

The influence of influencer marketing and product ratings on consumer trust at Shopee: a study of Shopee Generation Z users

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Abstract

The growth of e-commerce has driven the role of digital marketing as a key tool in building consumer trust, especially among generation Z who are highly influenced by consumer reviews and influencers on social media. This study aims to analyze the influence of influencer marketing and consumer reviews on consumer trust on the Shopee platform, with a focus on generation Z users. This study used a quantitative approach with a survey method, involving 110 respondents selected using purposive sampling technique. Data was analyzed using multiple linear regression with a questionnaire using a Likert scale. The results of this study showed that both influencer marketing and consumer reviews significantly positively influence consumer trust, with influencer marketing having a stronger influence than consumer reviews. This study makes an important contribution to the digital marketing literature by revealing the most influential factors in building consumer trust among generation Z on e-commerce platforms. The practical implications of these results suggest the importance of collaboration strategies between e-commerce and influencers as well as improving the quality of product reviews to increase consumer trust. This research is expected to serve as a basis for further research exploring the dynamics of consumer trust in the digital era.

Keywords:

Consumers Review; Consumers Trust; Influencer Marketing.

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INTRODUCTION

In the growing digital era, e-commerce has become one of the main mediums in people's shopping activities, especially the younger generation who are attached to technology. Shopee, as one of the most popular e-commerce platforms in Indonesia, has managed to attract the attention of various consumer segments, especially generation Z who have unique characteristics in their online shopping behavior.

Generation Z is known to be critical and tends to be influenced by various online information, such as consumer reviews, product ratings, and influencer marketing. In this case, consumer trust becomes a crucial element that influences their purchasing decisions, where this trust is often formed from their experiences and interactions on the platform. The higher the degree of consumer trust, the higher the level of consumer purchase intention (Hariyanto & Trisunarno, 2021).

Influencer marketing has become one of the most effective digital marketing strategies, involving influential figures on social media to promote products or brands. According to (Lou & Yuan, 2019), the message value and credibility of influencers have a great influence on consumer trust. However, the increasing number of influencers has raised various issues related to authenticity and credibility. It is not uncommon for some consumers to experience distrust due to excessive or inauthentic marketing campaigns (Ki et al., 2023). On the other hand, online consumer reviews and product ratings are also a major source of information for consumers to evaluate products. These ratings and reviews often influence consumers' perceptions and trust in the products offered (Nurhayati et al., 2023). However, there are potential inaccuracies from ratings or reviews that lack objectivity, which can negatively influence consumer decisions (Kamisa et al., 2022).

There have been many studies related to influencer marketing and online consumer reviews, with findings showing a significant influence on purchase intention and consumer trust. Research by Purba & Nurbasari (2024) shows that influencer marketing has a positive impact on consumer purchasing decisions on skincare products, while Adrianto (2021) study found that influencer credibility plays an important role in building consumer trust in brands. On the other hand, research by Rohmatulloh & Sari (2021) shows that online reviews have an influence on purchase intention with trust as an intermediate variable. Similarly, the studies of Kamisa et al. (2022) and Hariyanto and Trisunarno (2021) confirm that consumer reviews and ratings can directly influence consumer trust and purchasing decisions on the Shopee platform. Influencer marketing also has a positive effect by giving consumers a level of trust in a product by improving product image (Handayani et al., n.d.).

The novelty in this research lies in its focus on generation Z as the object of study and a comprehensive analysis of the influence of influencer marketing and product ratings on consumer trust in Shopee, a topic that is rarely researched in the specific context of e-commerce in Indonesia. As such, this study aims to fill the literature gap regarding the interaction between influencer marketing and product ratings in shaping consumer trust, especially generation Z in Indonesia. This research is expected to provide new insights for e-commerce industry players in designing more effective marketing strategies to increase consumer trust amid increasing competition in the online market.

LITERATURE REVIEW

Influencer Marketing on Consumer Trust

Influencer marketing has grown rapidly in recent years due to the increasing popularity of social media as a marketing tool. According to Brown and Hayes (2008), influencer marketing is a form of marketing that utilizes individuals who have significant

influence to promote products or services. The goal of this strategy is to build consumer trust through the credibility of the influencer associated with the product or brand. Lou and Yuan (2019) argued that the credibility and value of messages delivered by influencers play an important role in influencing consumer trust in branded content. When an influencer is reputable and authentic, consumers are more likely to trust the recommendations provided, thereby increasing trust in the promoted brand.

