The influence of user generated content jiniso.id on tiktok social media on consumer buying interest

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ABSTRACT
This research project stems from the growing prevalence of user-generated content (UGC) centered around Jiniso.id products within the vibrant landscape of the TikTok platform. Its core aim is to meticulously investigate the intricate relationship between UGC and consumers' purchasing behaviors concerning Jiniso.id products among the expansive user base of TikTok spanning Indonesia. By adopting a quantitative research approach, data collection was facilitated through the dissemination of structured questionnaires among a pool of potential consumers. Employing a purposive sampling technique, a total of 100 questionnaires were methodically distributed to individuals deemed representative of the target demographic. The analytical framework utilized in this study revolves around the application of simple linear regression analysis, which enables a comprehensive examination of the correlation between UGC and consumer purchasing tendencies. The compelling findings derived from this research underscore the statistically significant impact of user-generated content (UGC) in fostering a positive and discernible influence on consumer buying intentions, thereby shedding valuable insights into the dynamics of digital marketing and consumer behavior within the realm of social media platforms like TikTok.

Keywords
User Generated Content; Jiniso.id; TikTok; Consumer Purchase Interest

Introduction
Trade and marketing are no exception to this phenomenon in Indonesia, where the use of the TikTok application has seen a significant increase from 2022 to 2023 (We Are Social, 2022). The ongoing digital transformation worldwide has propelled social media into an integral part of daily life, especially among the younger generation. According to We Are Social’s report, TikTok has amassed 1.4 billion monthly active users (MAUs) globally as of the first quarter of 2022, marking a 15.34% increase from the previous quarter. In Indonesia, TikTok has gained immense popularity, with the country being the second-largest in terms of user numbers after the United States. By 2023, Indonesia had 112 million TikTok users, indicating a significant increase from the previous year (We Are Social, 2022). TikTok distinguishes itself from other social media applications by allowing users to be active and creative in creating engaging content. TikTok’s success as a global platform underscores the power of social media in connecting and inspiring millions worldwide. The presence of social media platforms like TikTok has also brought about a new concept in digital marketing known as User Generated Content (UGC) (Mayrhofer & Hartmann, 2020). UGC has transformed the landscape of digital marketing, with many brands and companies adopting UGC-based marketing strategies to leverage high user engagement.

In the Indonesian context, many local brands, including Jiniso, have utilized social media, particularly TikTok, as a promotional tool. Jiniso, as a local brand active on the TikTok social media platform, has the advantage of having a verified official identity on its TikTok account, receiving positive feedback, and going viral due to consumer reviews on the platform. User-generated content allows for deep interaction between the brand and consumers, providing valuable insights for potential buyers and shaping a strong brand image. Jiniso's advantages also lie in the consistency of its product quality and its openness to consumer input for product development. These factors, implemented through user-generated content, help strengthen consumer purchase interest and provide strong social proof for potential buyers (Nisrina, 2021; Halim & Candraningrum, 2021; Mayrhofer et al., 2020).

Jiniso, a local fashion brand known for its quality jeans, has successfully utilized UGC to increase consumer purchase interest (Halim & Candraningrum, 2021). By using the TikTok platform, Jiniso has been able to create deep interaction between the brand and consumers, showcasing how users utilize their products in everyday life. Although many published reviews about Jiniso tend to be positive, there are also negative reviews that provide honest perspectives on the product. Nevertheless, these negative reviews are also an important part of UGC as they offer transparent insights to potential consumers (Melinda Soewandi, 2015). Previous research has shown that UGC significantly influences consumer purchase interest (Putri, 2020). Moreover, product quality is also an important

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factor influencing consumer purchase interest (Tjiptono, 2019). In this context, Jiniso has successfully leveraged UGC to attract consumer purchase interest by offering quality products. However, despite UGC being a popular marketing strategy, further research is needed to gain a deeper understanding of its impact on consumer purchase interest, especially in Indonesia. Therefore, this scholarly article will discuss the influence of User Generated Content (UGC) on consumer purchase interest using Jiniso as a case study.

