

---

## THE ROLE OF SOCIAL MEDIA IN BUILDING CONSUMER TRUST IN PRODUCT

---

**Thomas Kartomo**

Asean University International, Selangor, Malaysia  
[mrthomaskartomo@gmail.com](mailto:mrthomaskartomo@gmail.com)

---

Accepted: September 16, 2024

Published: October 30, 2024

---

### ABSTRACT

This study explores the role of social media in building consumer trust in products in the digital era. Using a qualitative method, the research examines consumers' perspectives and experiences with social media as a transparent and interactive marketing platform. Based on in-depth interviews and content analysis, the study finds that consumer reviews on social media significantly influence purchasing decisions, especially those reviews that include visuals and testimonials from other users. Additionally, brand transparency and responsiveness to consumer feedback highlight the importance of openness in fostering trust. Educational content provided by brands also enhances consumers' positive perceptions, as it offers additional value beyond typical promotions. Direct interaction between consumers and brands on social media strengthens the emotional connection, creating a sense of appreciation and trust toward the brand. The findings provide practical insights for companies to strategically leverage social media in establishing sustainable relationships with consumers. By focusing on aspects of consumer review credibility, transparency, educational content, and responsive interaction, companies can increase consumer trust in their products.

**Keywords:** Social Media, Consumer Trust, Consumer Reviews, Transparency, Educational Content, Brand Interaction

### INTRODUCTION

The development of digital technology has changed the way businesses operate and interact with consumers. One of the most significant innovations is the emergence of social media, which is not only a communication platform, but also a strategic marketing tool that plays a major role in building relationships between companies and consumers. Social media such as Facebook, Instagram, Twitter, and YouTube are now the main means for companies to interact directly with consumers.(Untari & Fajariana, 2018). According to data from Tuten(2023), more than 4.6 billion people worldwide use social media, making it a very potential channel for companies to introduce and promote their products.

Consumer trust is a critical element in purchasing decisions, especially in the context of digital marketing. When consumers cannot interact directly with a product or seller, trust becomes a determining factor in reducing perceived uncertainty and risk.(Rodiah & Melati, 2020). Social media acts as a mediator in building this trust, as it allows companies to share information transparently, show testimonials from other consumers, and enable open two-way communication.(Bianchi & Andrews, 2015). In this context, it is important to understand how social media can be an effective instrument in building consumer trust in a product.

#### Social Media as a Marketing Platform

Social media has changed the marketing paradigm by providing a platform for companies to promote their products widely and interactively. Traditional marketing that focuses on one-way communication has shifted to two-way communication that allows direct interaction between consumers and companies. This is in line with Rizky's opinion (2020)which states that social media has become an integral part of modern marketing communication strategies. Social media not only allows companies to disseminate information about products, but also to listen to feedback from consumers in real-time.

According to a study by Sulaksono(2020), social media provides a huge opportunity for companies to get closer to their consumers. By using the right strategy, companies can create a more transparent and authentic space, thereby increasing consumer trust. One effective way is through relevant and informative content, which allows consumers to understand more about the company's

products and values. In addition, consumers tend to trust content generated by other users or testimonials more than traditional advertising. (Agudo et al., 2011).

### **Consumer Trust and Its Influence on Decision Making**

Consumer trust in a brand or product is a key component that can influence purchasing decisions. According to Anggarawati(2022), trust is a psychological factor that gives consumers confidence that a particular product or service can meet their expectations. In the digital era, this trust is increasingly important because consumers no longer have the opportunity to feel or see the product directly before making a purchase, especially in the context of e-commerce and internet-based marketing. (Nurhalim, 2021).

On social media, consumers often look for reviews and recommendations from other users before deciding to buy a particular product. This approach is known as "user-generated content" (UGC), where content produced by other consumers is more trusted because it is considered more honest and objective. (Daugherty, Eastin, & Bright, 2008). Research from Erkan and Evans (2016) shows that positive UGC can increase consumer trust perceptions towards certain products or services. In addition, direct interaction with companies on social media can also strengthen consumer trust, because they feel that the company is open and responsive to questions or complaints they convey. (Fahrurrozi & SE, 2023).