On the other hand, Kim & Kim (2021) stated that influencer marketing does not always have a positive impact on consumer trust. A mismatch between the image of the influencer and the brand or an imbalance of information can lead to distrust. Pop et al. (2022) added that consumers' trust in influencers will influence their purchasing decisions in various contexts, including tourism. In addition, Ki, Chow, and Li's (2023) research shows that there is a need to maintain trust by managing transparent relationships between influencers and brands to prevent distrust among consumers.

In the context of Shopee, Purba and Nurbasari's (2024) research identified that influencer marketing has a significant influence on purchasing decisions for skincare products among the younger generation. This research supports Adrianto (2021) findings, which state that influencer credibility can strengthen consumer trust in brands in various sectors. Based on the description above, the first hypothesis in this study is as follows:

H1: Influencer marketing has a positive influence on consumer trust in generation Z Shopee users.

Influencer marketing positively affects consumer trust in branded content on social media through informative content, influencer trustworthiness, attractiveness, and similarity to followers.

Consumer Review on Consumer Trust

Consumer reviews and product ratings in e-commerce are increasingly important aspects in influencing consumer trust. These reviews provide an overview of previous user experiences that can help potential consumers in making decisions (Kamisa, Putri, & Novita, 2022). Consumers tend to trust products that have high ratings and positive reviews, as this provides social proof of product quality (Hariyanto & Trisunarno, 2021).

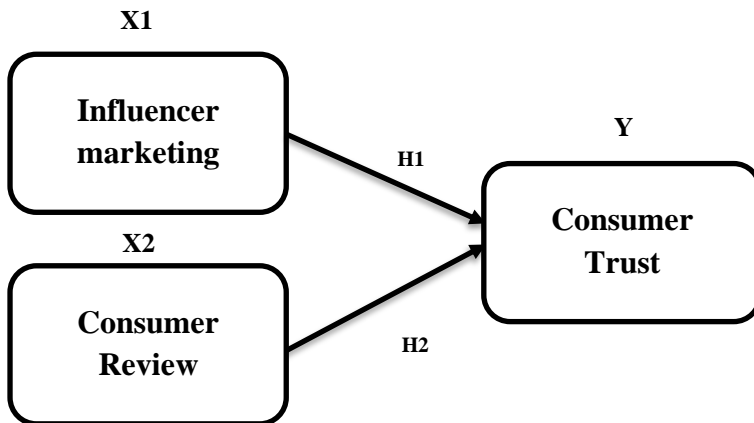
In addition, according to Kamaldeep (2021), online ratings and reviews have the power to influence consumer perceptions as they provide external validation that strengthens brand credibility. In the context of e-commerce, consumer reviews are not only a reference, but also one of the important trust-building factors for users of digital platforms such as Shopee. Nurhayati, Sarjita, and Cahyono's (2023) study highlights that high reviews and ratings often increase consumer trust, while negative reviews tend to damage brand image.

However, Hariyanto and Trisunarno's (2021) study shows that although ratings and reviews have a positive influence on consumer trust, there are several factors that can reduce their effectiveness, such as reviews that appear fabricated or ratings that are not proportional to the product description. This can lead to suspicion among consumers which

has an impact on decreasing trust. Based on the explanation above, the second hypothesis of this study is as follows:

H2: Online consumer reviews and product ratings have a positive influence on consumer trust in generation Z Shopee users.

Figure 1.
Research Framework



Source: Author(s) work

RESEARCH METHOD

This research uses a quantitative approach with a descriptive survey method to analyze the effect of influencer marketing and product ratings on consumer trust in generation Z Shopee users. The quantitative approach was chosen because it allows structured and quantitative measurements of the relationship between predetermined variables. Through the survey method, data is collected directly from respondents using a questionnaire, which is then processed and analyzed to obtain a representative picture of consumer perceptions and trust. This research focuses on two independent variables, namely influencer marketing and product rating, and the dependent variable, consumer trust.

The population in this study are all Shopee users in Indonesia who are classified into the generation Z category, namely individuals born between 1997 and 2012. This generation was chosen because they are active users of social media and e-commerce, so they are highly exposed to influencer marketing activities and tend to pay attention to product reviews and ratings. Given the broad scope of the population, this study used purposive sampling technique to obtain a sample that matches the desired characteristics. The sample set was 110 respondents who are generation Z Shopee users and have shopping experience on the platform. This number is expected to be representative enough to obtain generalizable results.

Data collection in this study was carried out through distributing questionnaires designed on a Likert scale of 1-5, where respondents were asked to provide an assessment of each statement related to the research variables. The Likert scale is used to measure the respondents' level of agreement with statements compiled based on the dimensions of

influencer marketing, product rating, and consumer confidence. The questionnaire was distributed online to reach respondents more widely and practically.

