [Rahmi et al., 2016](#); [Fred, 2015](#)). This is because UGC often displays not only the positive but also the negative side of the product being reviewed. Also, UGC does not only display strengths but also the weaknesses of the products ([Mir & Rehman, 2013](#); [Bahtar & Muda, 2016](#); [Wei & Lu, 2013](#)).

Purchase intention occurs when someone plans to buy a product or service in the future ([Ajzen, 1991](#)). Online purchase intention in this study can be interpreted as a situation where someone intends to buy a cosmetic product through a website after watching UGC cosmetic reviews on YouTube ([Liat & Wuan, 2014](#); [Jaminyasa et al., 2017](#)).

There are many factors that can affect online purchase intention. According to the Theory of Planned Behavior ([Ajzen, 1991](#)), attitude is an independent determinant of intention. In addition, research conducted by [Sethi et al., \(2018\)](#) shows that consumer behavior had a positive and significant effect on online purchase intention. The results of a similar study done by [Putri & Wandebori \(2016\)](#); [Ananda & Wandebori \(2016\)](#); and [Wang \(2015\)](#), showed that consumers' attitude towards UGC had a positive relationship with intention to purchase cosmetic products. The results of the aforementioned studies proved that as the positivity of consumers' attitude towards UGC increases, so does their purchase intention towards the products.

Consumers' attitude towards UGC will increase if the source has high credibility. An empirical study done by [Mir & Rehman \(2013\)](#), found that users' positive attitude towards product content produced by other users on YouTube had a positive effect on consumers' intention in making purchase decisions. Similar studies conducted by [Mir & Zaheer \(2012\)](#); [Ayeh et al., \(2013\)](#); [Hansen et al., \(2014\)](#); [Yuksel \(2016\)](#); and [Putri & Wandebori \(2016\)](#), found that source credibility had a positive and significant effect on attitude. This shows that the higher the credibility of the source, the higher the positivity of the consumer's attitude towards UGC.

One factor that can affect UGC's credibility on YouTube is the number of posts, views, and reviews (QPVR) ([Mir & Rehman, 2013](#)). Quantity of posts is the number of users that have uploaded videos of the same product. The view is the number of times a video has been viewed by an audience. The review is the number of comments left by the audience on the video. Based on the pre-research results that were tested on 51 respondents that have seen cosmetic video reviews on YouTube, QPVR does affect the credibility of a source. The pre-research results showed that 5.88 percent said they chose to watch UGC videos because of the number of posts seen; 37.25 percent said they chose to watch UGC videos because of the number of reviews, and 58.86 percent said they chose to watch UGC videos because of the large number of views.

Information that is considered useful by consumers will consequently form a positive attitude towards UGC thus encourage consumers to make online purchases. Previous studies done by [Mir & Rehman \(2013\)](#); [Liat & Wuan \(2014\)](#); [Putri & Wandebori \(2016\)](#); [Erkan & Evans \(2016\)](#); and [Sethi et al., \(2018\)](#), prove that the number of posts, views, and reviews; source credibility; usefulness of information, and consumers' attitude towards UGC has a positive relationship with each other and also affects online purchase intention. However, a different result was obtained by [Yuksel \(2016\)](#); [Korry et al., \(2017\)](#), whereby reviews did not have a significant effect on information usefulness, which points out a research gap. A gap was also found in [Fred \(2015\)](#), which showed that a lower number of views of a UGC video actually had higher credibility than a higher number of views. Negative and insignificant relationships were also found among source credibility and information usefulness in the research conducted by [Cheung et al., \(2008\)](#). Furthermore,

many previous studies discussed relationships between consumers' attitude towards UGC and its effect on purchase intention (Yuksel, 2016; Ayeh *et al.*, 2013; Ananda & Wandebori, 2016; Durmaz & Yüksel, 2019; Wang, 2015), but only a few brought up online purchase intentions. Therefore, this study intends to fill the gap.

