# The Role of TikTok User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) in Shaping Cafe Visit Intentions among Gen Z

Original Article

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## Abstract

The rapid growth of short video-based social media, particularly TikTok, has reshaped information-seeking behavior and decision-making among Generation Z, including their intentions to visit cafes. As digital natives, Generation Z tends to rely on visual, authentic, and experience-based content shared by other users. The purpose of this research is to analyze how User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) influence the intention of Generation Z students in Malang City to visit cafes. A quantitative explanatory method was utilized for this study. The target group consisted of active Generation Z students in Malang City who are users of TikTok. A sample of 150 participants was chosen through purposive sampling. Information was gathered through online surveys utilizing a four-point Likert scale. The variables studied were UGC ($X_1$), e-WOM ($X_2$), and visit intention (Y). Employing multiple linear regression in IBM SPSS, the analysis shows a positive and significant link between UGC and students' intention to visit cafes in Malang City. A comparable positive and significant relationship was found for e-WOM. Simultaneously, UGC and e-WOM significantly affect visit intention, demonstrating that authentic user content combined with digital social interaction on TikTok effectively builds trust, positive perceptions, and interest in visiting cafes. UGC and e-WOM on TikTok play a strategic role in shaping Generation Z's intention to visit cafes. Café operators are encouraged to stimulate authentic user content creation and manage digital interactions and reviews effectively on TikTok. Future studies are recommended to incorporate additional variables and expand research settings.

**Keywords**: Electronic Word of Mouth, User-Generated Content, Visit Intention.

## 1. Introduction

The advancement of digital technology has led to major transformations in how people communicate and engage in social interactions. Communication that was previously face-to-face has now largely shifted to digital platforms that are faster, more practical, and not limited by space or time (Nasrullah, 2015). Generation Z, namely individuals born between 1997 and 2012, is the group most closely associated with this change. They are known as digital natives because from an early age they have been accustomed to using digital devices, from the internet, smartphones, to various social media platforms (Chang & Chang, 2023). Generation Z's communication patterns tend to be fast, visual, and interactive, with preferences for short messages and short-duration videos that are expressive and easy to understand (Fitriana, 2024). Not only are they open to receiving information, but they are also actively involved in generating, distributing, and exchanging content on social media. This transforms social media into more than just a platform for information, but also a means for individuals to

showcase their thoughts, connect with others, and receive acknowledgment from their peers (Luttrell, 2025).

In line with Generation Z's characteristics of being very close to digital technology, the presence of TikTok has become a social phenomenon that reflects changes in information consumption patterns in the digital era. The combination of ease of content production, adaptive algorithms, and participatory culture makes TikTok not only an entertainment platform, but also a space for communication, marketing, and public opinion formation, especially among Generation Z (Koç, 2023). In Indonesia, TikTok emerged as the foremost social media platform in 2025, as reported by the Indonesian Internet Service Providers Association (APJII) (Yonatan, 2025). Daily active usage reached 35.17% of internet users, outperforming competitors like YouTube (27.68%) and Instagram (21.45%). This trend underscores the platform's strong alignment with the expressive and fast-paced digital habits of Generation Z (APJII, 2025).

The TikTok platform has transformed communication to be more personal, spontaneous, and visual, where users not only act as viewers, but also as content creators (Zhou & Liu, 2026). The underlying mechanisms of this occurrence can be interpreted through the lens of Ajzen (1991). According to this model, an individual's actions are shaped by their attitude regarding the behavior, the social pressures they perceive (subjective norms), and their sense of self-efficacy or control over performing it (perceived behavioral control). In the TikTok context, attitude toward behavior is reflected in users' positive views of video content about cafes that display comfortable atmospheres and attractive aesthetics (Prasetyo, 2024). Subjective norms emerge from social influence, where reviews and experiences of other users on TikTok can shape perceptions and influence visit intentions. Perceived behavioral control focuses on how much people believe they can carry out their intentions, including factors like convenience of access and financial resources.

Cafes as social and lifestyle venues have now become one of Generation Z's favorite destinations, seeking not only product quality, but also experiences that can be shared through social media (Anderson, 2023). Recent data shows that the number of cafes in Malang City has increased significantly along with the development of the culinary industry and urban community lifestyle. Putra (2025) reports that there are 3,013 restaurants and cafes registered as Taxpayers in Malang City, increasing rapidly compared to data from Pratiwi (2024) which recorded about 344 cafes, and Pratama et al. (2023) which mentioned 1,000 cafe business permits issued by DPMPTSP Malang City. This increase shows that Malang City is developing as a culinary and lifestyle center for young people, where cafes function not only as places to enjoy food or drinks, but also as social, creative, and productive spaces. YouGov (2025) survey results reveal that Generation Z prefers to spend time in cafes compared to libraries. As many as 21% of respondents allocate their spending to cafe visits, while only 8% regularly visit libraries. About 65% of respondents stated they visit cafes because the atmosphere supports productivity, with facilities such as free Wi-Fi, electrical outlets, and shared workspaces. These findings confirm that cafes have evolved into multifunctional spaces that support Generation Z's social, creative, and digital needs.