### **The Role of Social Media in Building Consumer Trust**

One of the main advantages of social media in building consumer trust is its ability to provide a platform where consumers can see social proof and other people's experiences with the same product. According to Utomo(2023), social proof is an important element in building consumer trust, especially when consumers see that others have had positive experiences with the product. On social media, consumers can easily find this social proof through reviews, testimonials, and experience-sharing content from other users.

Social media also provides an opportunity for companies to build a more transparent and authentic image. Unlike traditional marketing media that tend to be rigid, social media allows companies to interact with consumers more informally, which can increase consumer closeness and trust. (Anjani & Irwansyah, 2020). A study by Sashi (2012) shows that consumers who feel close to a brand tend to trust the products offered more. In addition, when companies are open about product information, including its advantages and disadvantages, consumers are more likely to trust the brand (Choi and Lee, 2017).

### **Factors Influencing Consumer Trust in Social Media**

There are several factors that influence consumer trust in social media, including company openness, responsive interaction, and content quality. Company openness in providing transparent product information can increase consumer trust (Kwan, Cysneiros, & do Prado Leite, 2021). Consumers are more likely to trust companies that provide clear product information and do not hide important facts. In addition, responsive interaction, such as answering questions or responding to consumer complaints on social media, also plays an important role in building trust (Luo, 2002).

Quality and informative content is also a major factor in building consumer trust. Content that is educational and useful for consumers can increase positive perceptions of the brand (Lou, Xie, Feng, & Kim, 2019). Companies can share tips or product usage guides that are relevant to consumer needs. Research by Kim and Ko (2012) shows that consumers trust companies that provide useful and relevant content to their needs more. On the other hand, excessive or irrelevant promotional content can reduce consumer trust.

### **Benefits of Consumer Trust for Companies**

Building consumer trust has long-term benefits for companies. Consumers who trust a product or brand tend to be more loyal and willing to make repeat purchases (Moriuchi & Takahashi, 2016). In addition, consumer trust can also act as positive "word-of-mouth" (WOM), where satisfied consumers will recommend the product to others, either through online reviews or interactions on social media (Shafiq, Khan, Gul, Hussain, & Javid, 2023). This positive WOM is very valuable

because it is considered more authentic and can influence the purchasing decisions of other consumers.

High consumer trust can also reduce price sensitivity. Consumers who trust a product will tend to be more tolerant of price increases because they feel that the product has comparable value (Fauziah, 2020). In the context of social media, these benefits can be achieved through ongoing interactions between companies and consumers, as well as through the transparency of information provided.

Overall, social media plays a significant role in building consumer trust in a product. By providing a platform that allows direct and transparent interaction, social media helps reduce consumer uncertainty and strengthens their positive perception of a product. In digital marketing, building consumer trust through social media is an effective strategy for achieving long-term success. This article will discuss further how social media can be used as a tool to build consumer trust, based on qualitative data obtained from field studies and interviews with consumers..

## METHODS

In this study, the approach used is a qualitative method to explore how social media can play a role in building consumer trust in a product. The qualitative method was chosen because this approach allows researchers to gain a deep understanding of consumer perceptions, views, and experiences of social media in the context of building trust. This method aims to explore the meaning behind the observed phenomenon by understanding subjective experiences and consumer attitudes that cannot be measured quantitatively.

Qualitative approaches allow researchers the freedom to explore complex social and psychological dynamics that cannot be achieved through quantitative approaches. It also allows for flexibility in research so that researchers can adjust the data collection process according to participant responses or field conditions. In the context of this study, qualitative methods play an important role in deeply revealing consumer perceptions of the use of social media in building their trust in marketed products.

This study uses two main techniques in data collection: in-depth interviews and content analysis. These two techniques are used in a complementary manner to gain a more complete view of the role of social media in building consumer trust.

In-depth interviews are one of the main techniques used in this study to explore consumer perceptions, views, and experiences in more personal and detailed ways. In-depth interviews are conducted in a semi-structured manner, meaning that although there is a list of main questions prepared in advance, the interviewer can still adjust and explore topics that arise during the interview process. This approach gives participants the freedom to express their views without the pressure of structured answers.

The interview process was conducted by selecting a number of participants who met certain criteria. These criteria include active social media users who have purchased products through recommendations or information obtained from social media, as well as those who have experience interacting with brands or products through the platform. The selected participants consisted of various age groups and backgrounds to obtain diverse perspectives on their experiences and perceptions regarding social media in building trust in products. Through these in-depth interviews, researchers were able to understand how participants felt about brand involvement on social media, as well as how interactions that occurred on social media influenced their trust.

