



## Review Quality and Reviewer Credibility on Generation Z's Sneaker Purchase Intention in Indonesia: Consumer Trust as a Mediator

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**Abstract**

**Background:** The rapid growth of Indonesia's sneaker market, valued at a projected US\$736.85 million by 2029, has elevated Generation Z — comprising 27.94% of Indonesia's population — as a critical consumer segment. As digital natives, Generation Z increasingly relies on YouTube-based product reviews to inform purchase decisions, making review quality and reviewer credibility pivotal drivers of consumer trust and purchase intention.

**Objective:** This study examines the influence of review quality and reviewer credibility on Generation Z's sneaker purchase intention in Indonesia, with consumer trust as a mediator within the SOR framework.

**Methods:** A cross-sectional survey of 265 Generation Z respondents who watched sneaker review content on YouTube was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS.

**Results:** Review quality has a positive influence on consumer trust and purchase intention, while reviewer credibility emerges as the most dominant stimulus. Consumer trust has been shown to increase purchase intention and partially mediate the relationship between review quality and reviewer credibility with purchase intention, with a stronger mediation effect observed for reviewer credibility.

**Conclusion:** Sneaker industry players need to strengthen digital trust through safe, accurate, and transparent services to encourage Generation Z's purchase intention in the digital shopping ecosystem.

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## INTRODUCTION

Sneakers are footwear that prioritize comfort, and their popularity has increased significantly around the world, including in Indonesia, where the sneaker market has shown rapid growth in recent years (Pradana & Marsasi, 2024). Indonesia ranks seventh in the global sneaker market with around 2.6% of total global purchases, and the sneaker market revenue in Indonesia is projected to reach US\$736.85 million by 2029, with an estimated market volume of 11.80 million pairs (Sufyan et al., 2025). In terms of trade, sports shoe exports for the January–August 2025 period were recorded at US\$2,873.0 million (BPS, 2025).

In the midst of the large Indonesian sneaker market, Generation Z, who were born between 1997 and 2012, is a very relevant consumer segment to study because it is the largest generational group in Indonesia, comprising 27.94% of the total population—approximately 74.93 million people—and nearly half of the Generation Z population has reached productive age and therefore has purchasing power. According to Dhewi (2023), Generation Z is a results-oriented group with a higher level of economic welfare and is more educated than the previous generation. Its characteristics as digital natives make Generation Z rely heavily on digital information sources and have expectations for the value of a product before deciding to buy (Ha, 2021; Lestari, 2024).

Generation Z is also easily influenced by social media and influencer marketing, which influence their purchasing decisions (Liu et al., 2023). In Indonesia, Generation Z tends to shop and seek information especially through digital channels, appreciating authentic, credible content and reviews from peers or fellow users (Yones & Muthaiyah, 2023). This generation highly values the information they receive through digital platforms, and this sets them apart from previous generations (Lim et al., 2024).

These findings demonstrate that reviewer credibility and consumer trust are the primary mechanisms through which YouTube-based sneaker review content shapes Generation Z's purchase intentions in Indonesia. In practice, brands and content creators should prioritize authenticity, consistency, and transparency to build consumer trust and drive purchase behavior in the digital sneaker marketplace.

One form of information in question involves product reviews submitted through various digital platforms. YouTube, as a digital platform based on long- and short-form videos, is seen as the most informative platform for explaining a product, with a rating of 4.6 out of 5, and ranks first in the category of digital video channels (Fatmasari et al., 2023). Highlights YouTube's growing role in the retail consumer journey, with increasing interest in shopping content such as reviews being considered more authentic, and 63% of viewers admitting that YouTube content influences their purchase intention. This phenomenon emphasizes the paradigm shift in marketing communication from traditional media to social media, where review content is one of the main references (Dhewi & Oktaviani, 2023).

Product evaluation and reviewer trust are key factors in sneaker purchase decisions, especially for young consumers who actively seek and compare information before purchasing (Dhewi & Oktaviani, 2023). Social proof from reviewers significantly influences consumer purchase intention Jiang (2024), and in the fashion and beauty sectors, review quality and reviewer credibility have been shown to influence trust, which then drives purchase intention Yones (2023), making it important for businesses to understand the behavior of Generation Z, who rely on digital channels (Jayatissa, 2023).

Review quality reflects the extent to which information is considered useful, complete, relevant, and trustworthy Phuong (2025), while reviewer credibility includes consistency, completeness of information, content relevance, subjectivity, reputation, and quality of information (Chen et al., 2021). This trust helps reduce uncertainty and risk perception due to inauthentic reviews or misleading promotions, thereby strengthening consumer confidence in decision-making (Onalaja et al., 2024).

Although the relationship between review quality, reviewer credibility, and trust has been extensively researched, empirical results show that there are inconsistencies and research gaps that still need to be explored, especially in the sneaker category and among Indonesian Generation Z consumers. Jiang (2024) examined the influence of information quality and interaction quality on live broadcast social media on purchase intention, with social presence as a mediator.

The results show that the quality of information and the quality of interaction have a positive and significant effect on purchase intention through social presence. The study used the Stimulus-Organism-Response (SOR) framework to explain the behavior of digital consumers, but the organism variable tested was social presence, not trust. This means that psychological mechanisms involving trust in reviewers as mediators between stimuli—i.e., information quality and interaction quality (review quality and credibility)—and response (purchase intention) have not been tested in the context of specific products such as sneakers (Jiang et al., 2024).