After the data was collected, the analysis was conducted using multiple linear regression method with SPSS software version 23. Multiple linear regression analysis was chosen to determine the influence of influencer marketing and product rating variables simultaneously and partially on consumer trust. The multiple linear regression model is described by the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_n X_n + e$$

Description:

Y = Dependent variable or response variable.

X = Independent variable or predictor variable.

α = Constant.

β = Slope or Coefficient estimate.

Hypothesis testing was conducted to evaluate the significance of the influence of the two independent variables on consumer trust in generation Z Shopee users. In addition, reliability and validity tests were also applied to ensure that the measurement instruments have consistency and accuracy in measuring the research variables. With this approach, the research is expected to be able to provide valid empirical findings related to the influence of influencer marketing and product ratings on consumer trust, so that it can provide insight for e-commerce industry players in formulating effective marketing strategies for generation Z.

FINDINGS AND DISCUSSION

The results of this study use the central limit theorem which states that if we take a large sample from a population with any distribution, then the distribution of the sample mean will approximate the normal (or gaussian) distribution, regardless of the original distribution of the population. This theorem plays an important role in inferential statistics, as many statistical methods are built on the assumption that samples taken from a population can be described by a normal distribution.

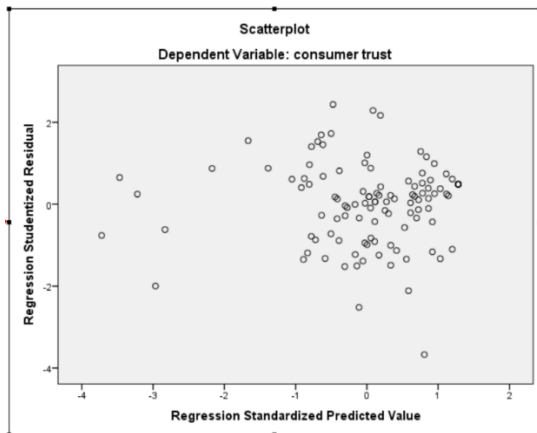
The purpose of the Central Limit Theorem is to provide an understanding of how the sample mean of a population having any distribution will approach the normal (or gaussian) distribution when the number of samples taken becomes large enough.

Validity and Reliability Test

from the results of the validity test data analysis shows that the pearson correlate test results are greater than the t table value for 110 respondents of 0.186 so that it is said to be valid, while for the reliability test according to Imam Ghozali, the variable is said to be reliable if the Cronbach alpha value is > 70, the analysis results show a Cronbach alpha value of 0.976

which means that the variable can be said to be reliable because the Cronbach alpha value is > 0.70.

Figure 2.
Heteroskedastisitas test



Source: Author(s) work

there is a clear pattern and the distribution of data spreads above and below or around the number 0, it concludes that the data does not occur symptoms of heteroscedasticity or the heteroscedasticity test is fulfilled.

Figure 3.
Multiple regression test results -T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.154	2.028		2.048	.043
	influencer marketing	.522	.088	.521	5.896	.000
	consumer review	.342	.085	.357	4.043	.000

a. Dependent Variable: consumer trust

Source: Author(s) work

- The influencer marketing variable has a significance value of 0.000 (<0.05), so it concludes that the influencer marketing variable has a significant effect on the consumer trust variable. **(H1 Accepted)**
- The consumer review variable has a significance value of 0.000 (<0.05), it is concluded that the consumer review variable has a significant effect on the consumer trust variable. **(H2 Accepted)**
- Multiple linear regression equation = $4.154 + 0.522X_1 + 0.342X_2$
- The constant value obtained is 4.154, which means that if the influencer marketing and Consumer review variables are assumed to be 0, the Purchasing Decision value is 4.154.

- The regression coefficient value of the influencer marketing variable is positive at 0.522, it means that if there is a 1% increase in the influencer marketing variable, it will cause an increase in consumer trust of 0.522.
- The Regression Coefficient value of the consumer review variable is positive at 0.342, it means that if there is a 1% increase in the consumer review Variable, it will cause an increase in the Purchasing Decision by 0.342.
- The F test table can be seen at Appendix 3. The significance value obtained is 0.000 (<0.05), it concludes that the Influencer marketing and consumer review variables have a significant effect simultaneously (together) on the consumer trust variable.
- The table of coefficient of determination can be seen at Appendix 4. It is known that the Adjusted R Square value is 0.691, which means that the influencer marketing and consumer review variables contribute a joint influence of 69.1% to the consumer trust variable and the remaining 30.9% is influenced by other variables outside this study.