The purpose of this research is to understand and determine the influence of user-generated content from Jiniso.id on consumer purchase interest on the platform. This study has theoretical benefits by contributing to the development of studies in the field of management and serving as a reference for future research. Practically, this research is beneficial for other parties as a reference for similar research in the future and as a source of information for the public about the importance of user-generated content in increasing consumer purchase interest on TikTok. For researchers, this research serves as an exercise in scientific thinking, knowledge development, and data analysis to solve problems related to user-generated content on TikTok regarding purchase interest, as well as a basis for creating a thesis to fulfill the requirements for a bachelor’s degree in the Department of Management at Lampung University.

Literature review

Marketing Management

Marketing management involves the strategic planning and execution of activities within a company. This planning necessitates the use of effective strategies and skills to formulate such plans. The significance of marketing management in a firm cannot be overstated, as it encompasses the development of more innovative products, the identification of target markets desired by the company, and the promotion of new products to potential consumers. As stated by Kotler & Keller (2018), marketing management focuses on attracting, retaining, and enhancing consumer relationships by delivering high-quality sales. Tjiptono (2019) describes marketing management as a comprehensive business activity system crafted to plan, set prices, and distribute products, services, and ideas that meet the needs of the market, ultimately aiming to achieve organizational objectives. Similarly, Assauri (2018) defines marketing management as the process of creating, preparing, and implementing plans by companies to drive profitability.

Consumer behavior

According to Kotler & Keller (2018), consumer behavior entails the examination of how individuals, organizations, and groups make purchases, select, and utilize ideas, goods, and services to fulfill the needs and desires of customers. The principle of consumer behavior underscores the importance of marketers adopting a customer-centric approach rather than merely selling the products manufactured by the company. Consumer behavior involves the underlying elements influencing consumers’ decisions to buy. When contemplating the purchase of a product or service, consumers typically consider various factors such as price, quality, functionality, or utility. The actions of reflecting, assessing, and questioning products before making a purchase are all part of consumer behavior. The central focus of consumer behavior lies in understanding how individuals utilize available consumer resources to consume a product.

New Media theory

McQuail, as referenced in Kurnia (2005), defines new media as a complex network of electronic information and communication systems primarily focused on information provision and interaction facilitation. In his analysis, McQuail underscores the significant shifts happening within the media landscape, particularly the transition from traditional to new media fueled by technological advancements. He stresses that new media platforms like the internet, social networking sites, and digital platforms have fundamentally reshaped global communication dynamics. McQuail outlines three key features that differentiate new media from its predecessors. Firstly, there's the aspect of power and inequality, where information dissemination occurs without centralized control from authoritative figures. Secondly, new media fosters social integration and identity formation by transcending geographical, temporal, and cultural boundaries. Lastly, it serves as a catalyst for social and economic change, with messages flowing freely without constraints from either the sender or receiver.

User Generated Content

User Generated Content (UGC) is defined as creative content disseminated through various media channels, accessible to everyone, and created without the involvement of external parties who own the product or company (Halim & Candraningrum, 2021). It refers to digital artifacts produced by individuals acting on their own behalf, with motivations contrary to those of the company or commercial interests, uploaded to the internet for public use (Keryova, 2020). Presently, online consumers tend to find user-generated content more trustworthy than content created by sellers or companies. The perceived usefulness can influence how online consumers respond to information shared by others, affecting consumer behavior, and even prompting consumers to purchase products discussed in such content (Halim & Candraningrum, 2021).

UGC serves as a bridge between customers and businesses, where internet users creatively create content to convey specific information to companies (O’Hern & Kahle, 2013). However, UGC also functions in a customer-to-customer capacity, with content creators expressing creative ideas, experiences, and consumer knowledge about a
product, which they then share with other internet users (Nisrina, 2021). According to Yuksel (2016), the perceived credibility of UGC has a positive influence on consumer purchase intentions. Online consumers perceive and trust content created by others as more credible than content created by sellers. Perceived usefulness can be a factor influencing online consumers’ responses to information provided by others, influencing consumer behavior, and leading to product purchases. O’Hern & Kahle (2013) identified four dimensions of user-generated content, including informing, co-communicating, co-creating, and pioneering, each representing different forms and purposes of user-generated content in facilitating communication between consumers and brands and fostering innovation within brand communities.