In the context of the fashion industry in Sri Lanka, Karunasingha (2022) found that social motivation has a significant effect on trust and online purchase intention, where trust partially mediates the relationship between the two. This study confirms the role of trust as a key organism in the SOR model. However, the stimulus used is not the quality of reviews and the credibility of the reviewers, but social motivation, and the context is different from the Indonesian Generation Z sneaker market, which is more influenced by user-generated content (UGC) such as YouTube reviews (Karunasingha & Abeysekera, 2022).

Ha (2021), who studied limited-edition shoes (LES), found that scarcity, uniqueness, and self-expression increase social and economic value, which significantly affects brand trust and purchase intention. However, the direct influence of brand trust on purchase intention is not significant. This result is contrary to the findings of Karunasingha (2022), where trust is actually a significant mediator. This empirical inconsistency shows the need to re-test the role of trust with different stimuli—namely, the quality of reviews and the credibility of reviewers—rather than mere product characteristics (Ha, 2021; Karunasingha & Abeysekera, 2022).

Al-Qudah (2020) found that brand social network content quality and brand interactivity have a positive effect on purchase intention through brand awareness as a mediator. This study confirms the relevance of content quality and interactivity as stimuli within the SOR framework, but places brand awareness—not trust—as an organism. Therefore, it remains unknown whether trust can act as a stronger mediator when the stimulus comes from user-generated reviews rather than brand-generated content (Al-Qudah, 2020).

In addition, Evita (2023) stated that Generation Z in Indonesia is highly dependent on social media and digital platforms for learning, entertainment, and shopping activities. These findings support the selection of Indonesia's Generation Z population, which is tech-savvy and sensitive to review credibility, but remain descriptive and have not tested the causal relationship between review quality, reviewer credibility, trust, and purchase intention (Evita et al., 2023).

Luo (2025) reinforce the urgency of this research. In the context of short video content marketing on platforms such as TikTok and Instagram, they found that the usefulness, ease of use, and entertainment value of content have a significant influence on consumer confidence and purchase intention. In addition, trust has been shown to serve as a partial mediator between content characteristics and purchase intention. These results confirm that trust plays a key role as an organism in the digital SOR (Stimulus-Organism-Response) model. However, the context of their research was limited to short video content common in the Chinese market—not reviewer-based content on YouTube or specific product categories such as sneakers—which relies more on the credibility of the individual reviewer than on entertainment attributes or ease of use.

This study uses the SOR framework to analyze how review quality and reviewer credibility affect purchase intention. For nearly five decades, SOR theory has been explaining consumer behavior in the digital environment by emphasizing the role of emotions, platform interactivity, personalized recommendations, and trust as key factors (Li et al., 2025). This model shows that external stimuli (S) affect the internal state of the organism (O), which further results in a behavioral response (R). In the context of online shopping, the variables are defined as follows: Stimulus (S) = The quality of the sneaker review and the credibility of the reviewer; Organism (O) = Consumer trust; Response (R) = Intention to buy sneakers.

Puong (2025) and Khwaja (2020) affirm that trust plays an important role as a mediator between the quality of information and purchase intention. However, the results have not been consistent, as Ha (2021) found an insignificant influence, while Karunasingha (2022) found that trust played a dominant role.

Luo (2025), using the SOR framework, demonstrated that trust mediates the influence of short video content on purchase intention on TikTok and Instagram in China. However, the

context is entertainment-based, not reviewer-based content like sneaker reviews on YouTube.

Evita (2023) highlight that Generation Z in Indonesia is active on social media and sensitive to the credibility of reviews, but the research remains descriptive and has not tested specific market dynamics.

Previous research has shown inconsistencies in findings related to the influence of review quality and reviewer credibility on purchase intention, especially regarding the role of trust as a mediator. In addition, the context of Indonesian Generation Z consumers' sneaker purchase intention has been minimally studied, even though this group is highly influential in digital consumption behavior. This raises a key research objective: This study aims to examine the effect of review quality and reviewer credibility on the purchase intention of Indonesian Generation Z consumers toward sneakers and to analyze the mediating role of consumer trust in this relationship.

This research contributes theoretically by reinforcing the SOR model as a framework that accurately describes how review quality, reviewer credibility, and trust affect sneaker purchase intention among Indonesia's Generation Z. In practice, the results are expected to serve as a strategic guide for sneaker industry players to build credible marketing communication and focus on strengthening trust, to encourage increased purchase intention in a highly competitive digital market.

### **Hypothesis Development**

The Stimulus-Organism-Response or SOR framework is a theoretical approach used to understand how external factors affect individual behavior through internal consumer mechanisms. This model was first introduced by Mehrabian (1974) and has been widely used in consumer behavior research, especially in digital marketing and lifestyle products.

This study adopted SOR because it is well-suited to explain how the quality of reviews and the credibility of reviewers (stimulus) affect the formation of consumer trust (organism), which then produces a response in the form of sneaker purchase intention among Generation Z in Indonesia. The SOR framework helps researchers map the psychological journey of consumers, from the receipt of external stimuli through internal cognitive processes to the formation of purchase intention.

