

4/6/2026 21:33:49	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/6/2026 21:42:44	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/6/2026 22:21:56	Ya	Ya	Ya	Perempuan	18-24 tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/6/2026 22:50:41	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Mahasiswa dan Freelancing	Rp 3.000.001 - Rp 4.000.000
4/6/2026 23:18:20	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/6/2026 23:31:58	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/7/2026 7:31:58	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Karyawan Swasta	Rp 1.000.001 - Rp 2.000.000
4/7/2026 7:58:34	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/7/2026 9:11:26	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 2.000.001 - Rp 3.000.000
4/7/2026 10:26:16	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 4.000.001 - Rp 5.000.000
4/7/2026 12:13:20	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/7/2026 14:26:03	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 4.000.000
4/7/2026 14:49:45	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/7/2026 17:08:29	Ya	Ya	Ya	Perempuan	18-24 tahun	Diploma (D1/D2/D3)	Pelajar/Mahasiswa	Rp 4.000.001 - Rp 5.000.000
4/7/2026 17:30:11	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/7/2026 17:32:43	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000

4/7/2026 19:03:53	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/7/2026 19:36:02	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/8/2026 8:17:32	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/8/2026 17:10:19	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/8/2026 17:11:51	Ya	Tidak						
4/8/2026 17:28:04	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/8/2026 17:50:35	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/8/2026 18:01:02	Ya	Ya	Ya	Perempuan	25-30 tahun	S2	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 4.000.000
4/8/2026 18:08:10	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/8/2026 19:08:27	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/8/2026 19:52:14	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/9/2026 12:05:20	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	Rp 2.000.001 - Rp 3.000.000
4/9/2026 14:40:52	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/9/2026 15:24:19	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/9/2026 16:23:30	Ya	Ya	Ya	Laki-laki	18-24 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000
4/9/2026 18:53:44	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Wirausaha	> Rp 5.000.000

4/9/2026 20:22:34	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/9/2026 21:27:25	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/9/2026 21:49:20	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Karyawan Swasta	> Rp 5.000.000
4/9/2026 23:43:18	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 4.000.001 - Rp 5.000.000
4/9/2026 23:56:49	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/9/2026 23:57:36	Ya	Tidak						
4/10/2026 2:57:26	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/10/2026 6:37:04	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/10/2026 11:20:25	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/10/2026 18:03:22	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/10/2026 21:16:35	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/10/2026 22:47:00	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/10/2026 23:26:11	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/10/2026 23:55:34	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 4.000.000
4/11/2026 0:03:42	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/11/2026 0:41:21	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000

4/11/2026 1:08:59	Ya	Tidak						
4/11/2026 7:47:30	Ya	Tidak						
4/11/2026 7:54:35	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/11/2026 9:11:59	Ya	Tidak						
4/11/2026 9:23:14	Ya	Tidak						
4/11/2026 10:01:14	Ya	Tidak						
4/11/2026 10:42:04	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/11/2026 14:49:34	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/11/2026 18:11:12	Ya	Tidak						
4/11/2026 18:19:50	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/11/2026 21:22:02	Ya	Ya	Ya	Laki-laki	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/11/2026 21:26:43	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/11/2026 22:12:59	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	> Rp 5.000.000
4/11/2026 22:37:23	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/11/2026 23:19:13	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/12/2026 5:44:11	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000

4/12/2026 11:14:11	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/12/2026 18:15:22	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/12/2026 19:53:56	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/12/2026 21:28:05	Ya	Ya	Ya	Perempuan	36-45 tahun	S2	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/12/2026 21:33:52	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/12/2026 21:42:46	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Wirausaha	> Rp 5.000.000
4/12/2026 21:49:44	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Karyawan Swasta	Rp 2.000.001 - Rp 3.000.000
4/12/2026 21:57:09	Ya	Ya	Ya	Perempuan	36-45 tahun	Diploma (D1/D2/D3)	Pegawai Negeri Sipil (PNS)	Rp 3.000.001 - Rp 4.000.000
4/12/2026 22:05:48	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Pegawai Negeri Sipil (PNS)	> Rp 5.000.000
4/12/2026 22:07:50	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Pegawai Negeri Sipil (PNS)	> Rp 5.000.000
4/12/2026 22:12:56	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Wirausaha	> Rp 5.000.000
4/12/2026 22:19:57	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/12/2026 22:22:56	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/12/2026 22:30:56	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/12/2026 22:53:19	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/13/2026 3:18:47	Ya	Tidak						

4/13/2026 9:10:02	Tidak							
4/13/2026 9:43:26	Tidak							
4/13/2026 10:56:39	Ya	Ya	Ya	Laki-laki	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/13/2026 12:25:11	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/13/2026 13:54:34	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/13/2026 13:59:58	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 4.000.001 - Rp 5.000.000
4/13/2026 14:05:26	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/13/2026 14:09:20	Ya	Ya	Ya	Perempuan	36-45 tahun	S2	Wirausaha	> Rp 5.000.000
4/13/2026 14:15:33	Ya	Ya	Ya	Perempuan	31-35 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/13/2026 15:14:48	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Wirausaha	> Rp 5.000.000
4/13/2026 15:22:56	Ya	Ya	Ya	Perempuan	18-24 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/13/2026 17:34:53	Tidak							
4/13/2026 20:59:31	Ya	Ya	Ya	Laki-laki	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 2.000.001 - Rp 3.000.000
4/13/2026 21:00:21	Tidak							
4/13/2026 21:00:50	Ya	Ya	Ya	Laki-laki	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 1.000.001 - Rp 2.000.000
4/13/2026 21:02:28	Ya	Ya	Ya	Laki-laki	25-30 tahun	SMA/SMK/ sederajat	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000

4/13/2026 21:07:24	Ya	Ya	Ya	Laki-laki	31-35 tahun	Diploma (D1/D2/D3)	Wirausaha	Rp 3.000.001 - Rp 4.000.000
4/13/2026 21:44:14	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/13/2026 21:52:30	Ya	Ya	Ya	Laki-laki	25-30 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 4.000.001 - Rp 5.000.000
4/13/2026 21:57:26	Ya	Ya	Tidak					
4/13/2026 22:05:24	Ya	Ya	Ya	Laki-laki	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/13/2026 22:06:21	Tidak							
4/14/2026 4:49:50	Ya	Ya	Ya	Laki-laki	31-35 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 3.000.001 - Rp 4.000.000
4/14/2026 5:00:40	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 1.000.001 - Rp 2.000.000
4/14/2026 5:01:52	Ya	Ya	Ya	Laki-laki	18-24 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/14/2026 5:15:26	Ya	Ya	Ya	Laki-laki	36-45 tahun	S2	Wirausaha	> Rp 5.000.000
4/14/2026 5:17:30	Ya	Ya	Ya	Laki-laki	31-35 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/14/2026 5:22:10	Ya	Ya	Ya	Perempuan	36-45 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 2.000.001 - Rp 3.000.000
4/14/2026 5:34:58	Ya	Ya	Ya	Laki-laki	25-30 tahun	S1	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/14/2026 5:42:13	Ya	Ya	Ya	Perempuan	31-35 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/14/2026 6:16:20	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/14/2026 6:18:18	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 3.000.001 - Rp 4.000.000

4/14/2026 6:20:12	Ya	Ya	Ya	Laki-laki	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 3.000.001 - Rp 4.000.000
4/14/2026 6:38:58	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/14/2026 6:53:36	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Wirausaha	> Rp 5.000.000
4/14/2026 7:03:45	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/14/2026 7:12:11	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Wirausaha	> Rp 5.000.000
4/14/2026 7:19:16	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Karyawan Swasta	Rp 2.000.001 - Rp 3.000.000
4/14/2026 7:29:19	Ya	Ya	Tidak					
4/14/2026 7:36:44	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 4.000.001 - Rp 5.000.000
4/14/2026 7:53:29	Ya	Ya	Tidak					
4/14/2026 8:09:52	Ya	Ya	Ya	Perempuan	25-30 tahun	S2	Wirausaha	> Rp 5.000.000
4/14/2026 8:56:50	Ya	Ya	Tidak					
4/14/2026 8:56:53	Tidak							
4/14/2026 10:37:48	Ya	Ya	Tidak					
4/14/2026 11:15:12	Ya	Ya	Tidak					
4/14/2026 11:31:58	Tidak							
4/14/2026 11:34:58	Ya	Ya	Tidak					