In the context of consumer behavior, User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) are important elements in forming Generation Z's visit intention. UGC is content created and shared by individual users without brand involvement (Santos, 2022), while e-WOM is informal communication between users on digital media through reviews, comments, likes, and shares (Hennig-Thurau et al., 2004). These two elements complement each other, where UGC builds initial interest through authentic content (Lariba, 2023), while e-WOM strengthens trust and social validation through other users' experiences

(Maulana & Ali, 2025). Previous research shows that UGC and e-WOM can influence purchasing or visit decisions, although most studies are still limited to e-commerce or tourism contexts (Anisa & Marlena, 2022; Wahid et al., 2025).

Students in Malang City as research subjects are considered relevant because they are part of Generation Z who actively use TikTok and have social habits related to cafes. According to Ramadhani & Santoso (2025), 84% of Malang students have visited cafes based on TikTok reviews, with 72% interested due to visual displays and venue atmosphere. This shows that students' visit intention is formed through exposure to UGC and e-WOM content on TikTok. While prior research often examines UGC and e-WOM in isolation or in broader contexts like tourism, a significant gap exists in understanding their combined, platform-specific influence on the hospitality sector, particularly in the vibrant and rapidly growing local cafe scene among Generation Z. To address this, the unique aspect of this research is its narrow exploration within a particular and significant setting, the TikTok platform's role in shaping cafe culture among college students. Based on this background, this study aims to answer the gaps in previous studies by explicitly analyzing the combined influence of UGC and e-WOM within the TikTok ecosystem on visit intention to cafes among Generation Z, specifically students in Malang City, thereby offering new insights into digital consumer behavior in the local service industry.

## 2. Literature Review

### 2.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) posits that one's intent to act is shaped by three key elements: personal attitude, social pressure, and the sense of control over the action. Icek Ajzen proposed this model in 1991 to extend the Theory of Reasoned Action. The theory asserts that more positive attitudes, greater social support, and higher perceived control collectively lead to stronger intentions and a higher probability of behavioral execution.

This study employs the TPB because its three foundational factors are relevant to the relationship between the independent variable (UGC & e-WOM) and the dependent variable (Visit Intention). UGC and online reviews are powerful channels that can alter a potential visitor's attitudes, sense of social expectation, and perceived behavioral control, making the theory a suitable explanatory model. Attitudes are formed when content and reviews display pleasant experiences, service quality, or attractive cafe atmospheres, subjective norms emerge through social influence or trends that are popular on social media, and perceived behavioral control increases when the information provided facilitates access and implementation of visits. Thus, the formed visit intention is a planned behavior, according to TPB principles, because individuals consider cognitive, social, and ability aspects before taking action (Ajzen, 1991).

### 2.2. User-Generated Content (UGC)

User-Generated Content (UGC) encompasses reviews, photos, videos, and suggestions that individuals share freely on social and review platforms, offering authentic glimpses into their experiences with products, services, or places. This content is crucial in shaping how consumers perceive an object both intellectually and emotionally, as it holds greater authenticity and credibility than promotional material put out by companies (Aboalganam et al., 2025).

## 2.3. Electronic Word of Mouth (e-WOM)

Consumer-generated opinions and recommendations shared on digital platforms constitute Electronic Word-of-Mouth (e-WOM). Referring to Ramadhan et al. (2025), when this e-WOM occurs on TikTok, it exerts a strong influence on users' purchase intentions and their acceptance of information, which in turn indirectly affects their likelihood to visit a place. The rapid dissemination, easy availability, and high degree of trust seen in e-WOM make it a powerful tool for influencing how consumers think and act. By providing reliable and plentiful information, e-WOM can build trust, encourage information uptake, and ultimately encourage young social media users, like those in Generation Z, to visit a particular place or try a product.

## 2.4. Visit Intention

Visit intention is a person's intention or tendency to visit a place, such as a cafe, which is formed through psychological and social processes influenced by various digital marketing factors. Ajzen's Theory of Planned Behavior (1991) provides a framework whereby visit intention is influenced by a tripartite structure: behavioral attitudes, subjective norms, and perceived control. For a platform such as TikTok, this tripartite structure is actively formed through the mechanisms of User-Generated Content (UGC) and Electronic Word-of-Mouth (eWOM) communication. Content that displays cafe atmospheres, customer reviews, and pleasant social experiences can form positive perceptions and encourage intentions to visit.