CONCLUSIONS

This study concludes that influencer marketing and consumer reviews significantly influence consumer trust among Generation Z Shopee users. aligning with the research objectives and hypotheses. The multiple regression equation of $4.154 + 0.522X_1 + 0.342X_2$ indicates that influencer marketing and consumer reviews positively contribute to consumer trust. Furthermore, with an Adjusted R Square of 0.691, these variables together explain 69.1% of the variance in consumer trust, leaving 30.9% attributed to other factors outside this study's scope. For practical implications, for marketers and e-commerce platforms, the results of this study underscore the importance of investing in strategic influencer partnerships and facilitating genuine user feedback mechanisms. Encouraging influencers to maintain transparency and foster a review culture on digital platforms can be a highly effective strategy to foster consumer trust.

LIMITATION & FURTHER RESEARCH

This study has some limitations such as Sample Representation is limited to Generation Z Shopee users, which may not fully represent consumer trust factors for other age groups or across different platforms. and Only two variables (influencer marketing and consumer reviews) were analyzed, potentially eliminating other influential factors such as price sensitivity or customer service. Future studies could incorporate additional factors that may affect consumer trust, such as product quality, brand reputation, and service quality, to gain a comprehensive view. Extending the research scope to other demographics or platforms could also provide a broader perspective on trust-building strategies in e-commerce, and The data was collected at a single point in time, which restricts insights into changes over time in consumer trust levels.

AUTHOR CONTRIBUTION

Theoretical Contributions: This study adds to the growing body of knowledge on trust dynamics in digital consumer behavior, particularly within the context of Generation Z and e-commerce. It confirms that both influencer marketing and consumer reviews serve as crucial touchpoints for establishing credibility, thereby providing a solid foundation for future research on the interaction between these factors in various digital contexts.

Declaration of interest

The authors declare that they have no financial or personal relationships that could inappropriately influence the work reported in this paper.

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Appendix 1.

Validity and reliability test

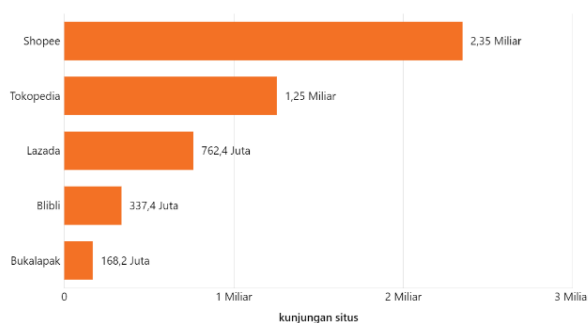
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	103.44	412.413	.756	.975
X1.2	103.75	412.370	.690	.975
X1.3	103.73	409.631	.715	.975
X1.4	103.51	409.316	.798	.975
X1.5	103.69	411.647	.726	.975
X1.6	103.74	411.792	.706	.975
X1.7	103.48	411.848	.700	.975
X1.8	103.15	410.107	.773	.975
X1.9	103.14	412.321	.715	.975
X2.1	103.38	408.367	.811	.974
X2.2	103.33	406.699	.814	.974
X2.3	103.07	408.417	.778	.975
X2.4	103.19	408.560	.818	.974
X2.5	103.13	409.213	.815	.974
X2.6	103.06	409.363	.804	.975
X2.7	102.94	413.712	.727	.975
X2.8	103.14	411.495	.799	.975
X2.9	102.92	414.479	.721	.975
Y1.1	103.25	412.609	.779	.975
Y1.2	103.54	412.581	.745	.975
Y1.3	103.65	409.201	.800	.975
Y1.4	103.45	411.920	.788	.975
Y1.5	103.53	411.848	.801	.975
Y1.6	103.40	408.628	.812	.974
Y1.7	103.36	410.435	.822	.974
Y1.8	103.46	413.902	.673	.975
Y1.9	103.33	411.910	.765	.975

Source: Author(s) work

Appendix 2.

Highest E-commerce Visitor 2023



Source: Author(s) work

Appendix 3.

F-test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4210.785	2	2105.392	123.042	.000 ^b
	Residual	1830.888	107	17.111		
	Total	6041.673	109			

a. Dependent Variable: consumer trust

b. Predictors: (Constant), consumer review, influencer marketing

Source: Author(s) work

Appendix 4.

Coefficient of determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.697	.691	4.137

a. Predictors: (Constant), consumer review, influencer marketing

Source: Author(s) work