During the interview process, the questions asked focused on participants' experiences in seeing product reviews or recommendations on social media, their views on brand interactions with consumers, and aspects that they felt increased or decreased trust in a brand. The questions asked were: "What makes you feel trust or distrustful of a product that you find on social media?", "How does direct interaction with a brand on social media affect your view of the product?", and "Have you ever felt more trust in a product after seeing reviews or testimonials from other consumers on social media?".

All interviews were recorded (with the consent of the participants) and then transcribed for further analysis. This technique allows for complete documentation of each participant's response so that researchers can explore the meaning of each answer given. After that, the interview transcripts were analyzed using a thematic approach, where researchers look for common patterns or themes

that emerge from the data. This thematic approach is useful for identifying specific motives or factors that contribute to consumer trust in products through social media.

In addition to in-depth interviews, content analysis was conducted as a supporting technique to examine qualitative data generated from social media. In this study, content analysis aims to identify the types of social media content that are most influential in building consumer trust in products. The content analyzed includes consumer reviews, testimonials, interactions between brands and consumers, and various other forms of relevant content such as promotional videos, infographics, and product-related articles on platforms such as Instagram, Facebook, and YouTube.

Content data is taken from social media posts of several widely known product brands that have a good reputation in social media marketing. The brands selected for analysis are those that have a large follower base and are actively engaged in interactions with consumers. Some brands use strategies such as asking consumers to provide reviews or inviting consumers to participate in discussions in the comments column. These interactions are then collected as data to understand how companies build relationships and trust with their consumers through two-way communication.

Content analysis is done by categorizing the various types of content found based on certain themes that have been determined. Social media content can be categorized into "positive consumer reviews", "negative comments", "user testimonials", "brand responses to complaints", and "educational content about products". Each category is analyzed to see its influence on consumer perceptions of trust in the products offered.

At this stage, researchers also analyze how these types of content play a role in shaping consumers' perceptions of trust. Positive reviews given by consumers often have a strong impact on building trust, especially if the reviews include real experiences from users. On the other hand, a brand's response to negative comments or consumer complaints can also affect perceptions of trust; responsive brands tend to be considered more trustworthy than brands that do not respond well to complaints. Through content analysis, researchers can identify patterns of interaction that are effective in building trust and see the extent to which social media is a channel that is trusted by consumers.

After the data from the interviews and content analysis were collected, data analysis was conducted using a thematic approach. The thematic approach allows researchers to identify key patterns and themes that emerge from the data. These themes are then used as a basis for understanding the role of social media in building consumer trust. Some themes that are expected to emerge are "the credibility of consumer reviews", "the influence of brand transparency", "the effectiveness of educational content", and "the influence of direct interaction between brands and consumers".

Each identified theme was then explored in depth to uncover how social media can build consumer trust, whether through consumer reviews, testimonials, or active interactions between brands and consumers. This approach provides a more systematic framework for analyzing the data, so that each theme found can be linked to relevant literature and explained in the broader context of digital marketing.

To ensure the validity and reliability of the data, this study uses source and method triangulation techniques. Source triangulation is done by comparing the results of in-depth interviews and content analysis results to see the consistency of the findings obtained from the two data sources. With this technique, researchers can minimize bias that may arise in the data collection process.

In addition, method triangulation was used by combining in-depth interviews and content analysis as two main methods. The use of these different methods allows researchers to gain a more comprehensive perspective on the phenomenon being studied. Data validity was also strengthened by informing some participants of the interim results to ensure that the researcher's interpretation was in accordance with the participants' experiences. This was done to minimize interpretations that may not be in accordance with the reality experienced by consumers..

## **RESULTS AND DISCUSSION**

This study found that there are several key elements of content and interaction on social media that contribute significantly to consumer trust. These findings are presented in several main themes, namely (1) Credibility of Consumer Reviews, (2) Influence of Brand Transparency, (3) Effectiveness of Educational Content, and (4) Influence of Direct Interaction between Brands and Consumers.