4/14/2026 12:21:53	Ya	Ya	Tidak					
4/16/2026 16:02:47	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/24/2026 22:02:55	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	Rp 3.000.001 - Rp 4.000.000
4/25/2026 13:35:51	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/25/2026 15:43:32	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/25/2026 16:23:12	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/25/2026 16:42:07	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/25/2026 17:04:27	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/25/2026 18:10:14	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Wirausaha	Rp 2.000.001 - Rp 3.000.000
4/25/2026 18:12:24	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Pegawai Negeri Sipil (PNS)	Rp 4.000.001 - Rp 5.000.000
4/25/2026 18:20:09	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 4.000.000
4/25/2026 18:23:23	Ya	Ya	Ya	Perempuan	25-30 tahun	SMA/SMK/ sederajat	Pegawai Negeri Sipil (PNS)	Rp 2.000.001 - Rp 3.000.000
4/25/2026 18:28:07	Ya	Ya	Ya	Perempuan	25-30 tahun	Diploma (D1/D2/D3)	Wirausaha	Rp 3.000.001 - Rp 4.000.000
4/25/2026 18:31:28	Ya	Ya	Ya	Laki-laki	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	< Rp 1.000.000
4/25/2026 18:42:22	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/25/2026 18:43:11	Ya	Ya	Ya	Laki-laki	25-30 tahun	S2	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000

4/25/2026 18:50:54	Ya	Ya	Ya	Perempuan	18-24 tahun	SMP/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/25/2026 19:01:50	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	< Rp 1.000.000
4/26/2026 1:04:27	Ya	Ya	Ya	Perempuan	18-24 tahun	Diploma (D1/D2/D3)	Pelajar/ Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/26/2026 8:25:59	Ya	Ya	Ya	Perempuan	18-24 tahun	Diploma (D1/D2/D3)	Pelajar/ Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/26/2026 8:45:19	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Pelajar/ Mahasiswa	< Rp 1.000.000
4/27/2026 14:41:03	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 14:51:06	Ya	Ya	Ya	Perempuan	31-35 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/27/2026 15:04:31	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/27/2026 15:16:57	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 15:32:03	Ya	Ya	Ya	Perempuan	18-24 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/27/2026 15:50:09	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 17:11:24	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 17:50:31	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/27/2026 18:40:52	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 19:26:25	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000
4/27/2026 19:54:16	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/ SMK/ sederajat	Pelajar/ Mahasiswa	Rp 1.000.001 - Rp 2.000.000

4/28/2026 8:37:46	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	> Rp 5.000.000
4/28/2026 10:34:47	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000
4/28/2026 11:01:19	Ya	Ya	Ya	Perempuan	18-24 tahun	SMA/SMK/ sederajat	Pelajar/Mahasiswa	Rp 2.000.001 - Rp 3.000.000
4/28/2026 12:36:55	Ya	Ya	Ya	Perempuan	25-30 tahun	S1	Karyawan Swasta	Rp 4.000.001 - Rp 5.000.000

Jawaban Pertanyaan

PSH1	PSH2	PSH3	PSH4	PSC-T1	PSC-T2	PSC-T3	PSC-T4	PSC-T5	PSC-E1	PSC-E2	PSC-E3	PSC-E4	PSC-E5	PSC-A1	PSC-A2	PSC-A3	PSC-A4	PSC-A5
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Lampiran 4

Olahan Data Statistik

Indicators:	Indicator Correlations		Raw File						
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness
no	1	0	85.000	85.000	1.000	169.000	48.785	-1.200	0.000
PSH1	2	0	4.118	4.000	1.000	5.000	0.855	2.867	-1.376
PSH2	3	0	4.272	4.000	1.000	5.000	0.797	4.037	-1.591
PSH3	4	0	4.183	4.000	1.000	5.000	0.782	2.696	-1.235
PSH4	5	0	4.231	4.000	1.000	5.000	0.929	3.980	-1.815
PSC-T1	6	0	4.189	4.000	1.000	5.000	1.049	2.870	-1.753
PSC-T2	7	0	4.225	4.000	1.000	5.000	0.971	2.478	-1.599
PSC-T3	8	0	4.118	4.000	1.000	5.000	1.014	3.063	-1.719
PSC-T4	9	0	4.183	4.000	1.000	5.000	0.971	2.899	-1.629
PSC-T5	10	0	4.183	4.000	1.000	5.000	1.013	3.208	-1.790
PSC-E1	11	0	4.172	4.000	1.000	5.000	0.904	2.710	-1.512
PSC-E2	12	0	4.018	4.000	1.000	5.000	0.920	1.524	-1.141
PSC-E3	13	0	4.118	4.000	1.000	5.000	0.972	1.841	-1.372
PSC-E4	14	0	4.148	4.000	1.000	5.000	0.989	3.309	-1.746
PSC-E5	15	0	4.189	4.000	1.000	5.000	1.003	2.933	-1.703
PSC-A1	16	0	4.166	4.000	1.000	5.000	0.940	2.127	-1.373
PSC-A2	17	0	4.266	4.000	1.000	5.000	0.933	3.331	-1.749
PSC-A3	18	0	3.840	4.000	1.000	5.000	1.090	1.008	-1.145
PSC-A4	19	0	4.325	4.000	1.000	5.000	0.832	2.899	-1.544
PSC-A5	20	0	4.124	4.000	1.000	5.000	0.865	2.842	-1.407
STU1	21	0	4.189	4.000	1.000	5.000	0.738	2.447	-1.121
STU2	22	0	4.331	4.000	1.000	5.000	0.826	2.242	-1.448
STU3	23	0	4.237	4.000	1.000	5.000	0.786	1.662	-1.110
STU4	24	0	4.272	4.000	1.000	5.000	0.812	1.647	-1.208
STU5	25	0	4.337	4.000	1.000	5.000	0.737	4.227	-1.527
EWOM1	26	0	4.243	4.000	1.000	5.000	0.907	3.480	-1.701
EWOM2	27	0	4.201	4.000	1.000	5.000	0.854	2.587	-1.379
EWOM3	28	0	4.231	4.000	1.000	5.000	0.863	2.740	-1.468
EWOM4	29	0	4.290	4.000	1.000	5.000	0.757	3.694	-1.451
NB1	30	0	4.207	4.000	1.000	5.000	0.784	2.789	-1.278
NB2	31	0	4.237	4.000	1.000	5.000	0.809	3.222	-1.408
NB3	32	0	4.254	4.000	1.000	5.000	0.769	1.764	-1.103
NB4	33	0	4.272	4.000	1.000	5.000	0.889	4.606	-1.892
NB5	34	0	4.361	4.000	1.000	5.000	0.717	2.595	-1.247

Lampiran 5

Olahan Data SEM-PLS

1. Nilai *Outer Loading*

Outer Loadings

Matrix	Copy to Clipboard				
	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
EWOM1	0.808				
EWOM2	0.747				
EWOM3	0.771				
EWOM4	0.756				
NB1		0.768			
NB2		0.713			
NB3		0.710			
NB4		0.706			
NB5		0.711			
PSC-A1			0.717		
PSC-A2			0.751		
PSC-A3			0.724		

Outer Loadings

Matrix	Copy to Clipboard				
	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
PSC-A3			0.724		
PSC-A4			0.641		
PSC-A5			0.697		
PSC-E1			0.692		
PSC-E2			0.663		
PSC-E3			0.726		
PSC-E4			0.740		
PSC-E5			0.757		
PSC-T1			0.722		
PSC-T2			0.702		
PSC-T3			0.742		
PSC-T4			0.719		

Outer Loadings

Matrix	Copy to Clipboard				
	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
PSC-T4			0.719		
PSC-T5			0.716		
PSH1				0.792	
PSH2				0.740	
PSH3				0.739	
PSH4				0.703	
STU1					0.731
STU2					0.755
STU3					0.708
STU4					0.709
STU5					0.703

2. Nilai *Average Variance Extracted*, *Cronbach's Alpha* dan *Composite Reliability*

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
EWOM	0.773	0.784	0.854	0.594	
Niat Beli	0.771	0.773	0.845	0.521	
Perceived Source Credibility	0.931	0.933	0.940	0.511	
Perceived Source Homophily	0.732	0.737	0.832	0.554	
Sikap Terhadap UGC	0.770	0.771	0.844	0.521	