## 2.5. User-Generated Content (UGC) (X1) on Visit Intention (Y)

User-Generated Content (UGC) is a form of digital content produced by users voluntarily, such as videos, photos, and reviews, that depict personal experiences and are considered more authentic and credible than commercial promotions. Based on research by Anisa & Marlena (2022), TikTok UGC, by documenting authentic consumer experiences, builds authenticity and emotional rapport with its audience, thereby exerting a strong influence on their purchase intent. This finding is reinforced by Azizah et al. (2025) which shows that user-generated content plays a role in building trust, credibility, and positive image toward a brand or product. Students in Malang City as part of Generation Z tend to trust content created by fellow users more because it is considered relevant to their dynamic and expressive lifestyle.

Viral UGC content also creates FOMO (Fear of Missing Out) effects, namely psychological urges not to miss trends that are popular among peers. Thus, the more frequently students in Malang City are exposed to attractive and authentic UGC on TikTok, the greater the chance of visit intention emerging because such content forms positive perceptions, social closeness, and desire to directly experience the cafe atmosphere displayed on social media.

## 2.6. Electronic Word of Mouth (e-WOM) (X2) on Visit Intention (Y)

Defined as widely shared user communications like reviews and recommendations on digital platforms, Electronic Word of Mouth (e-WOM) influences consumer decisions by shaping trust and perception. For instance, Anggono & Soebiantoro (2025) found e-WOM significantly affects purchase decisions for Kopi Janji Jiwa, as user interactions foster trust. Similarly, Azizah et al. (2025) concluded that positive social media reviews boost trust and directly impact purchasing behavior.

In addition to building trust, e-WOM also serves as a social validation medium that strengthens the visual effects of UGC. According to Anisa & Marlena (2022) and Wahid et al. (2025), the combination of visual content appeal and social interaction in TikTok comment sections provides simultaneous influence on behavioral intentions, because users are not only

exposed to visual information but also obtain social confirmation from others. For students in Malang City, crowded comments and positive reviews on TikTok function as a form of social support that reduces doubts about visiting the cafe. This shows that e-WOM not only functions as an information disseminator, but also shapes perceptions of reliability and popularity of a place in the digital environment. Thus, the more positive e-WOM circulating on TikTok about a cafe, the greater the trust, curiosity, and drive for students to visit that cafe directly.

## 2.7. Relationships between Variables and Logical Flow

User-Generated Content and Electronic Word of Mouth operate synergistically to form visit intention. Anisa & Marlena (2022) and Wahid et al. (2025) demonstrates that the combined impact of UGC and e-WOM on purchase intention is more substantial than their individual impacts. This is due to their dual role, UGC functions as a visual and emotional stimulus that attracts audience attention, while e-WOM functions as a cognitive and social stimulus that strengthens trust and reduces uncertainty about the quality of a product or place.

In the context of students in Malang City, the synergy between UGC and e-WOM is clearly visible in their digital behavior cycle on TikTok. First, students are exposed to UGC in the form of review videos or vlogs of cafe atmospheres (attention phase). Second, they read comments, reviews, or see recommendation hashtags (interest and evaluation phase). Third, a drive emerges to try the place directly (action phase), which reflects the occurrence of visit intention. This process illustrates the stimulus-response mechanism triggered by the interaction of visual (UGC) and social (e-WOM) on TikTok. Therefore, the combination of these two variables on TikTok is expected to have a positive influence on visit intention of students in Malang City to cafes, with the logical flow that visual content and social interaction on the platform form positive perceptions, trust, and motivation to visit.
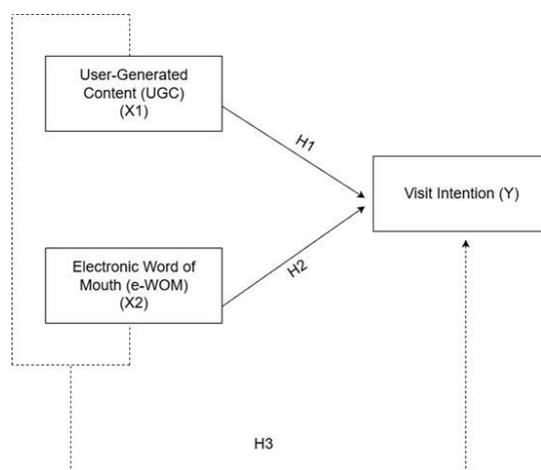


**Figure 1. Conceptual Framework**
Source: Author's Document

Drawing on the theoretical foundation provided and backed by prior studies, as visualized in Figure 1, the research questions are articulated as shown:

**H1**: User-Generated Content (UGC) on TikTok has a positive and significant effect on visit intention to cafes among students in Malang City.