**Purchase interest**

According to Kotler & Keller (2018), purchase interest is a consumer behavior that grows towards a product due to feedback from consumers reflecting a desire to make a purchase. Purchase interest stems from the consumer learning process and thinking process about a product, which then forms cognition (Anisa & Marlena, 2022). According to Sarwoko (2017), consumer attitudes towards consumption, namely the tendency to act before decisions are actually implemented. Interest is one of the psychological aspects that greatly influences behavior and is also a source of motivation for someone to do what they do. The personal characteristics of consumers dealing with stimuli are very complex. A product is considered consumed by consumers when they decide to purchase it, driving or motivating consumers to buy. Because consumers are satisfied with the quality of the products offered by the company, integrity sacrifices something when purchase interest is a conclusion from several opinions above. Ferdinand (2006) outlines the dimensions of purchase interest as follows: transactional interest, which is a person’s tendency to purchase a product; referential interest, which is a person’s tendency to refer a product to others; preferential interest, which describes a person’s behavior with a primary preference for the product, which can only be changed if something happens to their preferred product; and exploratory interest, which depicts a person’s behavior of constantly seeking information about the product of interest to support its positive characteristics.

**Methods**

**Data and data collection**

In this study, data collection involved both primary and secondary sources. According to Sugiyono (2016), primary data is directly obtained from data collectors. For this research, the author distributed online questionnaires via Google Form to Jiniso.id customers and TikTok social media users residing in Indonesia as primary data sources. On the other hand, secondary data, as defined by Sugiyono (2016), is indirectly obtained by data collectors. In this research, secondary data collection involves various sources such as theses, journals/articles, books, internet sources, and other records. The researcher gathered secondary data, including TikTok social media user data, from internet sources such as statistical data from Katadata/Databoks, Goodstats, books, theses, news, and journals. The data collection technique utilized in this study was online questionnaires. Sugiyono (2016) defines questionnaires as a data collection technique aimed at obtaining valid data measured through a series of closed and open-ended questions posed to respondents. This method was suitable for this research due to the large number of respondents spread across diverse geographical regions. The questionnaire, distributed online via Google Form, provided respondents with five alternative answer options. To assess users’ perceptions on TikTok, the Likert scale was utilized, ranging from ‘Strongly Agree’ (5) to ‘Strongly Disagree’ (1).

**Population and sample**

Population refers to the generalization of a region consisting of objects or subjects with specific qualities and characteristics defined by the researcher for study and subsequent conclusion drawing (Sugiyono, 2016). The population of this research comprises active users of the TikTok social media platform in Indonesia who have encountered content related to Jiniso.id on TikTok. Sampling, on the other hand, represents a smaller subset of the population. The personal characteristics of consumers dealing with stimuli are very complex. The determination of the sample size in this study utilizes the Hair formula. This is because the exact population size of consumers who have viewed content about Jiniso.id is unknown. Following the Hair formula (2010) of 5-10 times the sum of questionnaire items, and considering there are 16 indicators, the sample size is calculated as 16 x 5 = 80, rounded up to 100. Therefore, based on this calculation and rounding, the sample size for this research is determined to be 100. The questionnaire will be distributed online using Google Form.

**Variable definition**

The operational definitions of the variables in this study are crucial in understanding the specific aspects being measured and analyzed. Firstly, the variable “User Generated Content” is defined as original contributions made by users, expressed across various media platforms, and widely shared with other users and/or companies (O’Herna & Kahle, 2013). This variable encompasses four dimensions: Informing, Co-Communicating, Co-Creating, and Pioneering. Under the dimension of Informing, indicators include UGC providing information about Jiniso.id’s product
quality and size variety. In the Co-Communicating dimension, UGC on TikTok serves as promotional content for Jiniso.id’s products and creatively conveys information. Co-Creating involves UGC offering product ideas suitable for consumer needs, with Jiniso.id developing products based on suggestions from TikTok UGC. Lastly, in the Pioneering dimension, UGC shares information about Jiniso.id’s innovative products and their development.