### 1. Credibility of Consumer Reviews

The interview results showed that the majority of participants stated that other consumers' reviews posted on social media had a big influence on their purchasing decisions. Participants felt more confident in the product when they saw reviews from other users, especially reviews that contained real experiences and visual evidence such as photos or videos.

The following table summarizes data from interviews regarding the credibility of consumer reviews on social media:

Table 1. Participant review results

Theme	Description	Reviews from Participants
Credibility of Consumer Reviews	Consumers feel that reviews from other users are more honest and credible than official company advertisements.	"I trust more when I see other people who have used the product. It feels more honest because they show their own experiences."
Reviews with Visual Evidence	Consumers tend to trust reviews that are accompanied by photo or video evidence, which gives an authentic impression and strengthens trust in the product.	"If I see a review with photos, like before and after, it helps me believe in the product. It's different if it's just words."

Reviews accompanied by visuals or real evidence showed a greater effect on increasing trust. Participants said that visual reviews helped them validate the effectiveness of the product, which they often couldn't get from official advertising. This suggests that user-generated content (UGC) accompanied by visual evidence tends to be more trustworthy by consumers.

### 2. The Impact of Brand Transparency

The second theme that emerged from the data was the importance of transparency from brands in building consumer trust. Brands that are considered open and transparent in communicating on social media are more successful in building consumer loyalty. This transparency can be in the form of clear information about the product, as well as the brand's readiness to respond to complaints or criticism from consumers.

The following table illustrates the brand transparency theme from the results of the social media content analysis:

Table 2. Results of content transparency analysis

Theme	Description	Data
Information Transparency	Brands that provide detailed information about their products openly are more trusted by consumers.	"This brand always provides complete information about their products, including composition and how to use them."
Response to Criticism	Brands that are responsive to consumer complaints on social media give a positive impression and are considered more trustworthy.	"When there is a complaint, they immediately respond and even provide solutions. That makes me feel like they care."

In interviews, several participants mentioned that they feel more comfortable buying products from brands that are responsive and open to criticism on social media. Brands that respond to comments or complaints quickly and politely are seen as more caring towards consumers, which strengthens trust in their products.

### 3. Effectiveness of Educational Content

Educational content is one of the effective elements in increasing consumer trust. This type of content helps consumers to understand the product in more depth and provides clear guidance on how to use or the benefits of the product. Participants felt that educational content shows that the brand really cares about helping consumers understand the product, and not just selling it.

The following table shows the findings regarding the effectiveness of educational content:

Table 4. Effectiveness of educational content



Theme	Description	Educational Content on Social Media
Educational Content	Consumers feel more confident in a product when brands provide useful information or tips, not just promotions.	"The brand often posts videos on how to use the products properly, so I feel like they want to help."
Benefits of Tutorial Content	Content such as tutorials or how to use a product gives consumers a real picture of the product's benefits directly.	"I love seeing tutorials or tips from them. It feels like they want me to really understand the product."

From the interviews, it was found that educational content frequently posted by brands shows the company's seriousness in providing added value to consumers. This strengthens consumer trust because they feel that the brand is not only sales-oriented but also focuses on user satisfaction.

#### 4. The Influence of Direct Interaction between Brands and Consumers

The results of the study also showed that direct interactions between brands and consumers on social media, such as replies to comments or messages, have a significant impact on consumer trust. Consumers tend to feel more valued when they receive a direct response from a brand, which then increases their level of trust in the product.

The following table summarizes the findings data related to direct interactions:

Theme	Description	Interactions on Social Media
Responsive Interaction	Brands that respond quickly and relevantly to consumer comments or questions create a professional and trustworthy impression.	"I asked something in the comments, and they responded quickly. It feels like the brand really cares."
Respect for Consumers	Consumers feel valued when brands respond to criticism or suggestions, which makes them more confident in the product.	"They were very responsive and even asked my opinion about their product. This gave me confidence."

In interviews, participants stated that responsive interactions from brands create a sense of appreciation, making them feel more comfortable and confident in the products offered. Participants also mentioned that brands that interact frequently with consumers create closer relationships, which strengthens consumer loyalty to the product.

#### 5. Additional Analysis of the Results

Based on the data obtained, there is a pattern that consumers tend to trust brands that show openness, responsiveness, and concern for consumer needs on social media. The four themes that emerged from the results of this study show that consumer trust is not only built from product quality, but also from how brands present themselves and interact with consumers on social media platforms.

