



The Influence of Visual Testimonials (Photos/Videos) on Consumer Confidence in Buying Fashion Products in the Shopee Marketplace

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ARTICLE INFO

Keywords: Influence of Testimonials, Consumer Trust

Received : 2 April

Revised : 18 May

Accepted: 20 June

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ABSTRACT

PThis study aims to determine and analyze: (1) the influence of visual testimonials (photos/videos) consisting of attractiveness, credibility, and spontaneity on consumer confidence in buying fashion products on the Shopee marketplace, (2) the influence of attractiveness on consumer confidence in buying fashion products on the Shopee marketplace, (3) the influence of credibility on consumer confidence in buying fashion products on the Shopee marketplace, (4) the influence of spontaneity on consumer confidence in buying fashion products on the Shopee marketplace. The type of research used is quantitative. The population of this study were Shopee users in Ampana City who bought because they saw references to fashion product testimonials on the Shopee marketplace. The sampling technique in this study used purposive sampling, with a sample size of 80 respondents. Data collection used an online questionnaire via Google Form which had been tested for validity and reliability

INTRODUCTION

Advances in information and communication technology have changed the way consumers relate to products and brands. Online marketplaces, such as Shopee, have become one of the main platforms for consumers to shop, especially for fashion products. In this digital era, consumers not only rely on written product descriptions, but also increasingly pay attention to visual elements, such as photos and videos, which can provide a clearer picture of the products offered (Irnanta, 2021).

Marketplace is one of the providers of internet-based online media as a tool for conducting business activities and transactions between buyers and sellers. The existence of e-commerce can provide convenience and benefits for customers to meet their needs, when many customers visit the e-commerce site, it will have a big impact on sales (Restuti & Kurnia, 2022).

Shopee is an e-commerce platform from Singapore, founded by Forrest Li in 2015. In 2019, Shopee has successfully ranked 1st in TOP e-commerce in Southeast Asia in three categories, namely applications with the highest monthly active users (Khaw, 2023; Mumtaz et al., 2011), applications with the highest total number of downloads, and websites with the most visits. Shopee is a popular marketplace application, with this marketplace application customers can provide good or bad testimonials about a product or service. Based on the SimilarWeb report, Shopee is the most visited marketplace in Indonesia, followed by Tokopedia, Lazada, Blibli, and Bukalapak (Siswati & Widiani, 2021; Yo et al., 2021) According to APJII, the number of internet users in Indonesia has reached 221 million people. The Indonesian Internet Service Providers Association (APJII) released that the number of internet users in Indonesia in 2024 reached 221,563,479 people from a total population of 278,696,200 Indonesians in 2023. According to Semrush data, the Shopee website (Shopee.co.id) reached 134.1 million visits from all over the world in August 2024.

Testimonials are a form of customer or consumer expression of a product or service and services that have been used or felt. Visual testimonials, both in the form of photos and videos, have proven to be an effective marketing tool. Visual content can increase product appeal and influence consumer purchasing decisions. This is due to the ability of visuals to convey information faster and more interestingly than text. Through quality content, companies can position themselves as authorities in their industry, provide relevant information, and build trust with consumers (Dr. Rosida Panuki Adam., S.E., M.P Dr. Ir. Anwar T, S.T., M.M., IPM., ASEAN Eng Ir. Unan Yusmaniar Oktiawati, 2024).

Consumer trust in the context of e-commerce has become a crucial factor considering that buyers cannot see directly before making a purchase. Consumer trust in an online shopping platform arises when they are interested in their needs and want to know how those needs can be met. Shopping online requires trust because it is not easy for sellers and buyers to build trust in online transactions. With trust, consumers will make repeat purchases of the product. Consumer trust is a key element in the purchasing process. Consumers tend to trust products that are supported by authentic visual testimonials more, as this provides social proof and increases the perception of product quality. With the

increasing use of social media and content sharing platforms, consumers now have easier access to visual testimonials from other users, which can influence their decision to buy (Eva Desembrianita et al., 2023; Kuswardani & Permata Gusti, 2021) Based on the results of the researcher's observations, it shows that currently many consumers prefer to see visual testimonials before making a purchasing decision. For example, when looking for fashion products on Shopee, consumers pay more attention to product photos uploaded by sellers and review videos from other consumers. In addition, visual testimonials generated by other consumers have a greater influence, consumers feel more confident in testimonials from other consumers who have purchased and used the product. This creates a social proof effect, where consumers feel more confident in buying products that have received positive reviews from others.

