

ABSTRACT

This study examines the influence of User-Generated Content (UGC) on Instagram on the purchase intention of Samsung Artificial Intelligence (AI) washing machines among the Zoomer generation. The aim is to explore the influence of Credibility, Risklessness, and Usefulness of UGC on User Emotion and Purchase Intention, as well as to understand the effectiveness of UGC in digital marketing strategies. Data analysis was conducted using Partial Least Square Structural Equation Modelling (PLS-SEM). The study involved 332 respondents, predominantly female, aged 25–27 years, and from West Java. The analysis results indicate that UGC on Instagram has a significant influence on Purchase Intention for Samsung AI washing machines, with the dimensions of Credibility, Risklessness, and Usefulness directly influencing User Emotion. This study found that UGC significantly influences Purchase Intention for Samsung AI washing machines through User Emotion among the Zoomer Generation. It is recommended that Samsung leverage credible and useful UGC and collaborate with micro-influencers to enhance consumer trust and purchase intention. Further research could explore other variables that influence purchase intention.

Keywords: User-Generated Content, Credibility, Riskless, Usefulness, Purchase Intention, User Emotion, Digital Marketing, Social Media, Instagram, Gen-Z