Literature Review and Hypotheses

The Effect of Quantity of post, view, and review on Source Credibility

Relationships between variables were tested against the quantity of post, view, and review by Mir & Rehman (2013), and revealed that QPVR had a positive and significant effect on the credibility of product-related videos on YouTube uploaded by users. It showed that the higher the quantity of post, view, and review, the higher the level of source credibility. However, Fred (2015), found that, in fact, lower number of views increased trust which is one dimension of credibility. The gap in previous research will be further examined in this study within the scope of Denpasar. Based on the results obtained from previous studies, the first hypothesis is formulated as follows:

H₁: Quantity of post, view, and review have a positive and significant effect on Source Credibility

The Effect of Quantity of post, view, and review on Information Usefulness

The research conducted by Mir & Rehman (2013); Kusumanegara *et al.*, (2018), showed that quantity of post, view, and review (QPVR) had a positive and significant effect on information usefulness. This means that the higher the QPVR, the more useful the information perceived by UGC viewers on YouTube. Yuksel (2016), also examined the relationship between the number of views, likes, comments, and replies with information usefulness, but found that the effect was not significant. Yuksel's research stated that the higher number of views, likes, comments, and replies had insignificant effect in increasing information usefulness. Therefore, this study wants to further examine the relationship between these variables among the women of Denpasar. Based on previous studies, the second hypothesis is as follows:

H₂: Quantity of post, view, and review has a positive and significant effect on information usefulness

The Effect of Source Credibility on Consumers' Attitude towards UGC

A study conducted by Hansen *et al.* (2014), showed that consumers expressed positive attitudes towards UGC and tended to participate in YouTube features related to UGC videos. This includes searching for related videos, evaluating videos and leaving comments on videos. Similar findings regarding the relationship of source credibility and consumers' attitude towards UGC were found in the results of research conducted by Ayeh *et al.*, (2013), which states that the higher the credibility of the source, the higher the positivity of consumer's attitude towards UGC. Within the cosmetics and beauty industry UGC on YouTube, it is evident that credible sources have a positive effect on attitude. The credibility of UGC sources is one of the factors that shape consumers' attitude towards UGC (Yuksel, 2016; Putri & Wandebori, 2016). Based on past studies, the third hypothesis is formulated as follows:

H₃: Source Credibility has a positive and significant effect on consumers' attitude towards UGC

The Effect of Source Credibility on Information Usefulness

Erkan (2016), in his research on the effect of e-WOM on social media on consumers' purchase intention, found that credibility had a positive and significant effect on information usefulness. This goes in line with the findings of Pham (2016) and Martawilaga & Purwanegara (2016). These studies found that the higher the source credibility, the higher the information usefulness perceived by consumers. However, research conducted by Cheung *et al.*, (2008), found that source credibility had no significant effect on information usefulness among online consumers of OpenRice.com. This points out a gap in the relationship between source credibility and information usefulness. Cheung & Rabjohn's (2018), the finding is also not in accordance with the model proposed by Sussman & Siegal (2003), regarding the relationship between source credibility and information usefulness. Based on the results of the empirical study above, the fourth hypothesis is as follows:

H₄: Source credibility has a positive and significant effect on information usefulness.

The Effect of Information Usefulness on Consumers' Attitude towards UGC

Research conducted by [Mir & Rehman \(2013\)](#), regarding the influence of product-related UGC on YouTube, revealed that information usefulness had a positive significant effect on consumers' attitude towards UGC. [Demba \(2016\)](#), in her research on the South African electronics industry, found that there was a positive relationship between source credibility and consumers' attitude towards UGC. This means that the higher the usefulness of information perceived by consumers, the higher the positivity of their attitude towards UGC. Based on the results of those empirical studies, hypothesis 5 is formulated as follows:

H₅: Information usefulness has a positive and significant effect on consumers' attitude towards UGC.

The Effect of Consumers' Attitude towards UGC on Online Purchase Intention

[Putri & Wandebori \(2016\)](#), explored the factors affecting cosmetics purchase intention in Indonesia based on online reviews. Results showed that consumers' attitude towards UGC had a positive and significant relationship with cosmetics purchase intention among Indonesians. This corresponds with [Wang \(2015\)](#), where there was a positive relationship between consumers' attitude towards UGC on YouTube and cosmetics purchase intention based on video reviews or tutorials watched. It can be concluded that the higher the positivity of consumers' attitude towards UGC, the higher their purchase intention in cosmetic products. The relationship between purchase intention and consumer behavior towards UGC was also examined by [Sethi et al., \(2018\)](#), and revealed that the relationship was positive and significant. Based on the results of these empirical studies, the sixth hypothesis is postulated as follows:

H₆: Consumers' attitude towards UGC has a positive and significant effect on online purchase intention.