Secondly, the variable "Purchase Intention" is defined as the extent of desire and effort someone plans to exert to perform an action, including exploratory, transactional, referential, and preferential aspects (Ferdinand, 2006). Under each dimension, there are specific indicators. For exploratory intent, individuals seek further information about Jiniso.id’s products through consumer content on TikTok and explore comments sections for more details. Transactional intent involves a direct desire to purchase after viewing Jiniso-related content and consulting about suitable products. Referential intent refers to using Jiniso.id’s TikTok account as a fashion reference and recommending Jiniso.id products to others. Preferential intent entails feeling the need for Jiniso products and disregarding other brands, as well as preferring to use Jiniso products over others. These operational definitions provide clarity on the variables being studied and guide the measurement process.

Instrument testing

The testing of instrument validity and reliability is essential in ensuring the accuracy and consistency of the research findings. In this study, the Likert scale was employed to measure individuals’ attitudes towards specific objects, with statements or questions in the questionnaire linked to response options ranging from "strongly agree" (SS) to "strongly disagree" (STS) (Sugiyono, 2016). Validity testing, conducted through the Kaiser-Mayer-Olkin (KMO) test, assesses the extent to which the research instrument measures the research variables and the suitability between the research tool and the characteristics of the studied object (Kriyantono, 2014). The KMO index compares the observed correlation coefficient with the partial correlation coefficient, indicating the adequacy of factor analysis. Additionally, reliability testing, performed using Cronbach’s Alpha Coefficient in SPSS, examines whether the measurement instrument for variables is trustworthy. Data are considered reliable if the Cronbach’s Alpha Coefficient exceeds 0.70, indicating good consistency (Suryani & Hendryadi, 2016). These validity and reliability tests ensure the robustness and accuracy of the research instrument, enhancing the credibility of the study’s findings.

Data analysis and hypothesis testing

Data analysis holds significant importance in research, providing valuable insights to address research inquiries effectively. In this study, data were scrutinized using the linear regression formula to ascertain the extent of the relationship between the independent variable (x) and the dependent variable (y). The linear regression equation, expressed as \( Y = a + \beta_1 X_1 + e \), aids in comprehending the impact of user-generated content (UGC) on purchasing interest. Here, 'Y' signifies purchasing interest, 'a' represents the constant, '\( \beta_1 \)' denotes the regression coefficient of \( X_1 \) (UGC), 'X1' pertains to UGC, and 'e' indicates the disturbance error. Additionally, hypothesis testing was executed using the t-test method, comparing the computed t-value with the critical t-value. As per Ghozali (2016), if the computed t-value surpasses the critical t-value, it suggests a noteworthy influence of the independent variable (X) on the dependent variable (Y), and conversely. Furthermore, the significance value derived from the SPSS output determines whether the null hypothesis (H0) should be refuted or accepted. Should the significance value (Sig.) be below 0.05, the alternative hypothesis (Ha) is embraced, indicating a significant influence of the independent variable on the dependent variable, whereas a significance value exceeding 0.05 leads to the nullification of Ha, indicating no substantial influence between the independent and dependent variables.

Results

Respondent characteristics

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Note</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Man</td>
<td>14</td>
<td>14.00</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
<td>86</td>
<td>86.00</td>
</tr>
<tr>
<td>Age</td>
<td>17-20 Years</td>
<td>22</td>
<td>22.00</td>
</tr>
<tr>
<td></td>
<td>21-25 Years</td>
<td>55</td>
<td>55.00</td>
</tr>
<tr>
<td></td>
<td>26-30 Years</td>
<td>16</td>
<td>16.00</td>
</tr>
<tr>
<td></td>
<td>&gt;31 Years</td>
<td>7</td>
<td>7.00</td>
</tr>
<tr>
<td>Job</td>
<td>Student/Students</td>
<td>53</td>
<td>53.00</td>
</tr>
<tr>
<td></td>
<td>Private sector employee</td>
<td>30</td>
<td>30.00</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
<td>7</td>
<td>7.00</td>
</tr>
<tr>
<td>Monthly Expenses</td>
<td>Civil servants</td>
<td>10</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>&lt; IDR 2 Million</td>
<td>34</td>
<td>34.00</td>
</tr>
<tr>
<td></td>
<td>IDR 2 - IDR 4 Million</td>
<td>50</td>
<td>50.00</td>
</tr>
<tr>
<td></td>
<td>IDR 4 - IDR 6 Million</td>
<td>14</td>
<td>14.00</td>
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<tr>
<td></td>
<td>&gt; IDR 6 Million</td>
<td>2</td>
<td>2.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100.00</td>
</tr>
</tbody>
</table>
The demographic characteristics of prospective consumers following TikTok Jiniso.id are categorized based on gender, age, occupation, and monthly expenditure. The gender distribution of prospective consumers is predominantly female, accounting for 86%, while males represent only 14%. The majority of prospective consumers fall within the age range of 21-25 years old, constituting 55% of the followers, indicating that awareness of TikTok Jiniso.id is highest among young and productive individuals. In terms of occupation, students make up the majority of prospective consumers at 53%, underscoring that the market for TikTok Jiniso.id primarily targets young people. Regarding monthly expenditure, the dominant range is between Rp 2 - Rp 4 million per month, accounting for 50% of prospective consumers.