The selection of SOR as a theoretical foundation is based on the relevance of this model in researching digital consumer behavior and its effectiveness in examining the relationships among the research variables. Empirical studies from various international contexts also confirm that SOR provides a clear analytical structure for identifying the influence of digital stimuli on purchase intention (Al-Qudah, 2020). The relevance of SOR is further strengthened through research findings that highlight the interaction between consumer exposure to digital media stimuli and the formation of psychological responses manifested as purchase intention (Bui et al., 2025; Jiang et al., 2024).

The application of SOR in this study draws on empirical evidence and theoretical frameworks consistently employed in consumer behavior research, making it the most relevant approach for explaining Generation Z's motivation to buy sneakers in Indonesia. The SOR framework enables researchers to understand how stimuli in the form of review quality and reviewer credibility trigger psychological processes that then shape consumer responses in digital contexts (Al-Qudah, 2020; Bui et al., 2025). Thus, sneaker purchase intention is positioned as the final response, influenced both directly by review quality and reviewer credibility and indirectly through the mediating role of consumer trust.

### **Purchase Intention**

Purchase intention is the psychological tendency of consumers to make a purchase after assessing the information they receive (Kotler & Keller, 2016). In the digital context, purchase intention is formed through a cognitive-affective response to content stimuli. Luo (2025) show that content quality, usefulness, ease of understanding, and entertainment build trust that drives purchase intention. These findings are consistent with the research of Jiang (2024) and Phuong (2025), which showed that review quality strengthens perceptions of information and trust, thereby increasing purchase intention.

The credibility of the reviewer is also very important; Handranata (2025) found that reviewer credibility strengthens consumers' perceptions of reliability. Among Indonesia's Generation Z consumers, sensitivity to online opinions makes them quick to form purchase intention when information is considered relevant and convincing, consistent with the view of Dhewi (2023) that purchase intention arises from consumers' initial understanding of product information.

### **Review Quality**

Review quality describes the extent to which the information in a review is judged to be clear, complete, objective, and in accordance with user expectations in assisting the purchase decision-making process (Phuong et al., 2025). Reviews with a high level of clarity and completeness increase the perception of the reliability of information, while objectivity and conformity to consumer expectations reinforce confidence in the source of reviews and products. Phuong (2025) emphasize that these four aspects significantly affect consumer confidence and purchase intention, with trust serving as the primary cognitive mediator.

Similar findings are supported by Campos (2024), who shows that clarity and completeness of information strengthen the perception of content quality. In addition, Hanaysha (2025) demonstrate that review quality has both a direct and indirect influence on purchase intention through online trust. Jiang (2024) confirm that the clarity and usability of digital information can increase social presence and encourage purchase intention. Within the Stimulus-Organism-Response (SOR) framework, review quality acts as the primary stimulus that fosters trust (organism) and produces a response in the form of purchase intention.

H1: Review quality has a positive effect on Generation Z's purchase intention.

H2: Review quality has a positive effect on Generation Z's consumer trust.

### **Reviewer Credibility**

The theory of credibility, according to Ohanian (1990), defines credibility as a combination of three main attributes: expertise, trustworthiness, and attractiveness, which determine the extent to which the message from a source is received by the audience. In this study, the concept of credibility was adapted from Chen (2021), who viewed reviewer credibility as the level of consumer trust in review sources based on the consistency, transparency, and characteristics of reviewers who are considered reliable.

Previous studies have shown that reviewer credibility not only influences review evaluation, but also shapes consumers' initial confidence in the source of information. Majali (2022) found that credible reviews can reduce consumer uncertainty, thereby increasing the perception of trustworthiness in reviewers while encouraging purchase intention. Chen (2021) also showed that comments from credible reviewers are more readily accepted by readers and generate initial trust, which then contributes to increased buying propensity.

In the Indonesian context, Handranata (2025) stated that Generation Z is very responsive to authentic, consistent, and transparent reviewers, and found that reviewer credibility is the most dominant factor in shaping attitudes and increasing interest in buying fashion products. This finding is reinforced by Saima (2020), who asserts that influencer credibility has a significant influence on purchase intention in digital marketing.

Additionally, Pinda (2021) show that interactivity and parasocial relationships can increase the perception of reviewer credibility, which further strengthens audience trust and their tendency to follow the reviewers' recommendations. Overall, the findings across studies confirm that reviewer credibility is an important determinant in shaping consumer trust in review sources and in driving purchase decisions, especially for products such as sneakers that rely heavily on digital references.

H3: Reviewer credibility has a positive effect on Generation Z's purchase intention in Indonesia.

H4: Reviewer credibility has a positive effect on Generation Z's consumer trust.

### **Consumer Trust**

Consumer trust reflects the belief that the information provided by reviewers is reliable, honest, and unbiased, and can therefore be used as a basis for accurately assessing products. In a digital environment with minimal physical interaction, trust serves as a psychological mechanism

that reduces uncertainty and risk perception. Khwaja (2020) affirm that trust in reviewers is a strong predictor of purchase intention, especially when consumers rely entirely on the quality of the information provided. Among young consumers, especially Generation Z, transparency, authentic experiences, and balanced reviews are essential for building trust, as they strongly respond to content that feels genuine and relevant to real experiences (Ridwan et al., 2025).

