

## ABSTRACT

*The rapid development of the fashion industry, especially in the digital era, requires business actors to implement marketing strategies that are not only attractive but also effective in influencing consumers' behavior. This study aims to analyze the effect of price ending 9 and quantity of post, view & review on purchase intention using the source credibility theory approach. In addition, this study also tests the mediating role of source credibility and consumers's attitude towards UGC in strengthening the influence of independent variables on purchase intention.*

*This study uses a quantitative method with the Structural Equation Modeling (SEM) approach using AMOS, with a research sample of 215 respondents who are fashion consumers' in Semarang City and have watched User Generated Content (UGC) related to fashion products.*

*The results of the study show that price ending 9 does not have a direct effect on purchase intention, but has a positive and significant effect on consumers's attitude towards UGC. Meanwhile, the quantity of post, view & review is proven to have a positive and significant effect on source credibility and consumers' attitude towards UGC. In addition, source credibility has a positive effect on consumers's attitude towards UGC and purchase intention, while consumers's attitude towards UGC has a positive and significant effect on purchase intention. These findings underscore the importance of building credibility and positive attitudes toward user content as an effort to increase consumers' purchase intention in the fashion industry.*

**Keywords:** *Price Ending 9, Quantity of Post View & Review, Source Credibility, Consumers's Attitude toward UGC, Purchase Intention.*