However, most previous studies have only focused on the direct impact of testimonials on purchasing decisions and purchase intentions. So this study provides a new perspective, namely focusing on visual testimonials (photos/videos) rather than just text. This study also focuses on consumer trust as a dependent variable (Iskandar et al., 2022; Utomo et al., 2023) Therefore, this study is important to fill this gap and provide a deeper understanding of how visual testimonials influence consumer trust in buying fashion products in the Shopee marketplace. This study is important because visual testimonials are believed to be able to build consumer trust in crucial online transactions because there is no direct interaction between sellers and buyers. In a marketplace like Shopee, where competition is very tight, the use of visual testimonials can be a determining factor in building consumer trust.

The purpose of this study is to determine and analyze:

1. The influence of visual testimonials (photos/videos) consisting of attractiveness, credibility, and spontaneity on consumer confidence in buying fashion products on the Shopee marketplace.
2. The influence of attractiveness on consumer confidence in buying fashion products on the Shopee marketplace.
3. The influence of credibility on consumer confidence in buying fashion products on the Shopee marketplace.
4. The influence of spontaneity on consumer confidence in buying fashion products on the Shopee marketplace.

Theoretical Studies

1. Testimonials

According to (Anis Sulalah, 2024) testimonials are customer reviews regarding the good and bad of a product or service that are used to provide trust to other customers who want to buy and use the product or service. Testimonials are a way to build credibility, information published on social media must favor many people compared to personal interests. Testimonials are statements made by someone who is famous or unknown that convey experiences or opinions about the products or services offered (Kilay et al., 2022; Shin et al., 2023)

Testimonials are positive assessments given by consumers after purchasing a product and aim to build consumer confidence and trust. Here are some types of testimonials:

1. Written Testimonials
2. Video Testimonials
3. Influencer Testimonials
4. Customer Testimonials
5. Expert Testimonials
6. Media Testimonials

(Dwi Jayanti et al., 2023) divides testimonials into three dimensions:

a. Attractiveness

Attractiveness in visual testimonials such as photos or videos is the extent to which testimonials can attract consumers' attention and influence their perceptions. Indicators of attractiveness include:

- 1) Attractive visual quality of the product.
- 2) Alignment with the product.
- 3) Use of attractive colors and lighting in photos or videos.
- 4) Authenticity of the product.

b. Credibility

Credibility refers to the extent to which testimonials can be trusted. This is influenced by factors such as consistency between ratings and comments, and clarity of evidence of experience. Indicators of attractiveness include:

- 1) Clarity of product information in photos or videos.
- 2) Conformity of information from user experience.
- 3) Reputation of the testimonial giver.
- 4) Details and specifics of the testimonial.

c. Spontaneity

Spontaneity in visual testimonials refers to the impression that the testimonial is delivered naturally and without being forced or planned. Testimonials that show real and convincing consumer experiences will be more trusted. Indicators of attractiveness include:

- 1) Natural delivery.
- 2) Real-time response in product photos or videos.
- 3) Honest emotional expression.
- 4) Authenticity of body language and tone of voice in delivering visual testimonials.

Definition of Marketing Strategy

According to (Kotler and Keller, 2009) trust is the first step for a consumer who will make a transaction, the more trust the buyer has, the greater the possibility that the buyer will make a repeat purchase. One factor in winning the competition can be seen from the number of consumers who use the products or services offered by the company. Trust is all the knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. Trust is a very important component in online buying and selling.

Consumer trust is formed from some of the knowledge they have such as online customer review features, and ratings as an effort for marketers to increase consumer trust. Here are some of the benefits of consumer trust:

1. Cooperation
2. Commitment
3. Relationship Duration
4. Quality

Conceptual Framework

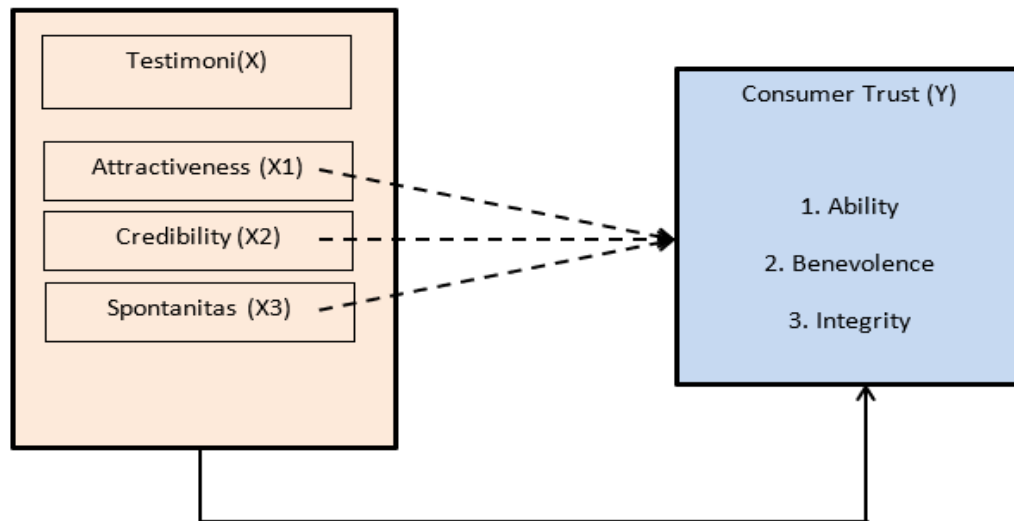


Figure 1. Conceptual Framework

Hypothesis

Based on the theory and framework of thought above, several hypotheses can be formulated as follows:

1. Visual testimonials (photos/videos) consisting of attractiveness, credibility, and spontaneity simultaneously have a significant effect on consumer confidence in buying fashion products in the Shopee marketplace.
2. Attractiveness has a significant effect on consumer confidence in buying fashion products in the Shopee marketplace.
3. Credibility has a significant effect on consumer confidence in buying fashion products in the Shopee marketplace.
4. Spontaneity has a significant effect on consumer confidence in buying fashion products in the Shopee marketplace.

LITERATURE REVIEW

According to (Lase et al., 2024) Trust has three indicators consisting of:

a. Ability

Ability refers to the competence, expertise, or capacity of a person or entity to perform a task or achieve a certain goal.

b. Benevolence

This kindness refers to good intentions, concern for others, and a desire to help.

c. Integrity

Integrity is a quality of character that reflects honesty, consistency between words and deeds, and commitment to the right values. This means always acting right, even when no one is watching

METHODOLOGY

Data Collection Method

Based on the classification of its objectives, this study is included in the quantitative type because this study is intended to show the relationship between variables ((Sugiyono, 2017). This study uses a quantitative approach with a survey method and descriptive and causal research types. According to ((Sugiyono, 2017) the survey method is used to obtain data from certain natural (not artificial) places and this study uses a questionnaire as one of the data collection tools. The data collection technique used in this study is a questionnaire technique in the form of a google form, and the results of the study tend to be generalized.

The variables in this study are:

1. Independent Variable

The independent variable (X) in this study is visual testimonials (photos/videos). The measurement of this testimonial uses 4 indicators, namely: attractiveness, credibility, and spontaneity (Dwi Jayanti et al., 2023).

2. Dependent Variable

The dependent variable (Y) in this study is consumer trust which consists of several indicators, namely: ability, benevolence, and integrity.

Population and Sample

The population of this study were Shopee users in Ampana City who bought because they saw references to fashion product testimonials on the Shopee marketplace. The sampling technique to determine the sample to be used in this study used the purposive sampling method. Purposive sampling according to (Sugiyono, 2020) is a sampling technique in which respondents are selected based on certain criteria or objectives that are relevant to the study.

The sample in this study were consumers who had purchased fashion products on the Shopee marketplace in Ampana City. In determining the number of samples in this study, the researcher referred to Roscoe's opinion in ((Sugiyono, 2018) which states that if this study uses multivariate analysis (correlation or multiple regression for example) then the number of sample members is at least 10 times the number of variables studied. From the results of this calculation, the number of respondents was 80 respondents.