Some studies have shown that trust plays an important role as a mediator in converting digital stimuli into behavioral responses. Karunasingha (2022) assert that trust mediates the influence of social stimuli on purchasing decisions, while Singh (2024) reveals that trust channels the influence of digital engagement on the purchasing behavior of Generation Z. In Indonesia, Prasetyani (2024) also assert that trust is a key factor in various information-based digital decisions. Theoretically, within the SOR framework, trust functions as an organism that mediates the influence of review quality and reviewer credibility on sneaker purchase intention.

H5: Consumer trust has a positive effect on purchase intention.

H6: Consumer trust mediates the influence of review quality on purchase intention.

H7: Consumer trust mediates the influence of reviewer credibility on purchase intention.

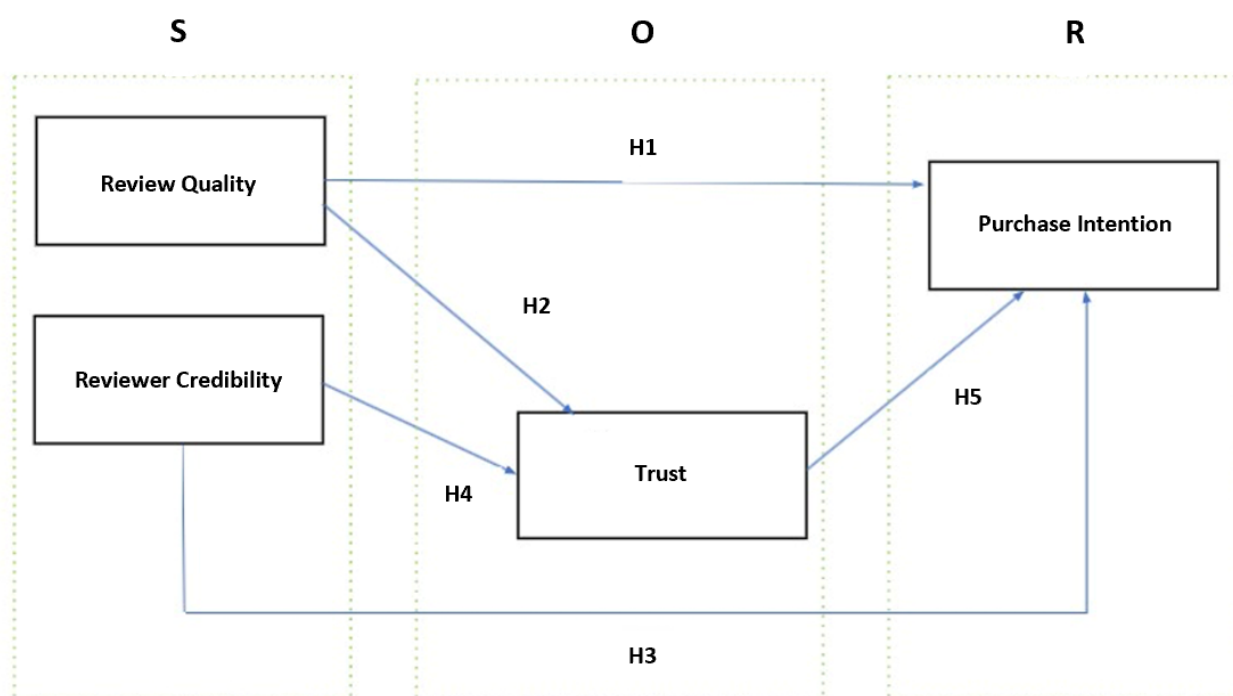


Figure 1. Research hypothesis

This study generally examines how digital stimuli in the form of review quality and reviewer credibility affect the psychological responses and consumer behavior in the sneaker purchase process by Generation Z. Review quality is estimated to have a positive influence on purchase intention (H1) and increase consumer trust (H2). In addition, reviewer credibility is assumed to encourage direct purchase intention (H3) and strengthen trust in the information conveyed (H4). Furthermore, consumer trust is expected to have a positive effect on purchase intention (H5) and function as a mediator in the relationship between review quality and purchase intention (H6), as well as between reviewer credibility and purchase intention (H7).

## METHOD

study used a quantitative approach with a cross-sectional survey method to analyze the relationship between review quality, reviewer credibility, and the mediating role of consumer trust in Generation Z's purchase intention in Indonesia. The cross-sectional design was chosen because it allows simultaneous and effective data collection in testing the relationships between variables in the research model (Hair et al., 2022; Sekaran & Bougie, 2016).

The population in this study was Generation Z individuals (born between 1997 and 2012)

who lived in major cities in Indonesia, such as Jakarta, Bandung, Yogyakarta, Surabaya, Palembang, and Purwokerto. These cities were chosen because they have a high level of digital penetration and are considered centers of lifestyle and fashion trends in Indonesia, thus strengthening the relevance of the research context to the variables under study (Pradana & Marsasi, 2024). The sampling technique used was purposive sampling, with the criterion of Generation Z individuals who had watched at least one sneaker review video from a YouTube channel in the last three months. Purposive sampling allows researchers to target participants who possess the exact experiential criteria required for the research variables to be meaningfully measured (Sekaran & Bougie, 2016).