**H2**: Electronic Word of Mouth (e-WOM) on TikTok has a positive and significant effect on visit intention to cafes among students in Malang City.

**H3**: User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) on TikTok simultaneously have a positive and significant effect on visit intention to cafes among students in Malang City.

## 3. Methods

### 3.1. Research Design

This study adopts a quantitative, causal-associative design to explain the relationship between key variables. Its principal aim is to test and quantify the influence exerted by User-Generated Content and Electronic Word-of-Mouth (independent variables) on Visit Intention (dependent variable), a focus inherent in the term "Influence."

### 3.2. Population and Sample

This study's population is defined as active Generation Z students (born 1997-2012) in Malang City who are active TikTok users. These individuals represent digital natives and are among the most active demographics for both consuming and creating content on platforms such as TikTok. These characteristics are very suitable for researching the phenomena of User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM). In the context of quantitative research, the population must reflect the group that is truly related to the phenomenon being studied so that research results can be generalized representatively.

Employing a purposive sampling technique, this research selects participants non-randomly according to specific characteristics essential to the study. To qualify as a respondent, an individual must satisfy all of the following criteria:
1) Active students studying in Malang City in the current academic year.
2) Aged within the Generation Z range (generally born between 1997-2012).
3) Own and actively use the TikTok application.
4) Have watched content created by other users/UGC and reviews/e-WOM about cafes on TikTok.
5) Have interest in or have visited cafes.

To determine the sample size in this study, reference is made to the general guideline (rule of thumb) proposed by Roscoe (1975) which states that a proper sample size in research ranges from 30 to 500 respondents. According to Hair et al. (2022) and Bujang (2021), to ensure that the minimum sample size was calculated by multiplying the total number of indicators by 10, a common method to ensure reliable results. The research instrument contains 15 indicators (UGC: 5, e-WOM: 5, Visit Intention: 5), yielding a minimum required sample of 150. Total number of indicators = 15 indicators. Using the rule of 10 × number of indicators, the minimum sample size obtained is: 10 × 15 = 150 respondents. Thus, the sample size used in this study is 150 respondents, selected using purposive sampling technique according to the established respondent criteria.

### 3.3. Research Instrument

Following Sugiyono (2019), a research instrument is a device utilized to obtain the necessary data for an investigation. In this research, a closed-questionnaire instrument, structured with a 4-interval Likert scale, was implemented digitally through the Google Forms platform.

### 3.4. Data Collection

This section describes the procedures for gathering the necessary research data. Data collection is a crucial step in acquiring valid and reliable information for hypothesis testing (Creswell, 2014). In this study, data were collected using an online questionnaire (Google Forms) disseminated through digital platforms like Student WhatsApp groups, Instagram, and campus online communities in Malang City.

Distribution was carried out by utilizing friendship networks among students from various universities, such as Institut Teknologi Nasional Malang, Universitas Brawijaya, Universitas Negeri Malang, Universitas Muhammadiyah Malang, Universitas Merdeka Malang, Universitas Islam Malang, Binus University, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Universitas Tribhuwana Tunggadewi Malang and other campuses. This technique was chosen because it is considered efficient and practical, able to reach many respondents from various campuses in a short time, and suitable for research subject characteristics, namely (Generation Z).

### 3.5. Data Processing

Data processing in quantitative research is an essential methodological phase, aiming to transform raw data recorded from research instruments (questionnaires) into numerical data ready for statistical analysis (Nur & Saihu, 2024). This process involves a series of systematic activities that begins with Scoring, namely the conversion of categorical responses on a Likert Scale into measurable quantitative values. The research data originated from questionnaires completed by active students in Malang City, selected based on predefined respondent criteria. Subsequent quantitative processing utilized IBM SPSS Statistics 23 and Microsoft Excel. A critical step in this processing was the review of answer completeness and consistency, leading to the removal of questionnaires that were either incomplete or inconsistent.

Next, each questionnaire answer was coded into numbers according to the Likert scale and input into IBM SPSS Statistic 23 statistical software. To prepare a structured dataset for analysis, the processing included initial descriptive summarization. Frequency distributions, percentages, means, and standard deviations were calculated to furnish an overview of answer patterns per variable, aiding in the identification of data trends and characteristics. The next phase involved evaluating the research instrument. Validity tests were conducted to confirm the accuracy of each item in measuring its target variable, and reliability tests were performed to gauge response consistency, using a Cronbach's Alpha cutoff of 0.6.

### 3.6. Data Analysis

As defined by Creswell (2014), data analysis is the systematic process of converting raw data into actionable information for answering research questions and testing hypotheses. This study utilizes descriptive statistics to outline respondent response patterns for each variable and inferential statistics to test variable relationships. The latter involves a series of tests: instrument tests (validity/reliability), classical assumption tests, partial t-tests, a simultaneous F-test, R-squared analysis, and multiple linear regression.