3. Nilai *Heterotrait-Monotrait Ratio* (HTMT)

Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel
	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
EWOM					
Niat Beli	0.937				
Perceived Source Credibility	0.885	0.812			
Perceived Source Homophily	0.729	0.763	0.661		
Sikap Terhadap UGC	0.882	0.827	0.811	0.619	

4. Nilai *Cross-Loading*

Discriminant Validity

	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
EWOM1	0.808	0.507	0.729	0.431	0.579
EWOM2	0.747	0.615	0.507	0.447	0.513
EWOM3	0.771	0.607	0.552	0.484	0.499
EWOM4	0.756	0.499	0.541	0.328	0.513
NB1	0.499	0.768	0.593	0.467	0.410
NB2	0.474	0.713	0.491	0.465	0.429
NB3	0.483	0.710	0.478	0.433	0.470
NB4	0.545	0.706	0.497	0.292	0.605
NB5	0.591	0.711	0.435	0.437	0.392
PSC-A1	0.527	0.454	0.717	0.290	0.440
PSC-A2	0.619	0.514	0.751	0.448	0.584
PSC-A3	0.636	0.468	0.724	0.352	0.564

Discriminant Validity

	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
PSC-A3	0.636	0.468	0.724	0.352	0.564
PSC-A4	0.483	0.429	0.641	0.306	0.430
PSC-A5	0.534	0.477	0.697	0.305	0.445
PSC-E1	0.468	0.380	0.692	0.427	0.484
PSC-E2	0.456	0.424	0.663	0.400	0.360
PSC-E3	0.569	0.480	0.726	0.395	0.537
PSC-E4	0.612	0.511	0.740	0.370	0.478
PSC-E5	0.647	0.489	0.757	0.450	0.520
PSC-T1	0.564	0.571	0.722	0.414	0.538
PSC-T2	0.489	0.539	0.702	0.508	0.501
PSC-T3	0.544	0.562	0.742	0.400	0.516
PSC-T4	0.521	0.521	0.719	0.384	0.452

Discriminant Validity

	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC
PSC-T4	0.521	0.531	0.719	0.384	0.452
PSC-T5	0.512	0.582	0.716	0.472	0.521
PSH1	0.466	0.459	0.416	0.792	0.367
PSH2	0.369	0.443	0.420	0.740	0.413
PSH3	0.401	0.461	0.482	0.739	0.303
PSH4	0.395	0.332	0.317	0.703	0.303
STU1	0.519	0.395	0.484	0.203	0.731
STU2	0.520	0.509	0.516	0.352	0.755
STU3	0.510	0.483	0.552	0.327	0.708
STU4	0.430	0.453	0.492	0.390	0.709
STU5	0.489	0.479	0.448	0.418	0.703

5. Nilai *Adjusted R-Square*

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
EWOM	0.634	0.629
Niat Beli	0.535	0.529
Perceived Source Credibility	0.309	0.305
Sikap Terhadap UGC	0.490	0.484

6. Nilai *F-Square*

f Square

Matrix		f Square		Copy to Clipboard: Excel Fc		
	EWOM	Niat Beli	Perceived Source Credibility	Perceived Source Homophily	Sikap Terhadap UGC	
EWOM						
Niat Beli						
Perceived Source Credibility	0.448	0.255			0.528	
Perceived Source Homophily			0.447		0.020	
Sikap Terhadap UGC	0.125	0.111				

7. Nilai *Q-Square*

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5
		SSO	SSE	$Q^2 (=1-SSE/SSO)$	
EWOM		676.000	432.500	0.360	
Niat Beli		845.000	631.492	0.253	
Perceived Source Credibility		2535.000	2161.268	0.147	
Perceived Source Homophily		676.000	676.000		
Sikap Terhadap UGC		845.000	640.361	0.242	

8. Hasil Bootstrapping (Uji Hipotesis dan Uji Mediasi)

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboar	
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Perceived Source Credibility -> EWOM	0.562	0.569	0.104	5.401	0.000
Perceived Source Credibility -> Niat Beli	0.477	0.481	0.105	4.561	0.000
Perceived Source Credibility -> Sikap Terhadap UGC	0.625	0.633	0.094	6.638	0.000
Perceived Source Homophily -> Perceived Source Credibility	0.556	0.563	0.103	5.373	0.000
Perceived Source Homophily -> Sikap Terhadap UGC	0.122	0.115	0.117	1.039	0.150
Sikap Terhadap UGC -> EWOM	0.296	0.288	0.110	2.686	0.004
Sikap Terhadap UGC -> Niat Beli	0.314	0.307	0.122	2.576	0.005

Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:		Excel Format	R Format
			Original ...	Sample ...	Standard ...	T Statistic...	P Values
Perceived Source Homophily -> Perceived Source Credibility -> EWOM			0.312	0.323	0.094	3.312	0.000
Perceived Source Credibility -> Sikap Terhadap UGC -> EWOM			0.185	0.183	0.078	2.369	0.009
Perceived Source Homophily -> Perceived Source Credibility -> Sikap Terhadap UGC -> EWOM			0.103	0.102	0.046	2.232	0.013
Perceived Source Homophily -> Sikap Terhadap UGC -> EWOM			0.036	0.039	0.043	0.834	0.202
Perceived Source Homophily -> Perceived Source Credibility -> Niat Beli			0.265	0.273	0.084	3.166	0.001
Perceived Source Credibility -> Sikap Terhadap UGC -> Niat Beli			0.196	0.193	0.085	2.319	0.010
Perceived Source Homophily -> Perceived Source Credibility -> Sikap Terhadap UGC -> Niat Beli			0.109	0.108	0.050	2.191	0.014
Perceived Source Homophily -> Sikap Terhadap UGC -> Niat Beli			0.038	0.039	0.043	0.897	0.185
Perceived Source Homophily -> Perceived Source Credibility -> Sikap Terhadap UGC			0.347	0.353	0.074	4.677	0.000

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Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention

Impact of UGC source credibility on eWOM

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Mazzini Muda

*Faculty of Business and Management, Universiti Teknologi MARA,
Shah Alam, Malaysia, and*

Muhammad Iskandar Hamzah

*Faculty of Business and Management, Universiti Teknologi MARA,
Puncak Alam, Malaysia*

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Abstract

Purpose – In spite of the increasing organic and interactive marketing activities over social media, a general understanding of the source credibility of voluntary user-generated content (UGC) is still limited. In line with the social identity theory, this paper examines the effects of consumers' perceived source credibility of UGC in YouTube videos on their attitudes and behavioral intentions. Additionally, source homophily theory is included to predict the antecedent of source credibility.

Design/methodology/approach – Three hundred and seventy two Generation Y respondents were interviewed using snowball sampling. Data were analyzed with component-based structural equation modeling technique of partial least squares-structural equation modeling (PLS-SEM).

Findings – Findings confirmed that perceived source credibility indirectly affects purchase intention (PI) and electronic word-of-mouth via attitude toward UGC. Besides, perceived source credibility mediates the effect of perceived source homophily on attitude toward UGC.

Practical implications – Since today's consumers have begun to trust and rely more on UGC than company-generated content on social media when making purchase decisions, companies may reconsider democratizing certain aspects of their branding strategies. Firms may fine-tune their marketing communication budgets – not only just by sponsoring public figures and celebrities but also by nurturing coproductive engagements with independent content creators who are ordinary consumers. Endowed with their imposing credibility, these micro-influencers and prosumers have high potentials to be uplifted to brand ambassadors.

Originality/value – While consumers' purchase outcome can be measured easily using metrics and analytics, the roles of source homophily in stages leading up to the purchase is still elusive. Drawing on the rich theoretical basis of source homophily may help researchers to understand not only how credibility and attitude are related to PI but also how this nexus generates positive word of mouth among UGC followers within the social media circles.