To maintain contextual relevance, this study referred to a number of domestic and international YouTube channels that actively discuss sneaker reviews (without ruling out the possibility of other channels) as follows:

1. Jagat Review – 2.3 million subscribers (Indonesia)
2. Tirta PengPengPeng – 1.4 million subscribers (Indonesia)
3. Jacques Slade – 1.3 million subscribers (International)
4. Seth Fowler – 1.2 million subscribers (International)
5. Rose Anvil – 1 million subscribers (International)
6. Elliot Page – 774K subscribers (International)
7. Shoe Police – 156K subscribers (Indonesia)
8. Norif Warisman – 153K subscribers (Indonesia)
9. Sneakers Crush – 58K subscribers (Indonesia)
10. Sneaker Pick – 22K subscribers (International)

The minimum number of respondents was 230, with data collection conducted through an online survey using the Google Forms platform. The questionnaire was distributed over five days through social media such as Instagram Stories and WhatsApp groups. The instrument used was a closed-ended questionnaire with a six-point Likert scale to avoid neutral responses. The questions were arranged based on the theoretical indicators of each variable: review quality, reviewer credibility, consumer trust, and purchase intention. The language in the questionnaire was designed to be easy to understand, in accordance with the characteristics of Generation Z respondents and the digital context. The data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. PLS-SEM was used for its ability to handle complex models, as well as its flexibility with regard to data distribution and small sample sizes (Hair et al., 2022).

## RESULTS AND DISCUSSION

### Results

Of the 400 respondents who filled out the questionnaire, there were 265 respondents who passed the filter questions and met the criteria as viewers of sneaker review content on YouTube as well as having bought sneakers. Most respondents were domiciled in Greater Jakarta (42%), followed by other major cities such as Palembang (12%), Yogyakarta (10%), Purwokerto (7%), Bandung (6%), and Surabaya (3%). Meanwhile, the Other category (19%) shows that interest in sneakers and the consumption of review content is not only concentrated in big cities, but also spread to other regions in Indonesia.

**Table 1.** Respondent Profile

	<b>Characteristics</b>	<b>Quantity</b>	<b>Percentage</b>
Gender	Women	134	51%
	Male	131	49%
Age	14 - 17	23	9%
	18 - 22	127	48%
	23 - 28	115	43%
Domicile	Bandung	16	6%
	Jabodetabek	112	42%
	Palembang	32	12%
	Surabaya	9	3%
	Purwokerto	19	7%
	Yogyakarta	27	10%
	Others	50	19%

### Outer Loadings and Reliability

After the data were cleaned, the analysis was carried out using PLS-SEM. The initial stage involved testing the measurement model through the examination of outer loadings, reliability, convergent validity, and discriminant validity according to the PLS-SEM procedure (Hair et al., 2022). Most indicators met the criteria for outer loading above 0.70; however, in the Reviewer Credibility construct, the R1 indicator had a loading of only 0.609. Thus, following Hair (2022), who recommend that indicators below 0.70 should be eliminated due to their weak contribution to the construct, R1 was removed from the model.

Furthermore, the analysis was carried out without R1, with the following results: After R1 was removed, the measurement structure showed an improvement in quality. All remaining indicators in the Reviewer Credibility construct had outer loading values in the range of 0.733–0.87, showing that each indicator was strong enough to describe the construct. In the Review Quality, Trust, and Purchase Intention constructs, the consistency of the outer loading values was maintained in the range of 0.782–0.926, so that there was no deterioration in quality in other constructs after the removal was carried out.