This study uses the SPSS (Statistical Program for Social Science) software application version 27 which is used to analyze the simultaneous or partial influence of visual testimonials (photos/videos) on consumer confidence in buying fashion products in the Shopee marketplace. The data analysis technique used in this study is the multiple linear regression analysis technique. (Widiarti et al., 2021) said that multiple linear analysis is used to evaluate more deeply the causal relationship between the independent variable, namely Testimonials and the dependent variable, namely Consumer Trust. This test is carried out using the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

RESULTS

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Results

Dependent Variable = Consumer Confidence (Y)					
Independent Variables	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	6,757	1,267		5,333	,000
X1 (Attractiveness)	,272	,124	,093	2,195	,031
X2 (Credibility)	2,064	,164	,793	12,562	,000
X3 (Spontaneity)	0,316	,169	,116	1,875	,065
R = ,976					
R Square = ,952					
Adjusted R Square = ,950					
Sig.F = 000					
$\alpha = 0,05$					

From the calculation of the results of multiple linear regression analysis with the help of SPSS 27, the following equation function can be compiled:

$$Y = 6,757 + 0,272 + 2,064 + 0,316$$

DISCUSSION

1) Testing the First Hypothesis (H1)

The first hypothesis (H1) in this study states that the constant value of consumer trust (Y) is 6.757, which states that if the variables of attractiveness (X1), credibility (X2) and spontaneity (X3) are equal to 0, then consumer trust is 6.757.

2) Testing the Second Hypothesis (H2)

The second hypothesis (H2) in this study states that the coefficient of X1 is 0.272, meaning that every time there is an increase in the attractiveness variable (X1) by 1%, consumer trust increases by 0.272 (27.2%) or vice versa, every time there is a decrease in the attractiveness variable (X1) by 1%, consumer trust decreases by 0.272 (27.2%).

3) Testing the Third Hypothesis (H3)

The X2 coefficient is 2.064, meaning that every 1% increase in the credibility variable (X2) then consumer trust increases by 2.064 (206.4%) or vice versa, every 1% decrease in the credibility variable (X2) then consumer trust decreases by 2.064 (206.4%).

4) Testing the Fourth Hypothesis (H4)

The X3 coefficient is 0.316, meaning that every 1% increase in the spontaneity variable (X3) then consumer trust increases by 0.316 (31.6%) or vice versa, every 1% decrease in the spontaneity variable (X3) then consumer trust decreases by 0.316 (31.6%).

CONCLUSIONS

- 1) Based on the results of the multiple linear regression analysis test, it is stated that the independent variables consisting of attractiveness (X1), credibility (X2) and spontaneity (X3) simultaneously have a significant effect on consumer trust (Y). The magnitude of the influence is 95%, while the remaining 5% is influenced by other factors not included in this study.
- 2) Attractiveness (X1) has a positive and significant effect on consumer trust (Y). The magnitude of the influence is 9.3% while the remaining 90.7% is influenced by other factors not included in this study.
- 3) Credibility (X2) has a positive and significant effect on consumer trust (Y). The magnitude of the influence is 79.3% while the remaining 20.7% is influenced by other factors not included in this study.
- 4) Spontaneity (X3) does not have a significant effect on consumer trust (Y). The magnitude of the influence is 11.6% while the remaining 88.4% is influenced by other factors not included in this study.

RECOMMENDATIONS

- 1) Researchers suggest that online sellers in the Shopee marketplace should be more active and consistent in using visual testimonials such as photos and videos from consumers who have purchased products.
- 2) Researchers suggest that the Shopee marketplace needs to support sellers with features that make it easier to upload visual testimonials, such as a special gallery of photo/video testimonials that can be viewed directly by prospective buyers. In addition, the original testimonial verification feature needs to be strengthened to maintain consumer credibility and trust.
- 3) Researchers suggest that consumers use visual testimonials as a consideration when choosing fashion products in the Shopee marketplace. Seeing the real experiences of other consumers through photos and videos can help reduce the risk of online shopping. And it is hoped that academics with this research can be used as a reference in learning and teaching activities as well as in conducting further research.
- 4) It is hoped that researchers can gain knowledge, add experience and can be used as a reference for further research studies.

Based on the results and discussions above, it can be concluded that the marketing strategy at the Cv Galaxy store, the opportunity to innovate is quite open because based on the results of the SWOT analysis is in square 1 which means that the Cv Galaxy store has the strength to seize existing opportunities. For marketing strategies that can be done, namely:

1. Utilizing prices and increasing product productivity
2. Making sales through social media to reach customers
3. Utilizing strategic locations
4. Utilizing promotions for loyal customers

FURTHER STUDY

This study still has limitations so that further research is needed on the topic of The Influence of Visual Testimonials (Photos/Videos) on Consumer Confidence in Buying Fashion Products to perfect this study and increase insight for readers and writers.

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