Research Model

Figure 1 illustrates the research model, whereby it was hypothesized that consumers' online purchase intention is determined by consumers' attitude towards UGC. Consumers' attitude towards UGC is a result of consumers' opinion on the credibility of UGC as a source as well as the usefulness of information that is shared by UGC. Moreover, UGC's credibility as a source and information usefulness perceived by consumers is influenced by the quantity of post, view, and review.

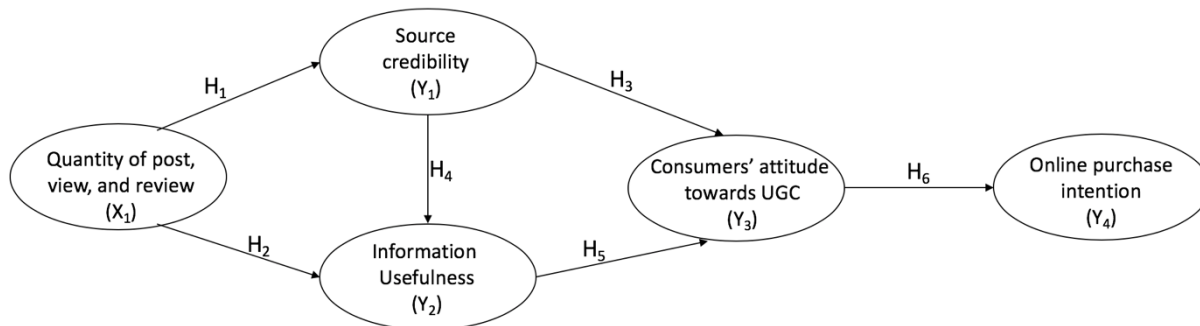


Figure 1. Conceptual model

2. Materials and Methods

The population of this study was every female consumer from all parts of the City of Denpasar who had watched cosmetic video reviews on YouTube. Respondents were divided equally whereby 25 percent were taken from North Denpasar, 25 percent from South Denpasar, 25 percent East Denpasar, and the remaining 25 percent from West Denpasar.

The number of samples collected for this study is 100. Respondents must fulfill the criteria of graduating high school, residing in Denpasar, have watched YouTube video reviews in the past, and having intention to purchase cosmetics online to fill in the questionnaires.

The research instrument used is online questionnaires distributed to female consumers in Denpasar City who had watched cosmetic video reviews on YouTube. This study uses SEM (Structural Equation Modeling) based on component or variance, known as PLS (Partial Least Square).

3. Results and Discussions

The respondents of this research were divided into 4 age categories which were 18-27 years old, 28-37 years old, 38-47 years old, and 48-57 years old. Their level of education was also divided into 4 categories which were high school, diploma, Undergrad, Postgrad, and Doctoral degree. The results obtained showed that the majority of women in Denpasar that have seen a YouTube review video and have intentions to purchase cosmetics online ranges between 18-27 years old, which made up 66 percent of the respondents. Respondents' dominant level of education is Undergraduate degree which made up 61 percent of the overall respondents.

Results of the test of the measurement model are presented in Table 1. Data revealed that the outer loading value of convergent validity of each indicator ranges from 0.717 to 0.915, which exceeded the accepted value of 0.5 (Hair *et al.*, 2014). All of the items have a composite reliability value above the benchmark of 0.60. The AVE (average variance) value of all the constructs exceeded 0.5 recommended by Fornell & Larcker (1981). Based on the results obtained, the constructs of this study has adequate convergence validity.