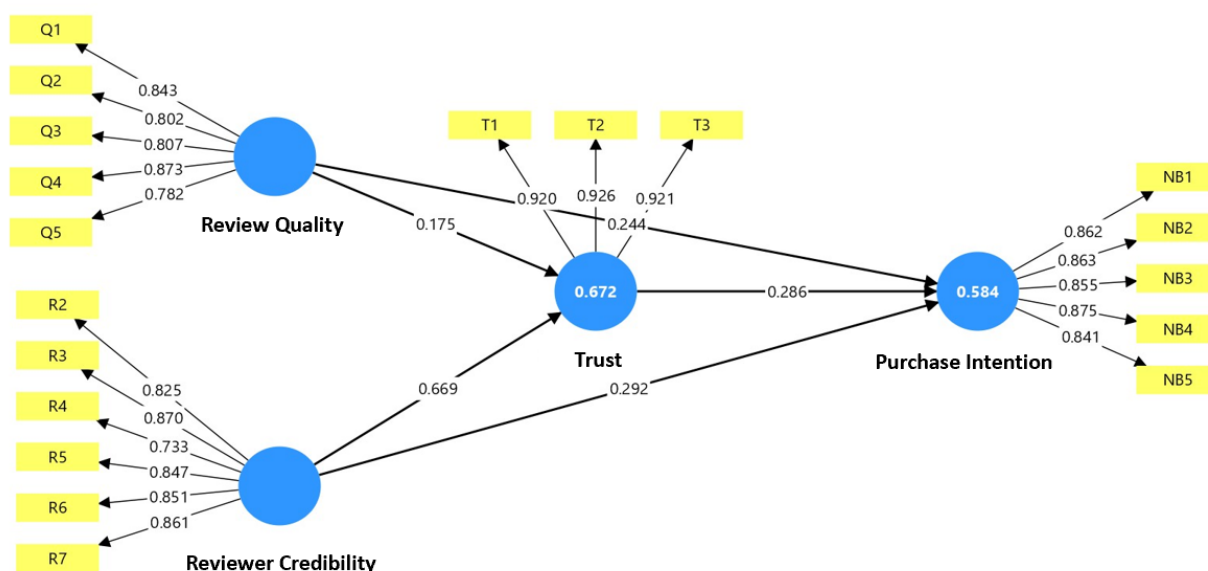
**Table 2.** Outer Loading Results

	<b>Outer loadings</b>
NB1 <- Purchase Intention	0.862
NB2 <- Purchase Intention	0.863
NB3 <- Purchase Intention	0.855
NB4 <- Purchase Intention	0.875
NB5 <- Purchase Intention	0.841
Q1 <- Review Quality	0.843
Q2 <- Review Quality	0.802
Q3 <- Review Quality	0.807
Q4 <- Review Quality	0.873
Q5 <- Review Quality	0.782
R2 <- Reviewer Credibility	0.825
R3 <- Reviewer Credibility	0.87
R4 <- Reviewer Credibility	0.733
R5 <- Reviewer Credibility	0.847
R6 <- Reviewer Credibility	0.851
R7 <- Reviewer Credibility	0.861
T1 <- Trust	0.92
T2 <- Trust	0.926
Q3 <- Trust	0.921

**Table 3.** Reliability and Validity Results

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
Trust	0.912	0.912	0.945	0.851
Reviewer Credibility	0.911	0.912	0.931	0.693
Review Quality	0.879	0.881	0.912	0.675
Purchase Intention	0.911	0.914	0.934	0.738

The AVE values of all constructs are above the threshold of 0.50, so it can be concluded that each construct has good convergent validity. Specifically, the Trust construct has an AVE of 0.851 and is able to explain 85.1% of the variation of its indicators. The Reviewer Credibility construct has an AVE of 0.693, thus explaining 69.3% of the variation of its indicators. Furthermore, the Review Quality construct with an AVE of 0.675 explains 67.5% of the variation of its indicators. Meanwhile, the Purchase Intention construct has an AVE of 0.738 and is able to explain 73.8% of the variation of the indicators that measure it. Overall, these values show that all indicators have a strong contribution to reflecting each construct.



**Figure 2.** Results of the PLS-SEM algorithm

Thus, the measurement model meets all criteria of convergent validity and reliability.

**Table 4.** Discriminant Validity - Heterotrait-Monotrait Ratio (HTMT)

	<b>Heterotrait-monotrait ratio (HTMT)</b>
Reviewer Credibility <-> Trust	0.892
Review Quality <-> Trust	0.815
Review Quality <-> Reviewer Credibility	0.928
Purchase Intention <-> Trust	0.766
Purchase Intention <-> Reviewer Credibility	0.796
Purchase Intention <-> Quality Reviews	0.773

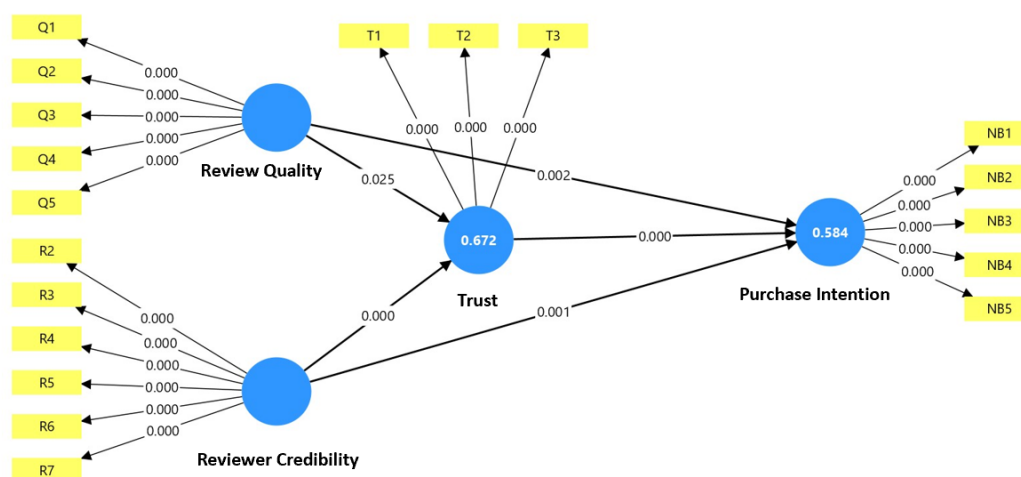
Discriminant validity is assessed using the HTMT value as recommended by (Henseler et al., 2015). The results show that most construct pairs have HTMT values below the threshold of 0.90, so each construct can be considered distinct from one another, both conceptually and empirically.