**Result descriptive**

The User Generated Content (UGC) scale describes prospective consumers’ perceptions of the impact of content presented by Jiniso.id. Essentially, prospective consumers are asked about the influence of User Generated Content, consisting of Informing, Co-Communication, Co-Creating, and Pioneering. Each statement in the scale is carefully designed to gauge the respondents’ opinions on various aspects of Jiniso.id’s content. For instance, responses to statements such as ease of finding information about Jiniso.id products and the creativity of user-generated content indicate a high level of agreement among prospective consumers, with average scores ranging from 3.69 to 4.26. Overall, the average score of 4.03 suggests that prospective consumers perceive Jiniso.id’s UGC content as influential and impactful, particularly in shaping consumer interest in purchasing their products. The respondents view Jiniso.id as having creative ideas in product offerings and providing high-quality products, thus attracting consumer attention.

Similarly, the Purchase Interest scale depicts prospective consumers’ perceptions of UGC content presented about Jiniso.id and its impact on their willingness to purchase the offered products. The scale encompasses dimensions like Explorative, Transactional, Referential, and Preferential purchase interests. Responses to statements regarding seeking additional information about Jiniso.id products on TikTok and recommending Jiniso.id products to others demonstrate a high level of agreement among prospective consumers, with average scores ranging from 3.56 to 4.34. The overall average score of 4.06 suggests that prospective consumers perceive Jiniso.id’s UGC content as helpful and influential in stimulating purchase interest. This indicates that prospective consumers generally find Jiniso.id’s UGC content appealing and persuasive, leading to a positive inclination towards purchasing Jiniso.id products over those of other brands.

**Simple Linear Regression Analysis**

**Table 2. Simple Linear Regression Analysis**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>8,469</td>
<td>1,853</td>
<td>4,571</td>
<td>0,000</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>0,745</td>
<td>0,057</td>
<td>0,798</td>
<td>13,086</td>
</tr>
</tbody>
</table>

The results of the linear regression analysis conducted using SPSS 26 indicate a beta coefficient value of 0.745 for the influence of content (X). The regression equation is represented as follows: $Y = 8.469 + 0.745 X_1$. In this equation, $Y$ represents the dependent variable (purchase interest), and $X_1$ represents the independent variable (user-generated content). The beta coefficient of 0.745 indicates the degree of change in the dependent variable for a unit change in the independent variable. Therefore, for every one-unit increase in user-generated content, there is a corresponding increase of 0.745 units in purchase interest, holding other variables constant. This regression equation provides valuable insight into the relationship between user-generated content and purchase interest, offering a quantitative understanding of how changes in one variable affect the other.
Hypothesis Testing

Table 3. Hypothesis Testing

<table>
<thead>
<tr>
<th>Model</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
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<td>0,000</td>
</tr>
<tr>
<td>User Generated Content (X)</td>
<td>13,086</td>
<td>0,000</td>
</tr>
</tbody>
</table>

In the table, the variable User Generated Content shows a significance level of 0.000, which is less than 0.05, and the calculated t-value (13.086) exceeds the critical t-value (1.66055). Therefore, the null hypothesis (H0) is not supported, and the alternative hypothesis (Ha) is supported, indicating that the User Generated Content variable has a positive and significant impact on the purchase interest of consumers on TikTok Jinido.id. Consequently, it can be concluded that the influence of User Generated Content from Jiniso.id, through the dimensions of Informing, Co-Communication, Co-Creating, and Pioneering, significantly affects consumer purchase interest.