Table 1
Results of the tested model

Variable	Indicators		Outer Loading	Composite Reliability	AVE
Quantity of post, view, and review	Number of posts adds references	X _{1.1}	0.806	0.905	0.614
	Number of posts satisfies the needs of information	X _{1.2}	0.722		
	Number of views increases UGC's believability	X _{1.3}	0.831		
	Number of views is important	X _{1.4}	0.717		
	Number of reviews indicates a product's popularity	X _{1.5}	0.839		
	Number of reviews indicates a product's quality	X _{1.6}	0.776		
Source Credibility	UGC's statement is correct	Y _{1.1}	0.885	0.879	0.708
	UGC's statement is dependable	Y _{1.2}	0.816		
	UGC's statement is honest	Y _{1.3}	0.823		
Information Usefulness	UGC is easily accessible	Y _{2.1}	0.865	0.918	0.789
	UGC adds effectiveness	Y _{2.2}	0.905		
	UGC adds productivity	Y _{2.3}	0.894		
Consumers' Attitude towards UGC	Obtain dependable product information	Y _{3.1}	0.832	0.920	0.742
	Obtain useful product information	Y _{3.2}	0.848		
	More practical	Y _{3.3}	0.915		
	Think positively towards purchasing online	Y _{3.4}	0.848		
Online Purchase Intention	Will purchase online frequently in the future	Y _{4.1}	0.797	0.904	0.701
	Buy the recommended product in the near future	Y _{4.2}	0.868		
	Definitely purchase the recommended product	Y _{4.3}	0.873		
	Higher purchase intention after watching UGC	Y _{4.4}	0.810		

Primary Data, 2019

The coefficient of determination (R²) of each endogenous variable can be presented in the following Table 1:

Utami, P. D. P., & Rahyuda, K. (2019). *The antecedents of consumers' attitude and its consequences on online purchase intention. International Research Journal of Management, IT and Social Sciences*, 6(4), 107-117. <https://doi.org/10.21744/irjmis.v6n4.663>

Table 2
R-Square

Variable	R-square
Source Credibility (Y ₁)	0,381
Information Usefulness (Y ₂)	0,488
Consumers' attitude towards UGC (Y ₃)	0,508
Online purchase intention (Y ₄)	0,399

Primary Data, 2019

Based on Table 2, the model of the effect of quantity of post, view, and review on source credibility gives an R-square value of 0.381 which can be interpreted that the variability of the variable source credibility can be explained by the variability of variable quantity of post, view, and review by 38.1 percent, while 61.9 percent is explained by other variables other than those studied. The model of the effect of quantity of post, view, and review and source credibility on information usefulness provides an R-square value of 0.488 which means that the variability of the variable information usefulness can be explained by the variability of quantity of post, view, and review and source credibility by 48.8 percent, while 51.2 percent is explained by other variables other than those studied.

Furthermore, the model of the effect of source credibility and information usefulness on consumers' attitude towards UGC provides an R-square value of 0.508 which indicates that variability of the variable consumers' attitude towards UGC can be explained by the variability of the variable source credibility and information usefulness by 50.8 percent, while 49.2 percent is explained by other variables outside of the research. Moreover, the model of the effect of consumers' attitude towards UGC on online purchase intention gives an R-square value of 0.399 which can be interpreted that the variability of the variable online purchase intention can be explained by the variability of variable consumers' attitude towards UGC by 39.9 percent, while 60.1 percent is explained by other variables outside of those studied.

To measure how well the observation value is generated by the model and also its parameter estimation, it is necessary to calculate Q-square as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - (R_1)^2) (1 - (R_2)^2) (1 - (R_3)^2) (1 - (R_4)^2) \\
 &= 1 - (1 - 0.381) (1 - 0.488) (1 - 0.508) (1 - 0.399) \\
 &= 1 - (0.619) (0.512) (0.492) (0.601) \\
 &= 1 - 0.094 = 0.906
 \end{aligned}$$

Q-square value has a range of $0 < Q^2 < 1$, whereby the closer its value to 1, the better the model. The results of these calculations obtained a Q-square value of 0.906, therefore, it can be concluded that the model has a very good predictive relevance. Thus, it can be explained that 90.6 percent of the variation in online purchase intention, source credibility, information usefulness, and attitude towards UGC are affected by the quantity of post, view, and review, while the remaining 9.4 percent is affected by other variables.

Table 3 below is the result of a test of the direct effect of each variable.