Further analysis shows that factors such as platform type and posting frequency also influence consumer trust levels. Brands that are active on specific platforms, such as Instagram or YouTube, where visual content is more prominent, are considered more effective in building trust than brands that only focus on more formal platforms such as LinkedIn. In addition, consistent posting frequency shows that brands are actively paying attention to consumers, which also increases consumers' positive perception of the brand.

The findings of this study suggest that social media can play a significant role in building consumer trust in products. The four main themes—the credibility of consumer reviews, brand transparency, the effectiveness of educational content, and the influence of direct interactions—proved that consumer trust is not only dependent on product quality, but also on how products and brands interact with consumers on social media. The tables presented above show the specific elements that consumers consider important in building trust through social media, and provide concrete insights into what brands can do to increase consumer trust.

## DISCUSSION

### Credibility of Consumer Reviews

The results of the study show that consumer reviews posted on social media have a significant influence on consumer trust. Consumers tend to trust reviews from other users more than information

provided directly by the company. This finding is in line with the theory of social proof, where consumers are more likely to trust the opinions of fellow users because they are considered more honest and objective (Flanagin & Metzger, 2013). In the digital era, consumer reviews not only provide information, but also offer authentic perspectives and experiences, which are often considered more credible than traditional advertising (Helme, 2023).

Additionally, the credibility of consumer reviews is strengthened by the presence of visual evidence, such as photos or videos showing the product in real life. According to Davis and Wong (2019), these visualizations play a role in strengthening consumers' positive perceptions because they help them imagine how the product will work for them. This adds a dimension of authenticity that is difficult to achieve through text or company claims alone. By seeing visuals from fellow consumers, other consumers can feel more confident that the product has the quality and benefits promised.

Overall, consumer reviews serve as real evidence that helps other consumers in their decision-making process. When consumers have enough information from other users' experiences, they are more likely to make a purchase decision without feeling worried or hesitant. This shows that user-generated content (UGC) on social media is a very important element in building trust.

### **Brand Transparency in Building Trust**

Brand transparency has also been shown to play a significant role in building consumer trust on social media. In this study, consumers stated that they were more likely to trust brands that provided clear product information, including composition, how to use, and potential risks or drawbacks. This is in line with research from Rawlins (2008), which shows that transparency can reduce perceived risk and uncertainty, thereby increasing consumer trust.

According to the trust theory proposed by Helme (2023), trust is formed from three main factors: competence, integrity, and benevolence. When companies demonstrate transparency in their communications, consumers can see that the company has integrity, that is, they do not hide important information that could influence consumer decisions. This transparency also shows that the company cares about consumers and wants to provide adequate information so that consumers can make good decisions.

Brand interaction with consumers on social media is also one of the elements that influences the perception of transparency. Brand responses to criticism and complaints, can demonstrate the open and responsive attitude that consumers expect. Research by Lee (2010) shows that consumers tend to trust brands that are more responsive to feedback and criticism, as this shows that the company cares about the user experience and is open to improvement. In this context, social media becomes an important tool for companies to display transparency and improve relationships with consumers in real time.

### **Effectiveness of Educational Content**

Educational content also plays a significant role in building consumer trust. The study found that consumers feel more comfortable and trust brands that provide useful and educational information, rather than just promotional content. According to consumer empowerment theory, when consumers are given sufficient information about a product, they feel more empowered and confident in making purchasing decisions (Stewart & Yap, 2020). By providing educational content, such as usage tips or product tutorials, brands can demonstrate their added value in helping consumers, which increases consumer trust in the product.

Educational content can also strengthen the emotional connection between brands and consumers. When consumers feel that brands are not just trying to sell them products, but also helping them use them, consumers tend to feel more valued and trust the brand. A study by Lou (2021) supports this finding by showing that content that provides informative and educational value increases consumer loyalty, because they feel that the brand cares about their needs. It also gives consumers confidence that the brand has sufficient competence and knowledge in the products they offer.

The effectiveness of educational content on social media is also supported by an attractive visual format. Video tutorials or infographics are often easier to understand and more interesting to consumers than plain text. By using formats that are easy to access and understand, companies can

convey relevant and useful information more effectively, so that consumers feel more confident in the products offered.