## 4. Results and Discussion

### 4.1. Research Results

### 4.1.1. Respondent Characteristics

**Table 1. Respondent Frequency Distribution**

| Respondent Characteristics | | Total | Percentage (%) |
|---|---|---|---|
| Gender | Male | 63 | 42% |
| | Female | 87 | 58% |
| Age | < 19 years old | 11 | 87.3% |
| | 19 - 24 years old | 131 | 7.3% |
| | > 24 years old | 8 | 5.4% |
| University | Institut Teknologi Nasional Malang | 49 | 32.7% |

| Respondent Characteristics | Total | Percentage (%) |
|---|---|---|
| Universitas Brawijaya | 29 | 19.3% |
| Universitas Negeri Malang | 23 | 15.3% |
| Universitas Muhammadiyah Malang | 13 | 8.7% |
| Binus University | 12 | 8.0% |
| Universitas Merdeka Malang | 8 | 5.3% |
| Universitas Tribhuwana Tunggadewi | 8 | 5.3% |
| Universitas Islam Negeri Malang | 7 | 4.7% |
| Poltekkes Malang | 1 | 0.7% |

Source: Processed data, 2025

From the 150 research respondents as in table 1, the majority are female with 87 people (58%), compared to 63 males (42%), showing that female students tend to be more active in paying attention to and accessing social media content, especially TikTok, such as cafe reviews, venue atmosphere, food and beverage menus, and other visitors' experiences. The majority of respondents are aged 19-24 years, namely 131 people (87.3%), representing Generation Z with high intensity in social media use and active in seeking digital information. Meanwhile, respondents under 19 years old numbered 11 people (7.3%) and over 24 years old only 8 people (5.4%). Respondents also come from various universities in Malang City, with the largest contribution from Institut Teknologi Nasional Malang (49 people or 32.7%), followed by Universitas Brawijaya (29 people or 19.3%) and Universitas Negeri Malang (23 people or 15.3%), as well as other universities such as Universitas Muhammadiyah Malang, Binus University, Universitas Merdeka Malang, Universitas Tribhuwana Tunggadewi, Universitas Islam Negeri Malang, and Poltekkes Malang. This diversity in gender, age, and university origin makes the research data quite representative to describe the characteristics of Generation Z students in Malang City, thus relevant for analyzing the influence of User-Generated Content (UGC) and Electronic Word of Mouth (E-WOM) on TikTok on cafe visit interest.

### 4.1.2. Instrument Test

The validation procedure employed Pearson Product Moment correlation, correlating individual item scores with their variable's total score. Validity was determined by comparing the r-value for each item against the critical value from the r-table. Given a sample of 150 and a 5% significance level, the critical value was set at 0.1603.

**Table 2. Validity Test Results**

| Variable | Item | R value | R table | Remark |
|---|---|---|---|---|
| User Generated Content (UGC) (X1) | 1 | 0.610 | 0.1603 | Valid |
| | 2 | 0.390 | 0.1603 | Valid |
| | 3 | 0.572 | 0.1603 | Valid |
| | 4 | 0.603 | 0.1603 | Valid |
| | 5 | 0.468 | 0.1603 | Valid |
| | 6 | 0.610 | 0.1603 | Valid |
| | 7 | 0.417 | 0.1603 | Valid |
| | 8 | 0.572 | 0.1603 | Valid |
| | 9 | 0.603 | 0.1603 | Valid |
| | 10 | 0.468 | 0.1603 | Valid |
| Electronic Word of Mouth (e-WOM) (X2) | 1 | 0.554 | 0.1603 | Valid |
| | 2 | 0.550 | 0.1603 | Valid |
| | 3 | 0.488 | 0.1603 | Valid |
| | 4 | 0.473 | 0.1603 | Valid |

| Variable | Item | R value | R table | Remark |
|---|---|---|---|---|
| | 5 | 0.560 | 0.1603 | Valid |
| | 6 | 0.619 | 0.1603 | Valid |
| | 7 | 0.436 | 0.1603 | Valid |
| | 8 | 0.378 | 0.1603 | Valid |
| | 9 | 0.517 | 0.1603 | Valid |
| | 10 | 0.578 | 0.1603 | Valid |
| | 1 | 0.543 | 0.1603 | Valid |
| | 2 | 0.488 | 0.1603 | Valid |
| | 3 | 0.432 | 0.1603 | Valid |
| | 4 | 0.639 | 0.1603 | Valid |
| | 5 | 0.490 | 0.1603 | Valid |
| Visit Intention (Y) | 6 | 0.481 | 0.1603 | Valid |
| | 7 | 0.374 | 0.1603 | Valid |
| | 8 | 0.455 | 0.1603 | Valid |
| | 9 | 0.545 | 0.1603 | Valid |
| | 10 | 0.270 | 0.1603 | Valid |

Source: Processed data, 2025

The validity of all statement items is established by the table 2, which shows that every computed r-value is above the required r-table threshold, indicating that all indicators are appropriate for use. Subsequently, the reliability of these indicators was examined through Cronbach's Alpha, a measure of internal consistency, in accordance with the benchmarks provided by Hair et al. (2022).