For the Review Quality and Reviewer Credibility pair, the HTMT score is indeed slightly

higher than the conservative limit of 0.85–0.90. The proximity of these values reflects the characteristics of review content, in which audiences tend to evaluate review quality and reviewer credibility simultaneously, as documented in the online review literature (Jiang et al., 2024; Luo et al., 2025). However, the bootstrapping results show that the confidence interval does not include a value of 1, so according to the inferential criteria of Henseler (2015) and Franke (2019), the two constructs still have acceptable discriminant validity, as indicated by the inferential HTMT results:

**Table 5.** HTMT Inferential Results

	Original sample (O)	Sample mean (M)	5.00%	95.00%
Reviewer Credibility <-> Trust	0.892	0.892	0.837	0.938
Review Quality <-> Trust	0.815	0.813	0.731	0.883
Review Quality <-> Reviewer Credibility	0.928	0.926	0.879	0.965
Purchase Intention <-> Trust	0.766	0.765	0.678	0.844
Purchase Intention <-> Reviewer Credibility	0.796	0.796	0.723	0.861
Purchase Intention <-> Review Quality	0.773	0.772	0.69	0.843



**Figure 3.** Bootstrapping Results

The results of the structural model analysis show that Review Quality and Reviewer Credibility significantly shape consumer trust ( $p = 0.025$  and  $p = 0.000$ ), which then strongly affects Purchase Intention ( $p = 0.000$ ). An  $R^2$  value of 0.672 with an Adjusted  $R^2$  of 0.668 for the Trust construct indicates that the two variables can stably explain more than two-thirds of the variation in trust. Meanwhile, the Purchase Intention construct has an  $R^2$  of 0.584 with an Adjusted  $R^2$  of 0.579, which shows a moderately strong and consistent predictive ability on the purchasing behavior of Generation Z. In addition to indirect influence through Trust, both Review Quality and Reviewer Credibility have also been shown to have a significant direct influence on Purchase Intention ( $p = 0.000$  and  $p = 0.001$ ), thus showing a partial mediation pattern. These findings confirm that Generation Z's purchasing decisions are shaped through a combination of the quality of information in reviews, perceptions of reviewers' credibility, and the level of trust that reviewers have successfully built.

### Multicollinearity (VIF)

**Table 6.** Multicollinearity Results

	VIF
NB1	2.59
NB2	2.466
NB3	2.708
NB4	3.107
NB5	2.447
Q1	2.604
Q2	2.447
Q3	2.37
Q4	3.006
Q5	1.812
R2	2.544
R3	3.052
R4	1.706
R5	2.761
R6	2.769
R7	2.983
T1	3.011
T2	3.228
T3	3.115

All Variance Inflation Factor (VIF) values fall within the range of 1.706–3.228, which is far below the maximum threshold of 5. This confirms that there are no multicollinearity problems that could interfere with model estimation. The removal of R1 does not create a new imbalance.

### Adjusted R-Square Analysis

**Table 7.** R-Square Results

	R-square	R-square adjusted
Trust	0.672	0.669
Purchase Intention	0.584	0.579

The Adjusted R-Square value for Trust is 0.669, which means that Review Quality and Reviewer Credibility together account for 66.9% of the variance in Trust. This value is classified as substantial, so the Trust construct can be said to be well explained by the two stimuli. These results are consistent with the studies of Luo (2025) and Jiang (2024), which confirm that influencer credibility is a key determinant of trust formation in digital contexts, especially in video-based reviews.

The Adjusted R-Square value for Purchase Intention is 0.579. This shows that Reviewer Credibility, Review Quality, and Trust simultaneously explain 57.9% of the variance in Purchase Intention. This value is categorized as moderate to strong, indicating that the model has good predictive capabilities. These findings are in line with the modern S-O-R literature Bui (2025); Phuong (2025), which shows that trust is the core mechanism that connects digital stimuli with purchase intention.

### Conclusion: Adjusted R-Square Analysis

Models without R1 remain strong and stable. a) The largest contribution falls on Trust (0.669). b) Followed by Purchase Intention (0.579). Reviewer Credibility has the greatest influence as a stimulus, while Trust acts as the Organism — the psychological bridge between the stimulus and the response.

**Path Coefficients**

**Table 8.** Path Coefficient Results

		<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Interpretation</b>
H1	Review Quality -> Purchase Intention	0.244	0.246	0.085	2.876	0.002	Accepted
H2	Review Quality -> Trust	0.175	0.174	0.089	1.957	0.025	Accepted
H3	Reviewer Credibility -> Purchase Intention	0.292	0.294	0.097	3	0.001	Accepted
H4	Reviewer Credibility -> Trust	0.669	0.669	0.083	8.094	0	Accepted
H5	Trust -> Purchase Intention	0.286	0.283	0.085	3.351	0	Accepted
H6	Review Quality -> Trust -> Purchase Intention	0.05	0.049	0.03	1.645	0.05	Accepted (weak)
H7	Reviewer Credibility -> Trust -> Purchase Intention	0.191	0.189	0.062	3.09	0.001	Accepted

The results in Table 8 show that both mediating relationships (H6 and H7) involve partial mediation, as both direct and indirect influences remain significant, although the mediating effect of H6 is relatively weak.