### **The Influence of Direct Interaction between Brands and Consumers**

Direct interaction between brands and consumers on social media has a positive impact on consumer trust. Consumers feel valued and have more confidence in products when they receive direct responses from brands, either in the form of answers to comments or through private messages. According to research from Sashi (2019), an intense and interactive relationship between consumers and companies through social media can build stronger trust, because consumers feel closer and more connected to the brand.

Relationships formed through interactions on social media can also be explained through the concept of relationship marketing, where intensive and responsive communication from a company can build consumer trust and loyalty (S. A. Lee & Lee, 2017). When consumers feel that a brand responds to them quickly and politely, they will feel that the company cares about their needs and values their input. This strengthens the consumer's perception that the brand is a trustworthy and professional entity.

Direct interaction also allows consumers to provide open feedback to the company. In this context, consumers are not only recipients of information, but also contributors to brand sustainability. Thus, social media functions as a two-way platform that allows consumers to feel more involved in the process of forming a brand image. This involvement increases consumer trust, because they feel they have a deeper relationship with the brand, not only as consumers but also as part of the brand community.

The results of this study suggest several practical implications for companies in their efforts to build consumer trust through social media. First, companies must prioritize transparency in their communications with consumers. Transparency includes not only providing accurate product information, but also responding to questions, complaints, or criticisms quickly and openly. This responsiveness shows that the company cares and is committed to maintaining consumer satisfaction.

Second, companies need to leverage user-generated content (UGC) as part of their social media marketing strategy. Since consumers are more likely to trust reviews from fellow users, companies can encourage consumers to provide testimonials or share their experiences on social media. This not only helps build trust but also expands the brand's reach through authentic and credible social proof.

Third, educational content should be an integral part of a company's social media strategy. Content that provides informative and educational value allows consumers to better understand the product, which ultimately strengthens their perception of the product and brand quality. With educational content, companies can show that they have expertise in their field and want to help consumers, not just sell products.

This discussion outlines the importance of social media as a tool for building consumer trust in the context of modern marketing. The credibility of consumer reviews, brand transparency, educational content, and direct interaction are key elements found to play a role in building trust. Through social media, companies can create a more intimate, interactive, and transparent experience for consumers. By prioritizing these factors, companies can not only build consumer trust but also create stronger long-term relationships with their consumers.

### **CONCLUSION**

This study highlights the important role of social media in building consumer trust in products. In the digital era, social media has become an effective platform for creating connectedness between consumers and companies through interactive, transparent, and responsive communication. Based on the findings, consumer trust is formed from several main elements, namely the credibility of consumer reviews, brand transparency, educational content, and direct interaction between brands and consumers.

Consumer reviews on social media have a significant impact on purchasing decisions, especially reviews that are accompanied by visual evidence that shows actual product use. Reviews like these are considered more credible and influence consumer trust because they are considered more honest than company advertising claims. Transparency is also an important factor; consumers



trust brands that are open about product information and responsive to criticism. Companies that are able to respond quickly to complaints or suggestions show a caring attitude and commitment to maintaining consumer satisfaction, which in turn increases trust in the product and brand.

Educational content, such as tutorials or user guides, strengthens consumer trust because it provides added value beyond the usual promotion. Consumers feel more trust in brands that don't just focus on selling, but also help them understand the product more deeply. Direct interactions between consumers and brands on social media also play a role in strengthening emotional connections, creating a sense of appreciation, and building long-term loyalty.

Overall, social media has great potential in building consumer trust by creating a transparent and interactive marketing environment. By prioritizing the credibility of consumer reviews, transparency, educational content, and responsiveness in interactions, companies can use social media strategically to build closer and more sustainable relationships with consumers.