**Table 3. Reliability Test Results**

| Variable | Cronbach's Alpha | Keterangan |
|---|---|---|
| User Generated Content (UGC) (X1) | 0.727 | Reliable |
| Electronic Word of Mouth (e-WOM) (X2) | 0.689 | Reliable |
| Visit Intention (Y) | 0.634 | Reliable |

Based on Cronbach's Alpha which summarized in table 3, all variables in the study achieved acceptable reliability. The scores were 0.727 for UGC (X1), 0.689 for e-WOM (X2), and 0.634 for Visit Intention (Y). Since each value meets the required standard, the measurement instrument is deemed reliable and ready for analysis.

## 4.1.3. Normality Test

**Table 4. Normality Test Results**

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 150 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | .19282101 |
| Most Extreme Differences | Absolute | .069 |
| | Positive | .039 |
| | Negative | -.069 |
| Test Statistic | | .069 |
| Asymp. Sig. (2-tailed) | | .079[c] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Processed data, 2025

According to the findings of the One-Sample Kolmogorov-Smirnov test on residual data shown in table 4, a two-tailed Asymp. Sig. value of 0.79 was achieved. Since this value exceeds 0.05, it can be inferred that the residual data follows a normal distribution. Therefore, the normality assumption required for the regression model has been satisfied, allowing for the continuation of multiple linear regression analysis.

### 4.1.4. Multicollinearity Test

**Table 5. Multicollinearity Test Results**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | .489 | .153 | | 3.186 | .002 | | |
| User_Generated_Content_UGC | .653 | .055 | .689 | 11.861 | .000 | .600 | 1.666 |
| Electronic_Word_of_Mouth_eWOM | .197 | .055 | .210 | 3.612 | .000 | .600 | 1.666 |

a. Dependent Variable: Visit_Intention

Results from the multicollinearity assessment summarized in table 5 reveal that each independent variable meets the established criteria. The analysis indicates no multicollinearity between the UGC and E-WOM variables, with Tolerance at 0.600 and VIF at 1.666. The findings that all Tolerance values are greater than 0.10 and all VIFs are less than 10 confirm that the regression model meets the required diagnostic criteria, thereby supporting its validity.

### 4.1.5. Heteroscedasticity Test

**Table 6. Heteroscedasticity Test Results**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | .265 | .099 | | 2.666 | .009 |
| User_Generated_Content_UGC | -.002 | .036 | -.006 | -.056 | .955 |
| Electronic_Word_of_Mouth_eWOM | -.035 | .035 | -.104 | -.979 | .329 |

a. Dependent Variable: ABS_RES

Heteroscedasticity diagnostics using the Glejser method which shown in table 6 yielded significance values of 0.955 for the User Generated Content (UGC) variable and 0.329 for the Electronic Word of Mouth (E-WOM) variable. As every p-value is above the 0.05 threshold, it can be inferred that heteroscedasticity is not present. This result verifies that the regression model upholds the assumption of homoscedasticity.

### 4.1.6. T-Test

**Table 8. T-Test Results**

**Coefficientsᵃ**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1  (Constant) | .489 | .153 | | 3.186 | .002 |
| User_Generated_Content_UGC | .653 | .055 | .689 | 11.861 | .000 |
| Electronic_Word_of_Mouth_eWOM | .197 | .055 | .210 | 3.612 | .000 |

a. Dependent Variable: Visit_Intention

Referring to the results of t-test in table 8, the degrees of freedom (df) are calculated based on a research study involving 150 participants and 2 independent variables.

$$df = n - k - 1 = 150 - 2 - 1 = 147$$

Based on the t-distribution table at $\alpha = 0.05$ (two-tailed) with 147 degrees of freedom, the critical t-value is 1.976. The statistical analysis indicates that user-generated content (UGC) has a significant effect on visit intention ($t = 11.861$, $p < 0.001$), leading to the rejection of the null hypothesis. This result reflects a positive partial effect, meaning that higher perceived quality of user-generated content is associated with a greater likelihood of visiting cafes. Similarly, electronic word of mouth (e-WOM) is found to have a significant influence on visit intention ($t = 3.612$, $p < 0.001$). As the t-value exceeds the critical threshold of 1.976, the null hypothesis is rejected. This finding suggests that positive word-of-mouth disseminated through TikTok contributes to an increased intention to visit cafes. The preliminary t-test analysis demonstrates a statistically significant and positive influence of both UGC and e-WOM on Visit Intention. Consequently, the results provide empirical confirmation for all the research hypotheses put forward.

