

ABSTRACT

The rapid growth of e-commerce in Indonesia has significantly influenced consumer decision-making behavior, particularly through online reviews. Generation Z, characterized by a high reliance on digital information, considers these reviews when evaluating collaborative products from local brands such as Merché on platforms like Shopee. In this environment, the clarity of information, trust in sellers and reviews, and perceived risk play a crucial role in shaping purchase intentions.

This study aims to examine the impact of perceived usefulness, trust, and perceived risk of online reviews on purchase intention among Generation Z consumers. The primary focus is on collaborative products by Merché on Shopee, taking into account young consumers' preferences in accessing and evaluating digital content. The study further explores the simultaneous relationships among variables to uncover the strategic role of online reviews in influencing purchase decisions.

A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM), with data collected from 169 Generation Z respondents who had read or used reviews prior to purchasing Merché products online. Data analysis was conducted using SmartPLS, and both the measurement and structural models were assessed to evaluate relationships among latent variables.

The findings reveal that all proposed hypotheses were significantly supported. Perceived usefulness positively influences trust and purchase intention; trust positively affects purchase intention and perceived risk; and perceived risk negatively affects purchase intention. These results affirm that online reviews directly contribute to fostering trust, mitigating risk, and encouraging purchase intention, particularly for collaborative local products.

The study offers theoretical contributions by replicating the model of Ventre and Kolbe (2020) in the Indonesian market, specifically within the local fashion product sector. Practically, it recommends that Merché enhance the quality of reviews, increase information transparency, and reduce perceived risk to strengthen Gen Z's purchase intention in online environments.

Keywords: *Generation Z, Perceived Usefulness, Perceived Risk, Purchase Intention, Online Reviews*