

ABSTRACT

Uploads of reviews about skincare through social media platforms such as Youtube apparently affect consumers' purchase intention in the products being reviewed. This is a form of User Generated Content and can be categorized as a digital marketing strategy (Digital Marketing) which indirectly user-generated content about the product being reviewed is a form of marketing for the product being reviewed.

This research was conducted to determine the effect of User Generated Content on purchase intention of Wardah products. The purpose of this research is to find out how much influence User Generated Content that we usually know with online reviews has on consumers' purchase intentions on Wardah products.

The method used in this research is to use quantitative methods with the type of research that is descriptive and causal. The data used in this study is primary data and this study uses a cross section method where data is collected only once.

Based on the results of research and analysis, the results obtained that content satisfaction significantly affects consumer resonance with direction, social relationship satisfaction positively and significantly affects consumer resonance, self-presentation satisfaction positively and significantly affects consumer resonance and consumer resonance positively and significantly to purchase intention.

Keywords: *Digital Marketing, User Generated Content, Consumer Resonance purchase intention*