Keywords User-generated content, Source homophily, Source credibility, Word-of-mouth marketing, Social media marketing, Influencer marketing

Paper type Research paper

Introduction

The rapid development of Internet technology has produced many new media platforms. Social media, for example, are interactive Web 2.0 Internet-based applications, through which users create online communities to share information, ideas, personal messages and other



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content (such as videos). This user-generated content (UGC) is essential for marketers when it is product and brand-related because of its potential to shape consumer brand perceptions and choice. Furthermore, consumers now prefer getting information on products and brands from online reviews rather than traditional media like television and radio (Hu *et al.*, 2017). From the interactive marketing perspective, the landscape is rapidly shifting from firm-focused marketing broadcasts to consumer-centric collaborative exchanges. Social e-commerce – reflected through UGC made by ordinary and passionate prosumers, establishes a strong emotional bond and trust between them and the consumers. Coupled with built-in “*call-to-action*” tools, these broadcasters are able to monetize the content by instantly selling products through impromptu interactions that could be considered as a seamless and convenient shopping experience (Wang, 2021).

This research is in line with the social identity theory stating that an individual's self-image is derived from the social categories to which they perceive themselves as belonging (Tajfel and Turner, 1986). Since UGC is developed by informants who share similar interests and beliefs, consumers may highly value their thoughts and ideas. This connection can be so strong up to the extent that they might associate their self-esteem and self-concept with personas portrayed by the UGC creators (Bergami and Bagozzi, 2000). Hence, Internet marketing researchers have concluded that consumers tend to support brands that support their social identities (Arenas-Gaitán *et al.*, 2018; Todd and Melancon, 2018). The enfranchisement of content production previously controlled by firms has allowed end-users to broadcast themselves through UGC (Wang, 2021). Regardless of whether amateurs, professionals or enthusiasts, their social identities are considered authentic by the consumers since the broadcasters live and experience the products themselves (Barger *et al.*, 2016).

Brand-related UGC has become a significant source of trusted information for consumers to assist their purchase decision-making. Consumers trust UGC because they believe the UGC contributors share both their negative and positive experiences in the spirit of full disclosure (Mir and Rehman, 2013). Moreover, UGC contributors are not perceived as having any commercial interest, thus unbiased in judging the efficacy of products and services. It is different from companies that would only highlight the positive aspects of their offerings to maintain their commercial interests. Nonetheless, the very nature of UGC triggers some concerns related to its credibility. UGC contributors, though they are fellow consumers, are total strangers. As such, consumers are given the delicate task of evaluating strangers' opinions (Ayeh *et al.*, 2013). Moreover, in an online setting, possible cues that could help consumers have a proper evaluation of views are unavailable. The nature of online reviews denies the consumers the ability to make inferences from the person's facial expression, contexts used, words uttered, to name a few.

Additionally, content contributions in UGC websites may originate from different backgrounds of people – amateurs, semi-professionals and professionals. UGC is also vulnerable to all kinds of manipulation and abuse as contributors' online identities can be changed easily. Since online reviews are so critical, some businesses have been known to resort to unethical and even illegal actions. For example, companies planted reviews by employees, paid strangers who have never been customers to write positive reviews, and sabotaged their competitors by posting unfavorable reviews. Numerous studies have investigated user-generated sites (e.g. Casalo *et al.*, 2010; Fotis *et al.*, 2012), but the credibility of UGC in videos has not been of primary interest. Ayeh *et al.* (2013) opined that despite the rising interest in social media, understanding the role of the credibility of the source in the usage process is somewhat limited.

The extant literature does not seem to offer convincing coverage on the influence of content marketing by independent content creators via social media platforms (e.g. YouTube) on brands' consumption (Correa *et al.*, 2020; Ho *et al.*, 2020; Izogo and Mpiranja, 2020). In this regard, specific questions remain elusive. For instance, would the content creators' expertise in reviewing a particular brand translates into consumers' favorable attitude toward the

brand and subsequently leads to electronic word-of-mouth (eWOM) and purchase intention (PI)? Could their expertise, trustworthiness and attractiveness also be considered as equally crucial factors in influencing these outcomes? With the purpose of contributing to the filling of this knowledge gap, we seek to culminate a unique UGC-driven consumer behavior model that positioned consumers' perceived source credibility and attitude toward UGC as intervening variables that explain consumers' eWOM behavior and PI. Therefore, this study examines the consumers' perception regarding UGC credibility on YouTube and how such perceptions may influence their intention toward UGC utilization for beauty products purchasing and eWOM.

Literature review and theoretical background

UGC, YouTube and vloggers

The advent of UGC is parallel with the proliferation of social media as the primary source of information among consumers. The content can either be disseminated on a sponsored or voluntary basis. A sponsored UGC involves the marketer directly paying influencers or key opinion leaders to promote and recommend the brand via social media (Wang, 2021). It accommodates shoppable content for impulse purchases and allows followers to recommend posts with a quick "like" – also termed as the "word-of-click" (Wang, 2021). Meanwhile, content creators of voluntary UGC present views independently without any third-party influence. Regardless of these different UGC types, consumers often appreciate UGC with thorough critical evaluations that discover not just the benefits and advantages of the product, but its weaknesses and limitations as well.

Being the worlds' most popular online video platform, YouTube is an ideal platform for users to share their experience of buying and using products with other YouTube users. The content category most popular on YouTube is the beauty category (Thomson, 2019). Beauty-related content consists of more than 95% UGC and less than 5% company-generated content (CGC). As such, YouTube can be considered a powerful eWOM medium in the beauty industry. According to Foye (2018), billions of hours of videos were viewed on YouTube every day, particularly among Generation Y (18–32-year-olds). Despite its vast potential, analysis of UGC on YouTube and how it influenced consumers' attitudes and PI were scarce (Correa *et al.*, 2020; Wang, 2015).

YouTube vloggers refer to people who create a video blog or vlog by planning and appearing directly in the video. According to Choi and Lee (2019), vloggers have a common denominator with celebrities from the aspect that they approach audiences through videos, just as celebrities who contact the public via traditional media outlets. The difference is that vloggers designed the flow of video content themselves, not only serving as a model in the video. Many beauty vloggers had attracted a large number of followers when they uploaded videos about their personal life or reviewed the products they use. In this respect, Lee and Watkins (2016) opined that vloggers had become key opinion leaders or essential information sources on social media nowadays.

Attitude toward UGC, purchase intention and e-word of mouth

Understanding consumers' attitude is crucial because it influences their behavioral intentions, such as purchase intention. Many studies have highlighted the role of attitude as a central mediator of behavior and an antecedent of behavioral intentions (Ajzen, 1989; Wang and Ritchie, 2012). Ajzen (1989) defined attitude as an individual's "predisposition to respond favorably or unfavorably to an object, person, institution or event" (p. 241). Similarly, Eagly and Chaiken (1993) described attitude as a tendency for people to evaluate an entity with some degree of favor or disfavor, commonly expressed in cognitive, affective and

behavioral responses. Ajzen (1991) elaborated that "intentions are assumed to capture the motivational factors that influence behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, performing the behavior" (p. 181). As such, positive attitudes would affect an individual's behavioral intentions positively (Mosavi and Ghaedi, 2012).

In this study, the attitude construct reflects viewers' perception and feelings toward UGC for beauty products and brands in videos shared on YouTube. We propose that consumers' attitudes toward UGC and their behavioral intentions of using that UGC in purchase decision-making are associated positively. Additionally, a positive attitude toward the UGC would also influence consumers to pass the information along to their circle of family and acquaintances (Graham and Wilder, 2020). In other words, consumers' positive attitude regarding online UGC would enhance their intentions to consume such content (Daugherty *et al.*, 2008) and make a purchase decision based on the vloggers' reviews. Many studies have found that a positive attitude toward a website, for example, has been influential in online consumer behavior settings (e.g. Castaneda *et al.*, 2009; Casalo *et al.*, 2010). Moreover, the impact of UGC on eWOM is warranted since such empirical studies are rarely investigated (Bi *et al.*, 2019). Hence, we propose the following hypotheses:

H1. Attitude toward UGC has a positive effect on eWOM.

H2. Attitude toward UGC has a positive effect on purchase intention.