**Discussion**

This study aims to explain how the quality of reviews and the credibility of reviewers affect consumer purchase intention for sneaker products among Generation Z in Indonesia, with trust as a mediating variable. Empirical findings suggest that the SOR framework works effectively in this context, as supported by Jiang (2024), who suggest that digital content quality-based stimuli can trigger consumer cognitive and affective reactions before generating behavioral responses.

More specifically, the results of this study provide support for H1 and H2, namely that the quality of reviews has a positive effect on purchase intention and trust. However, the effect was found to be weaker than that of reviewer credibility. This pattern is in line with the findings of Chen (2021), who show that information quality influences consumer evaluations primarily through cognitive pathways, as well as in line with Phuong (2025), who emphasizes that informative reviews increase the perception of benefits although they do not necessarily result in high levels of trust. Thus, the influence of review quality on purchase intention (H1) and trust (H2) are supported, although the strength is relatively moderate.

In contrast, reviewer credibility emerged as the most dominant stimulus, thus providing strong support for H3 and H4. The direct influence of credibility on purchase intention is seen to be very significant, in line with the findings of Handranata (2025), who affirm that the credibility of reviewers is the main predictor of young consumers' purchasing behavior in the fashion sector. The influence of credibility on trust is also very strong, consistent with Karunasingha (2022), who show that the credibility of sources is the main foundation for building trust in digital marketing. Khwaja (2020) also assert that consumers tend to trust information when they rate reviewers as reliable figures. Thus, H3 and H4 are highly supported.

The results of the study also show that trust has a positive effect on purchase intention, thus providing support for H5. These findings are in line with Hanaysha (2022), who found that trust is a core determinant of purchase intention in e-commerce. Trust serves as a psychological mechanism that reduces risk and increases consumer confidence before making a decision.

The role of trust as a mediator provides important insights into H6 and H7. On the relationship between review quality, trust, and purchase intention, the mediating effect emerges but with relatively weak strength, so H6 was partially supported. This pattern is consistent with Phuong (2025), who notes that information quality often has a direct influence on evaluation and purchase intention, not always through trust. Meanwhile, on the relationship between reviewer credibility, trust, and purchase intention, the mediating effect was found to be strong and significant, so H7 was strongly supported. These findings are similar to the pattern identified by Khwaja (2020), where trust serves as the primary link between source credibility and consumer behavior.

This research also shows similarities with previous literature but makes a special contribution to the context of sneaker consumption among Indonesian Generation Z. Sneakers serve as a symbol of social identity, as shown by Ha (2021), who found that the uniqueness and rarity of products are able to increase symbolic value and trust in products. In addition, Generation Z assesses reviewers thoroughly, considering both the content of the review and the individual who delivered it. This pattern is consistent with the findings of Luo (2025), which show that users tend to view content and creators as a whole. The borderline HTMT score in this study shows that Generation Z tends to assess the content of reviews and the persona of reviewers simultaneously. These findings are also strengthened by the digital context of Indonesian Generation Z, as explained by Evita (2023), who show that this generation is very responsive to online personalities that they consider relevant and credible.

The seven hypotheses in this study were supported by empirical results, with varying effects ranging from strong influences on credibility pathways and moderate effects on review quality, to partial mediation on the role of trust. This pattern of variation is consistent with previous literature findings and is in line with the behavioral characteristics of Indonesian Generation Z in responding to sneaker reviews.

## CONCLUSION

This study demonstrates that within the SOR framework, reviewer credibility is the dominant stimulus shaping Generation Z's sneaker purchase intention in Indonesia, operating primarily through consumer trust as a mediating organism. Review quality, while significant, exerts a weaker influence. Trust proved to be a stronger mediator for credibility than for review quality, confirming partial mediation in both relationships. These findings validate the SOR model's applicability in YouTube-based review contexts and highlight the disproportionate role of source credibility over content quality in Generation Z's digital purchasing decisions. Practically, sneaker brands and digital marketers should prioritize partnering with authentic, transparent, and consistent reviewers over investing solely in content production quality. Building digital trust through secure, accurate, and honest communication is essential to sustaining Generation Z's purchase intent.

The near-threshold HTMT value (0.928) between Review Quality and Reviewer Credibility in this study indicates that Generation Z consumers tend to evaluate review content and reviewer attributes simultaneously, a finding consistent with the integrated nature of YouTube creator-content relationships. This study shares theoretical foundations with prior literature while making a distinct empirical contribution by examining the dual-stimulus (review

quality and reviewer credibility) SOR model in the specific context of Indonesian Generation Z consumers in the sneaker product category. Future research should extend this model to other symbolic product categories (e.g., luxury goods, gadgets), include second-tier city Generation Z consumers in Indonesia, and examine whether platform type (YouTube vs. TikTok) moderates the relative influence of review quality and reviewer credibility on consumer trust and purchase intention.

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#### AUTHOR CONTRIBUTION STATEMENT

Pilari Agemanati Krisnasaputri contributed to the conceptualization of the study, research design, data collection, and preparation of the original manuscript draft. Septi Widyasari was responsible for methodology development, data analysis, and validation of the research findings. Nova Enya Br Maha contributed to the literature review, theoretical framework development, and interpretation of the results. Faranita Mustikasari provided supervision, as well as critical review and editing of the manuscript to ensure academic rigor and clarity. All authors have read and approved the final version of the manuscript.

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