

## ABSTRACT

Feliscia Duta Suara, 2026 : The Effect of User-Generated Content on Consumers' Purchase Intention on Google Reviews (A Case Study of Morning Bakery, Tanjungpinang)  
Dosen Pembimbing : Hj. Iranita, M.Si, Mirza Ayunda Pratiwi, S.E., M.Sc

*The development of digital technology has encouraged consumers to increasingly rely on User Generated Content (UGC) as a source of information before making purchasing decisions. This study aims to analyze the effect of Information Quality, Trust, and Attitude Towards User Generated Content on Google Reviews on consumers' Purchase Intention toward Morning Bakery in Tanjungpinang City. This research employed a quantitative approach using a survey method with 145 respondents selected through purposive sampling. Data were analyzed using multiple linear regression with SPSS. The results indicate that both partially and simultaneously, Information Quality, Trust, and Attitude Towards have a positive and significant effect on Purchase Intention, with Attitude Towards being the most dominant variable. These findings highlight the strategic role of Google Reviews in influencing Purchase Intentions in local culinary businesses.*

**Keywords :** User Generated Content, Google Review, Information Quality, Trust, Attitude Towards, Purchase Intention



## ABSTRAK

Feliscia Duta Suara, 2026 : Pengaruh *User Generated Content* di Google Terhadap Niat Pembelian Konsumen (Studi kasus pada Morning Bakery, Tanjungpinang)

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Perkembangan teknologi digital mendorong konsumen semakin mengandalkan *User Generated Content* (UGC) sebagai sumber informasi sebelum mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *Information Quality*, *Trust*, dan *Attitude Towards* pada Google Review terhadap *Purchase Intention* konsumen Morning Bakery di Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 145 responden yang dipilih melalui teknik purposive sampling. Data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, *Information Quality*, *Trust*, dan *Attitude Towards* berpengaruh positif dan signifikan terhadap *Purchase Intention*, dengan *Attitude Towards* sebagai variabel yang paling dominan. Temuan ini menegaskan bahwa Google Review berperan strategis dalam membentuk niat beli konsumen pada usaha kuliner lokal.

**Kata Kunci :** *User Generated Content*, *Google Review*, *Information Quality*, *Trust*, *Attitude Towards*, *Purchase Intention*