## REFERENCES

- Agudo, I., Marscher, A. P., Jorstad, S. G., Larionov, V. M., Gomez, J. L., Lähteenmäki, A., ... others. (2011). On the location of the  $\gamma$ -ray outburst emission in the BL lacertae object AO 0235+ 164 through observations across the electromagnetic spectrum. *The Astrophysical Journal Letters*, 735(1), L10.
- Anggarawati, L. K. A. (2022). *Pengaruh Pelaksanaan Personal Selling, Kepercayaan Pelanggan Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Produk Asuransi Berupa Premi Asuransi (Studi Pada Pt. Asuransi Allianz Life Indonesia, Unit Genteng Biru Denpasar)*. Universitas Mahasaraswati Denpasar.
- Anjani, S., & Irwansyah, I. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [the Role of Social Media Influencers in Communicating Messages Using Instagram]. *Polyglot: Jurnal Ilmiah*, 16(2), 203–229.
- Bianchi, C., & Andrews, L. (2015). Investigating marketing managers' perspectives on social media in Chile. *Journal of Business Research*, 68(12), 2552–2559.
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 16–25.
- Fahrurrozi, M., & SE, M. M. (2023). *Entrepreneurship \& Digitalisasi: Mengembangkan Bisnis di Era 5.0*. Universitas Hamzanwadi Press.
- Fauziah, A. R. (2020). *Pengaruh Citra Merek, Kualitas Produk, Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Smartphone Merek Samsung Di Counter Sep (Samsung Excellent Partner) Hacom ITC Surabaya*. Stie Mahardhika.
- Flanagin, A. J., & Metzger, M. J. (2013). Trusting expert-versus user-generated ratings online: The role of information volume, valence, and consumer characteristics. *Computers in Human Behavior*, 29(4), 1626–1634.
- Helme, E. (2023). The role of authentic communication on perceived information credibility in influencer marketing.
- Kwan, D., Cysneiros, L. M., & do Prado Leite, J. C. S. (2021). Towards achieving trust through transparency and ethics. In *2021 IEEE 29th International Requirements Engineering Conference (RE)* (pp. 82–93).
- Lee, S. A., & Lee, M. (2017). Effects of relationship types on customers' parasocial interactions: Promoting relationship marketing in social media. *Journal of Hospitality and Tourism*

*Technology*, 8(1), 133–147.

- Lee, Y. L., & Song, S. (2010). An empirical investigation of electronic word-of-mouth: Informational motive and corporate response strategy. *Computers in Human Behavior*, 26(5), 1073–1080.
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402.
- Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. *Journal of Product & Brand Management*, 28(7), 773–786.
- Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*, 24(2), 146–156.
- Nurhalim, A. D. (2021). Analisis Pergeseran Perilaku Konsumen Dalam Niat Beli Di Sektor Otomotif E-Commerce Indonesia. *Jurnal Bina Manajemen*, 9(2), 113–125.
- Rizky, N., & Setiawati, S. D. (2020). Penggunaan media sosial Instagram Haloa Cafe sebagai komunikasi pemasaran online. *Jurnal Ilmu Komunikasi*, 10(2), 177–190.
- Rodiah, S. R., & Melati, I. S. (2020). Pengaruh Kemudahan Penggunaan, Kemanfaatan, Risiko, dan Kepercayaan terhadap Minat Menggunakan E-wallet pada Generasi Milenial Kota Semarang. *Journal of Economic Education and Entrepreneurship*, 1(2), 66–80.
- Sashi, C. M., Brynildsen, G., & Bilgihan, A. (2019). Social media, customer engagement and advocacy: An empirical investigation using Twitter data for quick service restaurants. *International Journal of Contemporary Hospitality Management*, 31(3), 1247–1272.
- Shafiq, M. A., Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of social media marketing in development of customer trust and satisfaction through the moderating role of electronic word of mouth. *Journal of Social Sciences Review*, 3(1), 623–638.
- Stewart, C. R., & Yap, S.-F. (2020). Low literacy, policy and consumer vulnerability: Are we really doing enough? *International Journal of Consumer Studies*, 44(4), 343–352.
- Sulaksono, J. (2020). Peranan digital marketing bagi usaha mikro, kecil, dan menengah (umkm) desa tales kabupaten kediri. *Generation Journal*, 4(1), 41–47.
- Tuten, T. L. (2023). *Social media marketing*. Sage publications limited.
- Untari, D., & Fajariana, D. E. (2018). Strategi pemasaran melalui media sosial instagram (studi deskriptif pada akun@subur\_batik). *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 2(2), 271–278.
- Utomo, S. B., Andriani, E., & Devi, E. K. (2023). Pengaruh Penilaian Produk dan Testimoni Pelanggan terhadap Keputusan Pembelian di Platform E-commerce Bukalapak di Indonesia. *Sanskara Ekonomi Dan Kewirausahaan*, 2(01), 26–36.