Source credibility

Hovland *et al.* (1953) defined credibility as the believability of some information and its source. Similarly, O'Keefe (2002) described credibility as judgments made by perceivers regarding the believability of the communicator. Likewise, Tseng and Fogg (1999) explained that credible people are believable people, and credible information is believable. The credibility of a message depends on the recipient's perception of its source as high credibility of the message source has a positive effect on consumer attitudes toward the brand (Erdogan, 1999; Friedman and Friedman, 1979; Ohanian, 1990; Muda *et al.*, 2014). In the online video streaming marketing context, trustworthiness, expertise and attractiveness are recognized as the three main factors representing source credibility (Todd and Melancon, 2018). Thus, in this study, we conceptualize source credibility as a second-order construct comprising three first-order subscales: expertise, trustworthiness and attractiveness.

Source trustworthiness describes the degree of confidence in the source's intent to communicate the assertions that he/she considers as most valid (Hovland *et al.*, 1953). Ohanian (1990) operationalized trustworthiness in her study as "the listener's degree of confidence in, and level of acceptance of, the speaker and the message" (p. 41). Numerous studies have proven that trustworthiness is directly correlated with persuasion and message effectiveness. Miller and Baseheart (1969), for example, discovered that the more trustworthy a communicator is, the more effective their opinion will be to the receiver of that message. According to van der Waldt *et al.* (2009), a large part of trustworthiness lies in the endorser's likability. The culture of YouTube allows content creators to be transparent with vlogging, face-to-face production setups and interactive conversation. In light of the increasing shift in advertising power from firms to content creators, scholars have called for a deeper understanding of the formation of trust in online content and its impact on consumer behavior in peer-to-peer UGC (Cummins *et al.*, 2014; Correa *et al.*, 2020; Vander Schee *et al.*, 2020).

Source expertise refers to the extent that a source of a persuasive message is seen to be knowledgeable about the message's topic. Ohanian (1990) explains that expertise or expertness, is also known as the authority, competence and qualification a communicator possesses. Much research has proven that the more credible and expert a person is, the more

behaviorally compliant the message's receiver will be (Al-Emadi and Yahia, 2020). A source perceived as an expert has sufficient knowledge in a particular area of interest, in this case, beauty. It explains how consumers are persuaded based on the overall perceived credibility, regardless of format. As long as viewers view that the YouTuber or vlogger knows the product, the YouTuber is considered an expert (Van der Walldt *et al.*, 2009). However, Ohanian (1990) stresses that "*highly credible sources are not always more effective than less-credible ones*" (p. 42). Nonetheless, compared to nonexperts, expert sources have been considered to elicit more persuasive messages because of expectations that the information is likely to be valid or accurate.

Attractiveness is another dimension that plays a vital role in the communicator's initial judgment (Baker and Churchill, 1977). Physical appearance is essential and seldom goes unnoticed. Source attractiveness focuses on the endorser's physical attributes or characteristics (Erdogan, 1999). Many researchers have defined attractiveness as chicness, sexuality and likability (Mills and Aronson, 1965; Maddux and Rogers, 1980). Joseph (1982) concluded that attractive communicators are "consistently liked more and have a more positive impact" than less attractive communicators (p. 42). Several other researchers have agreed with those findings, reporting that attractiveness enhances positive attitudes (Simon *et al.*, 1970; Homer and Kahle, 1985). According to van der Walldt *et al.* (2009), endorsers perceived as attractive are more likely to lead to purchase aspiration. Given the cosmetics industry's nature, beauty and attractiveness continue to be significant factors in selecting models, endorsers and spokespeople.

Moreover, numerous studies have discovered a positive correlation between the relationship between source attractiveness and consumer attitude as well as PI (Petty *et al.*, 1983; Erdogan, 1999). McGuire (1985) noted that source attractiveness directly influences the effectiveness of an endorsement. As such, an attractive vlogger on YouTube can affect consumers with positive outcomes. A product reviewer with attractive features can positively affect consumers, which subsequently leads to their purchasing intention (Till and Busler, 2000). In general, social media influencers with fantastic appearances are more inclined to capture followers' attention and influence their attitude.

The expected connections between content marketing perceptions and favorable consumer outcomes can be sequential and indirect via attitudinal disposition. Consumers' attitudinal disposition toward UGC is characterized in the form of pleasant and enjoyable consumption experiences that intrigue them to be deeply engaged with the brand via social media (Pelletier *et al.*, 2020). For instance, UGC – which is perceived as highly informative and inspirational, will most likely trigger consumers' PI via attitudinal motivation (Izogo and Mpinganjira, 2020; Qin, 2020). Besides, marketing content that is both interesting and reflective of an individual's self-image tends to increase consumers' willingness to share the viewed UGC with others (Graham and Wilder, 2020). Based upon these discussions, we draw the following hypotheses:

- H3. Attitude toward UGC mediates the effect of perceived source credibility on eWOM.
- H4. Attitude toward UGC mediates the effect of perceived source credibility on purchase intention.

Perceived source homophily

Homophily can be defined as individuals' tendency to associate and bond with similar others, as in the proverb "birds of a feather flock together". Many studies have observed homophily in some form or another and established that similarity breeds connection. Perceived homophily, hence, refers to the degree to which pairs of individuals who interact are similar concerning specific attributes, such as beliefs, values, education, social status and the like

(McCroskey *et al.*, 1975). De Bruyn and Lilien (2008) explained that perceptual homophily relates to similarities among people based on their likes, dislikes, values and experiences. Moreover, in the new online setting, homophily is primarily reflected through netizens' shared interests and mindsets (Aye *et al.*, 2013).

Individuals in homophilic relationships tend to share common characteristics that make communication and relationship formation easier. Hence, they often regard others who are similar to them as credible sources of information. For example, Wang *et al.* (2008) discovered that the perception of homophily among people in an online support group yields influence on credibility perception. Similarly, perceived homophily also had been found to have a significant effect on PI in advertising (Simpson *et al.*, 2000; Graham and Wilder, 2020) and social media (Correa *et al.*, 2020) studies. It can be safely assumed that for individual consumers looking for beauty products information to make a purchase decision, the higher the perceived similarity between them and the UGC contributors, the more likely they will accept UGC for their purchase behavior.

Hence, it is expected that:

H5. Perceived source credibility mediates the effect of perceived source homophily on attitude toward UGC.

Figure 1 depicts the proposed model with the hypothesized relationships for this study.

Methodology

This research population was respondents who have viewed and consumed voluntary UGC on beauty and skincare products through YouTube videos. This method follows several eWOM studies that focused on beauty products (Cheung *et al.*, 2014; Chih *et al.*, 2020; García-de-Frutos and Estrella-Ramón, 2021), considering its broad online audience appeal. Besides, as many as 80% of consumers are inclined to purchase health and beauty products online (Accenture Research, 2016). This positive trend – driven by young shoppers, is expected to continue in the future (Nosto Solutions, 2020). Sample respondents recruited were Generation Y (Gen Y) students who enrolled at a large university in Malaysia using a snowball sampling method. According to Kim (2018), the Gen Y cohort is the heaviest YouTube users.

A self-administered questionnaire was physically distributed to each respondent with a set of ballpoint pens as a souvenir. Their participation was voluntary, and upon completion, each respondent was asked to identify colleagues who watch and follow beauty and skincare products channels on YouTube and invite them via a mainstream mobile messaging platform. The surveys were collected based on a face-to-face basis. Online data collection was not an option because it would receive a low response rate in emerging economies like Malaysia (du Toit *et al.*, 2014). The respondents were screened prior to the survey. To be eligible, they need to have recent experience of watching and following YouTube content

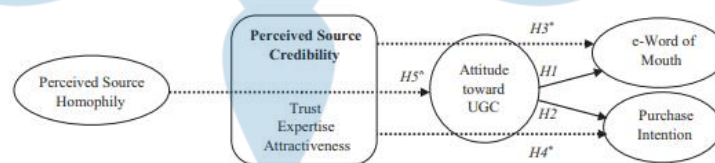


Figure 1.
Proposed model with
hypothesized paths

Note(s): *Indirect effect with Attitude toward UGC as a mediator. ^Indirect effect with Perceived Source Credibility (second order reflective construct) as a mediator

produced by vloggers, and the contents revolve around beauty and skincare-related products review. This operationalization ensures that the respondents were familiar with the vloggers, while building trust-based relationships. The questionnaire was composed of multiple-choice and Likert-type questions/statements. To ensure that respondents clearly understand the phenomenon under study, they were directed to examples of user-generated reviews on beauty products on YouTube. Definitions of UGC and beauty products were also included on the cover page of the questionnaire. Three hundred and seventy two sets of the survey were finally collected after a three-week data collection period, assisted by an enumerator. All sets were useable for data analysis.

