

Blind Buying Local Perfume: Analysis of Online Reviews, Influencers, and Perceived risk on Purchase intention

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Abstract

This study aims to analyze how digital information cues drive blind buying of local perfume among Generation Z consumers in Jabodetabek who shop via Shopee and TikTok Shop. Drawing on the Stimulus–Organism–Response framework and consumer behavior theory, this research examines the influence of online customer review and influencer credibility as stimuli, as well as perceived risk as an internal evaluation factor, on purchase intention for local perfume products that cannot be tested physically before purchase. The study uses a quantitative approach with purposive sampling of Gen Z respondents who have purchased local perfume through blind buying, and data are analyzed using PLS-SEM to test the measurement and structural models. The results show that online customer review and influencer credibility have a positive and significant effect on purchase intention, while perceived risk does not have a significant negative effect on purchase intention for local perfume. These findings indicate that affordable prices, platform protection features, and strong social proof from reviews and influencers help reduce uncertainty, so that blind buying local perfume becomes a considered decision rather than a purely impulsive act. The study provides practical implications for local perfume brands and e-commerce platforms in managing review quality and designing effective influencer collaboration strategies.

Keywords: *Blind Buying, Local Parfume, Online customer review, Influencer Credibility, Perceived Risk, Purchase intention.*

Blind Buying Parfum Lokal: Analisis Online Review, Influencer, dan Perceived risk Terhadap Purchase intention

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Abstrak

Penelitian ini bertujuan menganalisis bagaimana isyarat informasi digital mendorong praktik *blind buying* parfum lokal pada konsumen Generasi Z di Jabodetabek yang berbelanja melalui Shopee dan TikTok Shop. Berlandaskan kerangka *Stimulus–Organism–Response* dan teori perilaku konsumen, penelitian ini menguji pengaruh *online customer review* dan *influencer credibility* sebagai stimulus, serta *perceived risk* sebagai faktor evaluasi internal, terhadap niat beli parfum lokal yang tidak dapat dicoba secara langsung sebelum pembelian. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* pada responden Gen Z yang pernah melakukan *blind buying* parfum lokal, dan data dianalisis menggunakan *PLS-SEM* untuk menguji model pengukuran dan model struktural. Hasil penelitian menunjukkan bahwa *online customer review* dan *influencer credibility* berpengaruh positif dan signifikan terhadap niat beli, sedangkan *perceived risk* tidak berpengaruh negatif secara signifikan terhadap niat beli parfum lokal. Temuan ini menunjukkan bahwa harga yang terjangkau, fitur perlindungan platform, serta bukti sosial yang kuat dari ulasan dan *influencer* membantu menurunkan ketidakpastian sehingga *blind buying* parfum lokal menjadi keputusan yang dipertimbangkan, bukan sekadar perilaku impulsif. Penelitian ini memberikan implikasi praktis bagi merek parfum lokal dan platform *e-commerce* dalam pengelolaan kualitas ulasan dan perancangan strategi kolaborasi *influencer* yang efektif.

Kata Kunci: Pembelian Buta, Parfum Lokal, Ulasan Pelanggan Online, Kredibilitas Influencer, Risiko yang Dirasakan, Niat Beli.