### 4.1.7. F-Test

**Table 9. F-Test Results**

**ANOVAᵃ**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1  Regression | 13.055 | 2 | 6.527 | 173.203 | .000ᵇ |
| Residual | 5.540 | 147 | .038 | | |
| Total | 18.594 | 149 | | | |

a. Dependent Variable: Visit_Intention

b. Predictors: (Constant). Electronic_Word_of_Mouth_eWOM. User_Generated_Content_UGC

Source: Processed data, 2025

As presented in Table 9, the ANOVA results show a significant combined effect of the predictors ($F = 173.203$, $p = 0.000$). With the F-value exceeding the critical threshold of 3.06 and the p-value below 0.05, the null hypothesis is rejected. This demonstrates that User-Generated Content and Electronic Word of Mouth jointly exert a positive influence on Visit Intention.

### 4.1.8. Coefficient of Determination (R²)

**Table 10. Coefficient of Determination (R²) Results**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .838ᵃ | .702 | .698 | .19413 |

a. Predictors: (Constant). Electronic_Word_of_Mouth_eWOM.
User_Generated_Content_UGC

Table 10 shows an Adjusted R Square of 0.698, which means UGC and e-WOM together account for nearly 70% of the variation in Visit Intention. With an Adjusted $R^2$ within the moderate-to-strong range (0.3–0.7), the model demonstrates substantial explanatory power, confirming its suitability for analyzing the relationship. This finding highlights the significant role of TikTok content in influencing cafe-visit intentions among students in Malang City.

## 4.2. Discussion

### 4.2.1. The Effect of User-Generated Content (UGC) (X₁) on Visit Intention (Y) to Cafes

Results from the partial t-test support the first hypothesis (H1). With a t-value of 11.861 (exceeding the critical value of 1.976) and a significance level of 0.000, UGC exerts a positive and statistically significant influence on students' cafe visit intentions in Malang City. The high t-value indicates UGC is a strong predictor. This means that content created by TikTok users such as cafe review videos, personal experiences, menu recommendations and visualization of cafe atmospheres have a real contribution in encouraging the emergence of students' intentions to make visits.

Empirically, this finding reflects Generation Z's characteristics of trusting authentic content from fellow users more than official promotional content. User-Generated Content (UGC) is considered more honest, relevant and close to students' daily reality. When respondents see User-Generated Content (UGC) that is attractive and in line with their preferences, positive perceptions are formed that encourage the desire to experience the same experience directly. Through a TPB lens, UGC influences visit intention primarily by shaping attitude toward the behavior. When students encounter UGC featuring pleasant experiences and attractive imagery, they form positive evaluations of visiting cafes. This positive attitude then encourages the formation of visit intention, as explained by Ajzen (1991) that the more positive an individual's attitude toward a behavior, the greater the intention to do it.

This research reinforces earlier studies on the impact of User-Generated Content (UGC). Similar to Anisa & Marlena (2022) findings on behavioral intentions on TikTok and Wahid et al. (2025) conclusion that UGC boosts visit decisions via authentic visuals, our results confirm that UGC plays a critical role in building digital experience-based visit intention. Thus, it can be concluded that User-Generated Content (UGC) on TikTok has a real contribution in building visit intention of students in Malang City. Content that is authentic, relevant, creative, and displays users' real experiences is able to form positive attitudes and curiosity among students, thus encouraging intentions to visit the displayed cafes.

### 4.2.2. The Effect of Electronic Word of Mouth (e-WOM) (X₂) on Visit Intention (Y) to Cafes

Hypothesis H2 is supported by the partial t-test, which indicates a statistically significant positive influence of e-WOM on cafe visit intention (t = 3.612, p = 0.000). Though its t-value is lower than that of UGC, e-WOM, defined here as TikTok-based comments,

reviews, and user discussions, significantly shapes student perceptions by offering an aggregated view of a cafe's quality, ambiance, and patron experiences.

Conceptually, Electronic Word of Mouth (e-WOM) functions as social validation that strengthens students' confidence before making visit decisions. Students in Malang City tend to consider other users' opinions and experiences as consideration material, because they are considered more objective and not promotional in nature. The more positive reviews a cafe receives, the greater the respondents' trust in that cafe. e-WOM impacts visit intention through TPB's subjective norm component. This construct arises when people perceive social pressure or support from their environment to perform a behavior. Positive reviews, recommendations, and active discussions on TikTok create social pressure that encourages students to follow choices that are considered popular and accepted by their digital community.