This study adopted the measurement items from previously established studies and adapted to the current study's context. The measurement scale for perceived source credibility toward UGC – that is represented by trustworthiness (VT), expertise (VE) and attractiveness (VA), was adapted from Ohanian (1990). These items were intended to measure voluntary UGC, focusing on the content creator's credibility ("the person who provides..."). Meanwhile, the credibility assessment of sponsored UGC relies on heuristic system-generated cues such as the number of followers, likes, comments and images posted (Wang *et al.*, 2018). The four-item scale for perceived source homophily (PH) was based on an adaptation of the scale by Gilly *et al.* (1998). Meanwhile, the six items for attitude toward UGC (AT) were adapted from Ayele *et al.* (2013). Four measurement items for eWOM were adopted from Kim and Johnson (2016) and adapted to the context of YouTube videos as the original items were for Facebook information sharing. Lastly, we adapted the PI construct from Ayele *et al.* (2013). Responses on all constructs were measured on a 7-point Likert-type scale ranging from 1 (very strongly disagree) to 7 (very strongly agree). All of the measures were content validated, fine-tuned and cross-checked by two marketing experts from the institution. The partial least square (PLS) path modeling method was utilized using the SmartPLS 3.0 software application (Ringle *et al.*, 2015).

Data analysis and results

Sample characteristics

Of the 372 respondents, 75% were females. This dominance is most likely attributed to the study's context, which is UGC on beauty products. Near similar gender composition was also observed in other eWOM studies involving beauty and fashion products (Cheung *et al.*, 2014; Chih *et al.*, 2020). The imbalanced gender composition is not considered a methodological issue since neither male nor female viewers showed significantly different trustworthiness ratings based on whether they were watching a broadcaster of the same or opposite sex (Todd and Melancon, 2018). The respondents' average age was 22 years, the youngest being 17 years and the oldest 26 years. The majority (88.7%) of respondents were from the degree programs, and the remaining (11.3%) from the master programs. The table also shows the respondents' social media usage and the gadgets used to access social media.

PLS measurement model results

PLS path model analysis will show whether measures meet the commonly suggested criteria for measurement model assessment of indicator reliability, construct reliability, convergent validity and discriminant validity. Indicator reliability is achieved when item loadings are higher than 0.7 (Hair *et al.*, 2014, 2017). Construct reliability was assessed using two criteria: composite reliability (CR) and Cronbach's alpha (CA). Table 1 shows that all constructs have CR and CA above 0.7, thus confirming construct reliability (Henseler *et al.*, 2009). The next assessment was for convergent validity using the average variance extracted (AVE), which should be at least 0.5 to be considered sufficient and explain more than half of its indicators' variance (Hair *et al.*, 2017; Henseler *et al.*, 2009). All outer loading values are above 0.7 except

Item	Scale	Loadings	CR	AVE
<i>Perceived source homophily</i>				
PH1	The person who provides beauty product reviews on YouTube likes and dislikes the same things as I do	0.782	0.915	0.730
PH2	The person who provides beauty product reviews on YouTube has the same values as I do	0.876		
PH3	The person who provides beauty product reviews on YouTube has the same viewpoints on beauty as I do	0.871		
PH4	The person who provides beauty product reviews on YouTube has the same preferences on beauty-related products as I do	0.885		
<i>Perceived source credibility – Trust</i>				
VT1	The person who provides beauty product reviews on YouTube is dependable	0.835	0.939	0.754
VT2	The person who provides beauty product reviews on YouTube is honest	0.874		
VT3	The person who provides beauty product reviews on YouTube is reliable	0.859		
VT4	The person who provides beauty product reviews on YouTube is sincere	0.884		
VT5	The person who provides beauty product reviews on YouTube is trustworthy	0.887		
<i>Perceived source credibility – Expertise</i>				
VE1	The person who provides beauty product reviews on YouTube is experienced in beauty products	0.819	0.932	0.733
VE2	The person who provides beauty product reviews on YouTube is an expert in beauty products	0.873		
VE3	The person who provides beauty product reviews on YouTube is knowledgeable in beauty products	0.892		
VE4	The person who provides beauty product reviews on YouTube is qualified to offer beauty advice	0.827		
VE5	The person who provides beauty product reviews on YouTube is skilled in beauty products	0.867		
<i>Perceived source credibility – Attractiveness</i>				
VA1	The person who provides beauty product reviews on YouTube is beautiful/good looking	0.855	0.889	0.621
VA2	The person who provides beauty product review on YouTube is attractive	0.882		
VA3	The person who provides beauty product review on YouTube is sexy	0.552		
VA4	The person who provides beauty product review on YouTube is elegant/charming	0.842		
VA5	The person who provides beauty product review on YouTube is glamorous	0.756		
<i>Perceived source credibility (Second-order construct)</i>				
	Trust	0.860	0.839	0.640
	Expertise	0.895		
	Attractiveness	0.616		
<i>Attitude toward UGC</i>				
AT1	I feel good watching beauty product UGC on YouTube	0.881	0.949	0.787
AT3	I feel positive watching beauty product UGC on YouTube	0.887		
AT4	It is wise to watch beauty product UGC on YouTube	0.884		
AT5	I like watching beauty product UGC on YouTube	0.879		
AT6	It is worthwhile watching beauty product UGC on YouTube	0.905		

Table 1.
Factor loading,
composite reliability
(CR) and average
variance
extracted (AVE)

(continued)

Item	Scale	Loadings	CR	AVE	Impact of UGC source credibility on eWOM
<i>e-Word of mouth</i>					
EW1	I would click "like" to some of the beauty video postings	0.751	0.910	0.717	
EW2	I would share the beauty video postings with my friends	0.872			
EW3	I would pass along the beauty video postings to my contact on other social media sites	0.884			
EW4	I would recommend the beauty video postings to my friends	0.873			
<i>Purchase intention</i>					
PI1	I will definitely buy beauty products recommended on YouTube UGC in the near future	0.844	0.936	0.747	
PI2	I intend to buy a beauty product recommended on YouTube UGC in the near future	0.897			
PI3	It is likely that I will purchase a beauty product recommended on YouTube UGC in the near future	0.899			
PI4	I would consider buying the beauty product featured on YouTube UGC	0.833			
PI5	My willingness to buy the beauty product feature on YouTube UGC is high	0.846			
Note(s): All loadings are significant at $p < 0.001$					

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Table 1.

Note(s): All loadings are significant at $p < 0.001$

Table 1.

for the item VA3 (with a loading value of 0.55). However, it is retained in the path model since other items from the same construct have high loadings to complement AVE and CR (Hair *et al.*, 2014, 2017). The item AT2 is removed due to its influence toward a very high CR value of 0.966 (above the 0.95 threshold) for the attitude toward UGC construct, according to the recommendation by Hair *et al.* (2017). As can be seen in Table 1, AVE values for all constructs are higher than 0.5. Thus, we concluded that all our constructs had satisfactory convergent validity. The full table of loadings and cross-loadings can be referred to in Appendix.

Finally, discriminant validity reflects the extent to which the measure used is unique and not merely a reflection of other variables. For assessment of discriminant validity, two criteria are adopted: comparison of item loadings with item cross-loadings and comparison of the variance extracted from the construct with shared variance. As shown in Table 1, items loaded more highly on their intended construct (>0.7), thus satisfying the first condition. Table 2 shows the Fornell-Larcker and heterotrait-monotrait (HTMT) criterion assessment results with the square root of the reflective constructs' AVE on the diagonal and the correlations between the constructs on the off-diagonal position. Overall, the square roots of the AVEs for the reflective constructs, namely, attitude toward UGC (0.887), eWOM (0.847), perceived source credibility (0.800) and PI (0.864) are all higher than the correlations of these constructs with other latent variables in the path model, thus indicating that the constructs are valid measures of unique concepts. The interconstruct correlation values (upper right) are lower than the required threshold value of HTMT_{.85} (Kline, 2011) and HTMT_{.90} (Gold *et al.*, 2001). Hence, it can be

	PH	PSC	AT	eWOM	PI
Perceived source homophily (PH)	0.855	0.670	0.659	0.525	0.551
Perceived source credibility (PSC)	0.607	0.800	0.716	0.537	0.628
Attitude toward UGC (AT)	0.599	0.672	0.887	0.564	0.709
e-word of mouth (eWOM)	0.459	0.490	0.514	0.847	0.642
Purchase intention (PI)	0.497	0.585	0.656	0.578	0.864

Note(s): Numbers in italics (diagonal) denote the square root of the AVE. The interconstruct correlations on the lower left (below the diagonal) follow the Fornell-Larcker criterion while the interconstruct correlations on the upper right (above the diagonal) reflect the heterotrait-monotrait ratio criterion

Table 2.
Fornell-Larcker criterion (lower left) and heterotrait-monotrait ratio (upper right)

concluded that discriminant validity has been established where all indicators are highly loaded on their respective constructs. As the assessment of the construct reliability, convergent validity and indicator reliability produce satisfactory results. Hence, we found that this study's constructs can be used further to test the structural model.