Discussion

The results of hypothesis testing demonstrate a positive and significant influence of User Generated Content (UGC) with dimensions such as Informing, Co-Communication, Co-Creating, and Pioneering on consumer purchase interest in Jinido.id. This is evidenced by the variable of content influence having a T-value of 13.086 which is greater than the critical value of 1.66055 at p < 0.05. Additionally, the significance value (Sig) is 0.000, indicating a significant relationship. The constant value of 8.469, as per Table 4.7, implies that when the independent variable UGC remains constant, the dependent variable purchase interest is 8.469. The regression coefficient of the UGC variable is 0.745, meaning that for every unit increase in the influence of content, purchase interest increases by 0.745, assuming other independent variables remain constant. These findings corroborate previous studies by Halim & Candraningrum (2021), Annisa & Marlena (2022), and Putri (2020), which also established a significant positive influence of UGC on consumer purchase interest.

According to Kotler & Keller (2018), purchase interest is consumer behavior that grows towards a product due to feedback reflecting consumer desires to make a purchase. In other words, UGC content from Jiniso.id significantly influences consumer purchase interest by providing detailed product information and engaging content, capturing followers’ attention, especially among young fashion enthusiasts. Through dimensions like communication, Jiniso.id allows consumers to create promotional content for its products, while in co-creating, it welcomes consumer criticism and suggestions for product improvement. Moreover, in the pioneering dimension, innovative content on TikTok about Jiniso.id’s offerings is shared, although there’s room for improvement in this aspect. Notably, one of the attractive aspects of UGC related to Jiniso.id on TikTok is the affordability and quality of the products, making them more appealing to consumers. The target consumers of this study range from 17 to 30 years old, with the majority falling between 21 and 25 years old, indicating Jiniso.id products' popularity among young consumers. This is consistent with TikTok’s audience, which predominantly comprises digitally active young individuals. Understanding how TikTok content about Jiniso.id influences consumer purchase interest in this age group provides valuable insights into young consumers’ digital behavior. Considering the preferences of these potential consumers, companies can devise more effective marketing strategies to reach and engage this audience in purchasing the offered products.

Conclusion

Based on the findings and discussions regarding the influence of User Generated Content (UGC) from Jiniso.id on TikTok towards consumer purchase interest, it can be concluded that there is a significant impact of UGC, particularly through dimensions such as Informing, Co-Communication, Co-Creating, and Pioneering, on consumer purchase interest. In essence, UGC related to Jiniso.id garners consumer attention towards fashion products offered by Jiniso.id. Jiniso.id effectively leverages UGC, created by consumers, to provide information about the fashion products offered and review insights from other consumers. Moreover, Jiniso.id products are creatively showcased by consumers, leading to an expanded reach and visibility of Jiniso.id products. For consumers, Jiniso.id welcomes suggestions and ideas regarding fashion, which are actively incorporated, fostering innovation and product development. Consequently, this engenders heightened attention from followers towards Jiniso.id products. Across the four dimensions of Informing, Co-Communication, Co-Creating, and Pioneering, key conclusions can be drawn. Notably, the most dominant indicators within the Informing dimension highlight consumer satisfaction with UGC content, emphasizing the ease of accessing information about Jiniso.id products’ quality and size. However, attention is warranted towards the Pioneering dimension, where Jiniso.id may need to enhance its update frequency regarding fashion developments and product innovations to meet consumer expectations more effectively.

Based on these conclusions, several recommendations can be proposed. Firstly, for Jiniso.id brand, it’s advisable to enhance product innovation to boost consumer interest and attention. This could involve launching unique or limited-edition products to attract consumers. Additionally, Jiniso.id should consider product development strategies that maintain promotions using popular artists or models to expand and develop Jiniso.id products among various consumer segments. Secondly, for future researchers, it’s recommended to explore more diverse sources and references related to purchase interest to ensure more comprehensive and robust research outcomes. Moreover, conducting direct surveys targeting Gen Z or young consumers, given that Jiniso.id consumers predominantly comprise young individuals, would yield more specific and comprehensive data, enriching future research endeavors.
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