Table 3
Path Coefficients

Correlations between variables	Path Coefficients	t-Statistics	Remarks
Quantity of post, view, and review (X ₁) → Source Credibility (Y ₁)	0.617	7.250	Supported
Quantity of post, view, and review (X ₁) → Information Usefulness (Y ₂)	0.534	5.781	Supported
Source Credibility (Y ₁) → Information Usefulness (Y ₂)	0.228	2.457	Supported
Source Credibility (Y ₁) → Attitude towards UGC (Y ₃)	0.178	1.723	Not Supported
Information Usefulness (Y ₂) → Attitude towards UGC (Y ₃)	0.598	5.522	Supported
Attitude towards UGC (Y ₃) → Online purchase intention (Y ₄)	0.631	7.390	Supported

Primary Data, 2019

The Effect of Quantity of post, view, and review on source credibility

Table 3 shows that hypothesis testing on the effect of quantity of post, view, and review on source credibility results in a path coefficient value of 0.617. The statistic t value obtained is 7.250 (> critical t 1.96), which means that the effect of the quantity of post, view, and review on source credibility is significant. Thus, hypothesis 1 (H₁) which stated that the quantity of post, view, and review had a positive and significant effect on source credibility is accepted.

The results of this study support the research findings of [Mir & Rehman \(2013\)](#), whereby QPVR had a positive and significant effect on the credibility of YouTube product content uploaded by users. This indicates that the higher the quantity of post, view, and review, the higher the level of source credibility. The results found also corresponds to Yuksel's (2016) study which states that the view quantity, comments, and replies on uploaded videos have a positive effect on the credibility of information shared by UGC.

The Effect of quantity of post, view, and review on information usefulness

The hypothesis testing on the effect of the quantity of post, view, and review on information usefulness presented in Table 2 produces a path coefficient value of 0.534. The value of t Statistics obtained is 5.781 (> critical t 1.96), which means that the influence of the quantity of post, view, and review on information usefulness is significant. Thus, hypothesis 2 (H₂) which states that the quantity of post, view, and review had a positive and significant effect on the information usefulness is accepted.

The results of this study support the research findings of [Mir & Rehman \(2013\)](#) which stated that quantity of post, view, and review (QPVR) had a positive and significant effect on information usefulness. This means that the higher the number of QPVR, the more useful the information felt by UGC viewers on YouTube.

The Effect of source credibility on consumers' attitude towards UGC

The tests done on the effect of source credibility on consumers' attitude towards UGC resulted in a path coefficient of 0.178. The value of t Statistics is 1.723 (<critical t 1.96), which reads that the effect of source credibility on attitudes at UGC is not significant. Thus, hypothesis 3 (H₃) which stated that source credibility has a positive and significant effect on attitudes towards UGC is rejected.

This finding does not support [Mir & Rehman \(2013\)](#), which stated that the higher the credibility of a UGC perceived by the user, the higher their perceptions of the product displayed. This high perception then leads to a positive attitude towards UGC. The results of this study are also not in line with the findings of [Wang \(2015\)](#); [Hansen et al., \(2014\)](#); and [Ayeh et al., \(2013\)](#), which discovered that consumers were seen expressing positive attitudes towards UGC and tend to participate in YouTube features related to UGC videos. This includes searching for related videos, evaluating videos and leaving comments on videos.

The Effect of source credibility on information usefulness

The results presented in table 2 shows that the hypothesis testing on the effect of source credibility on information usefulness results in a path coefficient of 0.228. The t-value Statistics is 2.547 (t-value < 1.96), so the influence of source credibility on the information usefulness is significant. Thus, hypothesis 4 (H₄) which stated that the credibility of the source has a positive and significant effect on the information usefulness is accepted.

The result of this study corresponds to the Information Adoption Model (IAM) proposed by Sussman and Siegal in 2003 which stated that source credibility had a positive effect on information usefulness. The results found also support the research findings of [Mir & Rehman \(2013\)](#), which found that credibility had a positive influence on the usefulness of the product content information uploaded on YouTube. Consumers perceive that comments and online product reviews are useful in helping to determine purchase intention. In addition, the results of this study are also in accordance with the findings of [Erkan \(2016\)](#); [Pham \(2016\)](#), as well as [Martawilaga & Purwanegara \(2016\)](#), which found that the higher the source credibility, the higher the information usefulness felt by consumers.