Common-method bias

Statistical tests were conducted to detect any potential bias within the dataset, particularly the potential risk of common method variance. Harman's one-factor test was performed using factor analysis tool in SPSS. It was found that there is no single general factor that accounts for more than 50% of the covariance among the measure, hence common method is not an issue (Podsakoff *et al.*, 2003). Besides, the correlation matrix was assessed to observe any potential signs of common-method bias (Bagozzi *et al.*, 1991). Based on the discriminant validity analysis, the correlations between the constructs were not too large. In another test, a full collinearity test was conducted following Kock (2017), and Kock and Lynn (2012). In this test, all the variables were regressed against a common variable, and if the obtained variance inflation factor (VIF) values fell below the 3.3 thresholds, there should be no bias from the single-source data. As indicated in Table 3, each variable has VIF values of less than 3.3. Hence, common-method bias is not a serious issue in the model.

PLS structural model results

According to Henseler *et al.* (2009), the most vital criterion in the PLS path model for assessing the structural model is the coefficient of determination or R^2 of the endogenous latent variables. R^2 is used to measure the model's explanatory power and is interpreted in the same manner as for regression analysis. The analysis reveals that the structural model explained about 43.0% of the variance in PI, 26.4% in eWOM and 45.9% in attitude toward UGC, suggesting that the structural model provides adequate explanatory power.

We then performed a bootstrapping procedure with 5000 resamples to estimate the statistical significance of path coefficients (Henseler *et al.*, 2009). Based on the structural model (Figure 2) and the hypothesis testing (Table 4), all five proposed relationships were significant and supported. The path between AT and eWOM was highly significant ($\beta = 0.51$, $t = 12.06$), fully supporting Hypothesis 1. Similarly, AT and PI's path was also highly significant ($\beta = 0.65$, $t = 15.72$), confirming the support for Hypothesis 2. Next, the indirect effects for the remaining mediation paths were estimated through bootstrapping procedure (Preacher and Hayes, 2008). We found that AT mediated the effect of PSC on eWOM ($\beta = 0.346$, $t = 8.91$) and the effect of PSC on PI ($\beta = 0.441$, $t = 10.55$). Hence, H3 and H4 were supported. Moreover, PH has shown a significant indirect effect on AT via PSC ($\beta = 0.408$, $t = 11.06$), and this result provides credible support to H5.

Discussion and conclusion

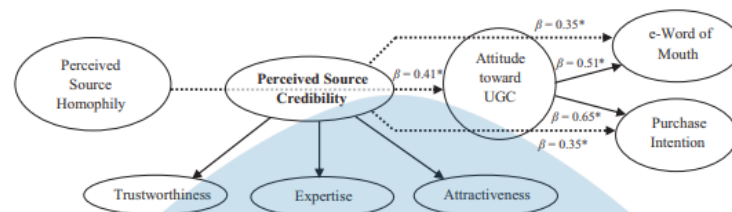
Theoretical contribution

This study examines university students' perception of source homophily and source credibility in the context of beauty products UGC on YouTube and how these perceptions affect their attitude toward the UGC, eWOM and PI. As hypothesized, this study found significant support for the influence of source credibility on attitude toward UGC, and

Table 3.
Full collinearity
analysis (Variance
inflation factor)

PH	PSC	AT	eWOM	PI
1.865	2.079	2.548	1.622	2.206

Note(s): PH = Perceived source homophily; PSC = Perceived source credibility; AT = Attitude toward user generated content; eWOM = e-word of mouth; PI = Purchase intention



Note(s): * $p < 0.001$

Impact of UGC source credibility on eWOM

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Figure 2. The structural model

No	Path	Path coefficient	t-value	p-value	LLCI	ULCI	Supported?
<i>Direct Paths</i>							
H1	AT → eWOM	0.514*	12.243	0.000	0.445	0.583	Yes
H2	AT → PI	0.656*	15.439	0.000	0.585	0.723	Yes
<i>Indirect paths</i>							
H3	PSC → AT → eWOM	0.346*	8.907	0.000	0.283	0.409	Yes
H4	PSC → AT → PI	0.441*	10.545	0.000	0.370	0.507	Yes
H5	PH → PSC → AT	0.408*	11.062	0.000	0.347	0.466	Yes

Note(s): * $p < 0.01$; AT = Attitude toward UGC; PSC = Perceived source credibility; PH = Perceived source homophily; eWOM = Electronic word-of-mouth; PI = Purchase intention; ULCI = Upper-level confidence interval; LLCI = Lower-level confidence interval

Table 4. Results of hypothesis testing

subsequently, attitude on PI and eWOM. The finding implies that consumers from the Gen Y cohort are more favorably inclined toward using beauty UGC in YouTube for purchase decisions if they believe that the source of UGC is credible. According to [Manfredo and Bright \(1991\)](#), credibility was regarded as a fundamental cue in the decision-making process that impacts not only individuals' overall attitude but also their behavioral intention. A highly credible source stimulates and aids the initiation of more positive behavioral intentions toward a message or product, while the opposite impedes such influence ([Metzger et al., 2003](#)). Correspondingly, many studies found that credibility plays a vital role in online UGC evaluation ([Alalwan et al., 2017](#); [Teng et al., 2017](#); [Ukpabi and Karjalaoto, 2018](#)).

When searching for information on products and services online, consumers are often lured and exposed to high volumes of UGC. Therefore, source credibility is one of the elements that viewers can appraise when traversing through these UGC ([Dou et al., 2012](#); [Metzger et al., 2010](#)). Consumers are more likely to accept these UGC in their decision-making process if they perceive them as credible ([Aladwani and Dwivedi, 2018](#)). Furthermore, consumers think favorably toward highly credible content shared by ordinary people (rather than celebrities) – whose life closely represents that of the average consumers. Hence, their participation in social commerce infuses them with a greater sense of belonging and helps them making well-informed purchase decisions ([Wang, 2021](#)). Besides, information on social media like YouTube is easy to access with minimum cost and effort, as such consumers think this information can aid them in decision-making conveniently ([Correa et al., 2020](#)). Similarly, many scholars consider the success of YouTube influencer marketing as a result of high consumer perception of information credibility available on YouTube ([Xiao et al., 2018](#)).

Similarly, perceptual homophily proved to be essential in determining credibility perception. According to [Ismagilova et al. \(2019\)](#), even though consumers do not have face-to-

face interactions with others in online environments, they can still make inferences about the similarity with review providers by appraising review content and checking profile information. By doing this, individuals can learn more about the reviewers' personality, values, preferences and experiences (Filieri *et al.*, 2018). For example, today's young consumers who have many concerns about their skin and appearances will look for "similar others" for beauty advice, and user-generated platforms make this possible (Ayeh *et al.*, 2013). The result of this study shows that perceived source homophily had a significant impact on attitude toward UGC via perceived source credibility. It implies that beauty consumers perceived those vloggers who are similar to them – i.e. in terms of beauty issues faced, can be trusted more for their reviews. Lou and Yuan (2019) also discovered that the online influencer's trustworthiness, attractiveness and similarity to the followers positively affect the followers' trust in influencers' brand-related posts, subsequently influencing brand awareness and PI.

