

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *AI-Generated Content* (AIGC) dan *User-Generated Content* (UGC) terhadap *Purchase Intention*, dengan *Perceived Authenticity* sebagai variabel mediasi, pada pengguna TikTok di Kota Lhokseumawe. Data dikumpulkan dari 126 responden melalui kuesioner dan dianalisis menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) berbantuan SmartPLS 4, dengan pengujian hipotesis melalui *bootstrapping* pada taraf signifikansi 5%. Hasil menunjukkan AIGC berpengaruh positif signifikan terhadap *Perceived Authenticity*, tetapi tidak berpengaruh signifikan langsung terhadap *Purchase Intention*. UGC berpengaruh positif signifikan terhadap *Perceived Authenticity* maupun *Purchase Intention*. *Perceived Authenticity* juga berpengaruh positif signifikan terhadap *Purchase Intention* dan terbukti memediasi pengaruh AIGC serta UGC terhadapnya. Temuan ini menegaskan bahwa persepsi keaslian menjadi kunci: AIGC efektif mendorong niat beli hanya bila terasa autentik, sementara UGC konsisten mendorong niat beli baik langsung maupun melalui persepsi keaslian.

Kata Kunci: *AI-generated content, user-generated content, Perceived Authenticity, Purchase Intention, TikTok.*

ABSTRACT

This study analyzes the effect of AI-Generated Content (AIGC) and User-Generated Content (UGC) on Purchase Intention, with Perceived Authenticity as a mediating variable, among TikTok users in Lhokseumawe City. Data were collected from 126 respondents via questionnaires and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 4, with hypothesis testing via bootstrapping at a 5% significance level. Results show AIGC has a significant positive effect on Perceived Authenticity but no significant direct effect on Purchase Intention. UGC has a significant positive effect on both Perceived Authenticity and Purchase Intention. Perceived Authenticity also significantly affects Purchase Intention and mediates the effects of both AIGC and UGC on it. These findings confirm that Perceived Authenticity is key: AIGC only drives Purchase Intention when perceived as authentic, while UGC consistently drives it both directly and through Perceived Authenticity.

Keywords: *AI-generated content, user-generated content, Perceived Authenticity, Purchase Intention, TikTok*