The Effect of information usefulness on consumers' attitude towards UGC

Hypothesis testing on the effect of information usefulness on attitude towards UGC produces a path coefficient of 0.598. The value of t Statistics is 5.522 (> critical t 1.96), which means the effect of the information used on attitude

towards UGC is significant. Thus, hypothesis 5 (H₅) which postulated that information usefulness has a positive and significant effect on attitude towards UGC is accepted.

The results of this study correspond to the findings of Demba (2016), where there was a positive relationship between source credibility and consumers' attitude towards UGC. This means that the higher the usefulness of the information in the eyes of consumers, the higher the positivity of their attitude towards UGC. The results of this study are also in accordance with the research findings of Mir & Rehman (2013), regarding the effect of UGC product content on YouTube, pointing out that information usefulness had a positive and significant effect on consumers' attitude towards UGC.

The Effect of consumers' attitude towards UGC on online purchase intention

The test was done on the last hypothesis which predicted the influence of attitudes towards UGC on online purchase intention produces a path coefficient of 0.631. The value of t Statistics obtained is at 7.390 (> critical t 1.96), which means the effect of attitude towards UGC on online purchase intention is significant. Thus, hypothesis 6 (H₆) which stated that consumers' attitude towards UGC has a positive and significant effect on online purchase intention online is accepted.

The results of this study support the findings of Wang's (2015) research which stated that there is a positive relationship between consumers' attitude towards UGC on YouTube and purchases intention of cosmetic products based on the video reviews or tutorials watched. It can be concluded that the higher the positivity of consumers' attitude towards UGC, the higher their online purchase intention in cosmetic products. The results of this study matched the findings of Mir & Rehman (2013); Putri & Wandebori (2016); and Sethi *et al.* (2018), which revealed that the higher the positivity of consumer's attitude, the higher their online purchase intention.

4. Conclusion

Female UGC video audiences are majorly made up of 18-27-year-old undergraduates. This should be taken into consideration by UGC creators. The person featured on the videos should be within that age category as they are considered more relatable to target audiences.

UGC videos proved to be a promising marketing strategy to influence online shopping intentions. Therefore, it is suggested for marketers to give out free samples for UGC creators to feature on their videos. Consequently, it is hoped that as opinion leaders, UGC creators will be able to boost consumers' online shopping intentions.

However, The source credibility of UGC video cosmetics on YouTube is perceived by consumers as being not dependable because consumers are doubtful regarding its honesty, therefore needs to be improved by UGC creators.

Implications for Practice

Findings of this research have important implications for UGC creators on YouTube as well as marketers seeking to promote their products. Quantity of post, view, and review and information usefulness has been empirically proved to have a significant influence in increasing consumers' attitude and intention.

Female UGC video audiences are majorly made up of 18-27-year-old undergraduates. This should be taken into consideration by UGC creators. The person featured on the videos should be within that age category as they are considered more relatable to target audiences.

The role of UGC videos in increasing effectiveness in online shopping, as well as its practicality, lets consumers obtain information without having to visit outlets directly, thus significant in influencing consumers' online purchase intention. UGC videos are perceived as easily accessible, however, its credibility has not been able to increase the positivity of consumers' attitude towards UGC as they are considered not dependable and not highly trusted.

Limitations and Future Research

The timeframe of this study is cross-sectional which means that the phenomenon is only observed at a certain point in time. This means that the results obtained about the relationship between variables are not examined as time changes. If the research is conducted in two specific periods or more, it is possible that the results of the research obtained will be different.

Findings of this research are limited to the City of Denpasar, therefore cannot be generalized.

The Q-square value of this research model is 90,6 percent, which means the remaining 9,4 percent is influenced by other factors influencing online purchase intention outside of consumers' attitude towards UGC, source credibility, information usefulness, and quantity of post, view, and review. Future research should look into other variables such as trust (Hsu *et al.*, 2013) in relation to online purchase intention.

Conflict of interest statement and funding sources

The authors declared that they have no competing interest.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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