

ABSTRACT

The development of e-commerce has encouraged Generation Z to become increasingly active in online shopping, particularly through the Shopee platform. This study aims to analyze the influence of brand trust and online customer review on purchasing decision, with perceived value as a mediating variable. This research employs a quantitative approach using a survey method involving 330 Generation Z respondents who have actively made purchases on Shopee. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results show that brand trust does not have a significant direct effect on purchasing decision, but it significantly influences perceived value and indirectly affects purchasing decision through this variable. Meanwhile, online customer review has a significant effect both directly on purchasing decision and indirectly through perceived value as a mediator. Furthermore, perceived value plays an important role in driving purchasing decision. Simultaneously, brand trust and online customer review contribute indirectly to purchasing decision by strengthening perceived value, emphasizing the central role of value perception in the purchasing decision process among Generation Z consumers on e-commerce platforms.

Key words: *Brand trust, Online customer review, Perceived Value, Purchasing decision, E- commerce, Shopee, Generation Z.*