These results are consistent with research by Azizah et al. (2025) and Anggono & Soebiantoro (2025) which stated that Electronic Word of Mouth (e-WOM) has a significant influence on Generation Z's behavioral intentions. Thus, Electronic Word of Mouth (e-WOM) is proven to be a supporting factor that strengthens visit intention through trust and social influence mechanisms. Thus, Electronic Word of Mouth (e-WOM) on TikTok is proven to be an important factor in building visit intention of students in Malang City. Positive digital social interaction is able to create trust, reduce uncertainty, and strengthen students' confidence to visit cafes recommended by their digital community.

### 4.2.3. The Effect of User-Generated Content (UGC) (X₁) and Electronic Word of Mouth (e-WOM) (X₂) Simultaneously on Visit Intention (Y) to Cafes

Results of the simultaneous F-test support the acceptance of H3: the F-value (173.203) is greater than the critical value (3.06) at p = 0.000. This demonstrates that UGC and e-WOM together have a statistically significant positive impact on cafe visit intention among students in Malang City. Beyond their individual effects, UGC and e-WOM collectively play a substantial role in shaping visit intentions among students. The simultaneous test reveals that the two variables work in tandem to create a more robust and holistic influence on decision-making.

In this context, User-Generated Content (UGC) serves as an initial trigger of interest through authentic visual content that displays user experiences, cafe atmosphere, and real impressions from visitors. Meanwhile, Electronic Word of Mouth (e-WOM) serves as a reinforcement of confidence through comments, reviews and recommendations from other users that provide social validation of the cafe. When these two variables are present simultaneously, students are not only visually attracted, but also feel more confident to visit the recommended cafe. With an adjusted R square of 0.698, the combined effect of UGC and e-WOM accounts for approximately 69.8% of the variation in cafe visit intentions among Malang City students. The model therefore shows considerable explanatory strength, leaving 30.2% of the variation to be explained by other variables outside the research framework.

Theoretically, this finding strengthens the Theory of Planned Behavior (TPB), where behavioral intention is formed through the interaction of several factors. In this study, User-Generated Content (UGC) contributes to forming students' positive attitude toward the behavior toward cafes, while Electronic Word of Mouth (e-WOM) contributes to forming subjective norm through social influence from the digital environment. When these positive attitudes and subjective norms are present simultaneously, students' visit intention becomes stronger. In addition, the formed visit intention also reflects the existence of perceived behavioral control, namely students' confidence that a visit to the cafe can be done easily and

is possible. Information obtained from User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM), such as cafe location, prices, facilities, and accessibility, provides an overview of visit feasibility thus strengthening the intention to visit.

Thus, it can be concluded that the synergy between User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) on TikTok plays an important role in building visit intention of students in Malang City to cafes. The combination of visual appeal, authentic experiences, and social validation creates a comprehensive influence in the decision-making process, thus encouraging students to plan and realize visits to cafes.

## 5. Conclusion

This study reveals that on TikTok, both User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) positively and significantly influence students' intentions to visit cafes in Malang City. These effects are observed both individually and when combined. Authentic and visual content created by users, such as visit experience videos, atmosphere reviews, interior displays, and menu recommendations, are able to form students' positive attitudes toward cafes. Meanwhile, reviews, comments, and recommendations from other users serve as social validation that strengthens visit intention and reduces uncertainty in choosing cafes. The substantial explanatory power of UGC and e-WOM (69.8%) reinforces the applicability of the Theory of Planned Behavior. In this context, they function as integrated antecedents that build positive attitudes, establish supportive subjective norms, and enhance perceived behavioral control, culminating in a more robust intention to visit. The context of Malang City as a student city with high TikTok usage intensity makes content and social interaction on social media very relevant in forming students' decisions.

Based on these findings, it is recommended for cafe managers to encourage the creation of authentic UGC through attractive cafe atmosphere and design, utilize TikTok as a two-way communication medium, and maintain service and product quality so that positive e-WOM continues to emerge. Marketing strategies should combine the visual appeal of UGC with social validation from e-WOM, while understanding Generation Z's characteristics that value authenticity and visitors' real experiences. For practical implications, cafe owners and marketers should recognize that TikTok is not merely a promotional channel but a dynamic social ecosystem. They should actively engage with user content by responding to comments, reposting authentic customer videos, and creating interactive challenges to stimulate organic UGC and e-WOM. Furthermore, training staff to deliver consistent, photogenic experiences can turn casual visitors into active content creators and brand advocates. Academically, Future research could integrate variables such as price perception and location convenience to account for the ~30% of variance unexplained in this model, or employ qualitative methods to explore the nuanced motivations behind content sharing and trust in e-WOM among Gen Z.

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