The hypotheses also posited the effect of attitude toward UGC on PI, and eWOM were both supported. Consistent with a previous study (Mir and Rehman, 2013), our result discovered that consumers intend to share information on beauty UGC and purchase the reviewed products if they have a favorable attitude toward the UGC. Our finding also highlights the positive indirect effects of consumers' perceived source credibility of UGC on PI and eWOM via attitude toward UGC. With the development of Internet technology, the importance of WOM through social media has expanded (Blackshaw, 2004), and it is easy for users of UGC to pass along the videos that they find useful with their family, friends and colleagues. Our result is parallel with previous studies that found a positive attitude toward content is linked to content sharing intention (Graham and Wilder, 2020; Mangold and Faulds, 2009; Venkatesh and Davis, 2000). The finding is interesting in light of recent research that suggests young people are likely to be motivated to share online videos that have a positive effect on others (Nikolinakou and King, 2018a, 2018b). For instance, they might find that the beauty UGC in YouTube videos is potentially helpful to others who have skin problems.

Managerial implications

Social media has profoundly changed the communication landscape and the relationship between sellers and buyers of products. Today's young consumers rely more on product recommendations and information from other consumers who share their social media experiences (e.g. YouTube) than product promotion from companies. Over time, these reviewers gain enough popularity to replace traditional community leaders and celebrities (Logothetis *et al.*, 2018). The influencers on YouTube, for instance, highlight how young people – who create content on digital platforms, have the ability to garner international attention and become the role models of millennials (Logothetis *et al.*, 2018). With their massive fan base, the vloggers and influencers could shape consumers' opinions and decisions on YouTube.

The present study examined the indirect effects of perceived source credibility of beauty vloggers on YouTube on consumers' behavioral intentions of purchase and eWOM. The findings revealed that perceived source credibility is relevant and positively correlates with consumers' attitudes toward UGC on YouTube. Furthermore, our study results supported the conclusion that positive relationships exist between consumers' attitudes toward UGC and consumer outcomes, namely, future PI and eWOM. The study also tested the vital indirect influence of source homophily on attitude toward UGC via perceived source credibility and confirms the significance of the intervention effect.

Our findings imply the need to understand vlog as a form of marketing communication mix that beauty companies can utilize. Companies keen to use social media like YouTube as

part of their promotion strategies should carefully select vloggers with high scores on attributes of trustworthiness, expertise and attractiveness. Vloggers with large followers to sample their products and provide reviews are preferable as users who regularly review products on social media are viewed as opinion leaders by other users (Cheong and Morrison, 2008). Companies should have real product users in their social media advertisements instead of celebrities as it enhances the target audience's positive attitudes toward the endorsed products. Regular users of products are also perceived as having a similarity with other users. These findings also suggest that social media advertisers should embed their ad messages in UGC with the vloggers' permission. Reviews should have positive and negative points to be believable.

Limitation and future research direction

There are many ways the existing research model can be enhanced for future research. In establishing a more comprehensive model, we encourage researchers to incorporate other relevant variables either as direct predictors, mediators or moderators such as third-person effect of positive and negative eWOMs (Bi *et al.*, 2019), message quality (Le *et al.*, 2018), brand-user-imagery fit (Lee and Watkins, 2016; Pelletier *et al.*, 2020) and message consensus (Suwandee *et al.*, 2019). The inclusion is expected to increase the variance explained in the criterion variables. Moreover, future research may divulge exactly the firm roles in interacting with UGC, similar to the ways consumers engage with brand-related content (Barger *et al.*, 2016; Cuevas *et al.*, 2021). Researchers may also look into the roles of other marketing channels beyond YouTube that may enhance consumers' engagement (Payne *et al.*, 2017).

Hence, more studies are needed on the drivers and barriers of collaboration between marketers and content creators. This collaboration is necessary to create omni-channel content that can stimulate and capitalize on WOM behavior and encourage users to pass it on to other users. The virality of product-related information is often seen as a measure of online marketing strategy success (Alhabash and McAlister, 2015) and often impacted by the size of the follower or fan base (Khan and Vong, 2014). As a result, the viral content (most likely in video format) will attract thousands of comments and views, likes and dislikes, thereby creating potentially exponential growth in the message's visibility and the effect that leads to promoting further engagement with potential consumers. Notwithstanding, not much is known on the effectiveness of e-content marketing on brands' performance outcomes in developing economies (Ho *et al.*, 2020; Wahab *et al.*, 2020) and countries with diverse cultural orientations (Izogo and Mpinganjira, 2020). Future researchers can consider these exploratory avenues to continue adding value to the existing UGC and social media marketing literature streams.

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Appendix

	PH	VT	VE	VA	AT	eWOM	PI
PH1	0.782	0.398	0.362	0.301	0.446	0.368	0.340
PH2	0.876	0.509	0.413	0.326	0.515	0.431	0.396
PH3	0.871	0.484	0.440	0.304	0.525	0.370	0.457
PH4	0.885	0.516	0.504	0.347	0.554	0.401	0.492
VT1	0.538	0.835	0.612	0.307	0.577	0.378	0.493
VT2	0.437	0.874	0.534	0.165	0.479	0.378	0.391
VT3	0.463	0.859	0.559	0.257	0.525	0.359	0.443
VT4	0.468	0.884	0.558	0.248	0.533	0.369	0.422
VT5	0.515	0.887	0.564	0.296	0.546	0.380	0.472
VE1	0.393	0.512	0.819	0.367	0.472	0.360	0.429
VE2	0.390	0.507	0.873	0.372	0.464	0.391	0.433
VE3	0.457	0.561	0.892	0.375	0.536	0.416	0.478
VE4	0.474	0.586	0.827	0.331	0.470	0.391	0.455
VE5	0.445	0.624	0.867	0.364	0.530	0.406	0.473
VA1	0.313	0.205	0.317	0.855	0.295	0.170	0.267
VA2	0.353	0.298	0.401	0.882	0.377	0.220	0.308
VA3	0.156	0.061	0.173	0.552	0.086	0.114	0.082
VA4	0.314	0.252	0.337	0.842	0.337	0.233	0.287
VA5	0.284	0.268	0.370	0.756	0.359	0.232	0.294
AT1	0.574	0.556	0.555	0.406	0.881	0.461	0.578
AT3	0.544	0.577	0.529	0.389	0.887	0.424	0.577
AT4	0.535	0.537	0.498	0.330	0.884	0.468	0.551
AT5	0.469	0.482	0.457	0.309	0.879	0.446	0.591
AT6	0.530	0.575	0.526	0.324	0.905	0.480	0.610
EW1	0.343	0.341	0.339	0.261	0.440	0.751	0.461
EW2	0.422	0.367	0.380	0.194	0.395	0.872	0.470
EW3	0.360	0.333	0.396	0.179	0.381	0.884	0.442
EW4	0.422	0.402	0.431	0.217	0.499	0.873	0.561
PI1	0.453	0.442	0.446	0.213	0.525	0.481	0.844
PI2	0.446	0.470	0.494	0.282	0.597	0.498	0.897
PI3	0.453	0.491	0.459	0.299	0.584	0.544	0.899
PI4	0.389	0.394	0.442	0.340	0.565	0.517	0.833
PI5	0.407	0.425	0.451	0.313	0.558	0.456	0.846

Note(s): PH = Perceived source homophily, VT = Perceived source credibility (Trustworthiness), VE = Perceived source credibility (Expertise), VA = Perceived source credibility (Attractiveness), AT = Attitude toward user-generated content, eWOM = eWord of mouth, PI = Purchase intention

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Table A1.
Loadings and cross-loadings

About the authors

Mazzini Muda (PhD) is a senior lecturer of marketing at Universiti Teknologi MARA. She has published in various international refereed journals and conferences. Her current research focuses on celebrity endorsement in advertising and social media marketing

Muhammad Iskandar Hamzah (PhD; Corresponding author) is a senior lecturer of marketing and entrepreneurship at Universiti Teknologi MARA, whose research interests include technology management and services marketing. His recent works were accepted in refereed journals, namely, the *Journal of Business and Industrial Marketing*, the *International Journal of Bank Marketing*, the *Journal of Enterprise Information Management* and the *Journal of Cleaner Production*. His research areas of interest are market orientation, technology marketing and services management. Muhammad Iskandar Hamzah is the corresponding author and can be contacted at: iskandarh@uitm.edu.my

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