



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 6, Issue 1, February 2026

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, October**).

Focus : Education, Social, Economy, Management, and Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

The Influence of Social Media and Customer Testimonials on Consumer Trust in Victoria Brownies MSMEs, Bandar Lampung

Ariska Citra Dewi¹, Evi Meidasari², Yudhinanto CN³

^{1,2,3} Universitas Mitra Indonesia, Bandar Lampung, Indonesia

ABSTRACT

This study aims to determine and analyze the influence of social media and customer testimonials on consumer trust in UMKM Victoria Brownies Bandar Lampung. Consumer trust is an important factor in maintaining loyalty and increasing purchasing decisions, especially in digital-based culinary businesses. This study uses a quantitative method with an associative approach. The sample used was 100 respondents who were Victoria Brownies consumers, with a sampling technique using purposive sampling. The data analysis technique used was multiple linear regression with the help of the IBM SPSS 25 program. The results showed that social media had a significant effect on consumer trust with a t-value of 4.179 and a significance of 0.000. Customer testimonials also had a significant and dominant effect on consumer trust with a t-value of 13.250 and a significance of 0.000. Simultaneously, social media and customer testimonials had a significant effect on consumer trust with a calculated F value of 323.821 and a significance of 0.000. The coefficient of determination (R^2) of 0.680 indicates that 68% of the variation in consumer trust can be explained by the two independent variables. Thus, it can be concluded that social media and customer testimonials are important factors that must be considered in building and increasing consumer trust, especially in the context of MSME digital marketing.

Social Media, Customer Testimonials, Consumer Trust, MSMEs, Digital Marketing.

ARTICLE INFO

Article history:

Received

10 February 2026

Revised

10 March 2026

Accepted

20 April 2026

Keywords

Corresponding

Author : 

ariskacd15@gmail.com

INTRODUCTION

The development of internet technology in the modern era continues to advance rapidly across all aspects of life. This progress has transformed lifestyles, leading to an increasing dependence of society on internet technology. The advancement of internet technology provides significant benefits, particularly for business development. Traditional marketing methods have increasingly been integrated into the digital environment. In today's digital era, social media has become a primary tool used by Micro, Small, and

Medium Enterprises (MSMEs) to market their products and interact with consumers. Many business actors rely on platforms such as Instagram, TikTok, and Facebook to build brand image and reach wider markets. In addition, customer testimonials are increasingly utilized as a form of promotion based on real consumer experiences.

However, despite the growing use of social media and customer testimonials, there are still cases where consumers feel uncertain or do not fully trust a particular brand, especially among developing MSMEs. This indicates a gap between the digital marketing strategies implemented and the expected level of consumer trust. For example, MSMEs may actively use social media and regularly share customer testimonials, yet they have not fully succeeded in building strong trust among new potential consumers.

A number of previous studies have examined the influence of social media on consumer loyalty, brand awareness, and purchase intention. Several studies have also discussed the role of customer testimonials in influencing purchasing decisions. However, there is still limited research that specifically examines the combined effect of social media and customer testimonials on consumer trust, particularly within the context of local MSMEs.

Furthermore, many studies have been conducted on large companies or within the e-commerce sector, while MSMEs despite their unique limitations and challenges have received relatively little attention in academic literature. Therefore, this study is important to fill this gap by focusing on MSMEs, in order to provide a clearer understanding of the effectiveness of digital strategies in building consumer trust.

Based on data from We Are Social and Hootsuite (2021), the use of social media as a digital marketing tool has become a trend across various business sectors. The number of social media users worldwide has reached 4.2 billion, or approximately 53% of the global population. The data also indicate that the use of social media in business continues to grow, with around 74% of businesses reporting that they use social media as a marketing tool.

Social media has undergone remarkable development, evolving from a networking platform into a major medium for business and marketing activities. Research by Arifin and Hidayat (2025) shows that 75% of Generation Z prefer to conduct product research online before making a purchase, relying on digital platforms to seek references and share experiences about the products they consume. In addition, the trend of social commerce—direct purchasing through social media platforms—continues to increase, particularly on Instagram, TikTok Shop, Shopee, and Facebook Marketplace. For MSMEs, social media also provides a more equal opportunity to compete with larger

brands. Through authentic content, pricing strategies aligned with target markets, maintaining and improving product quality, responsive customer service, and building strong relationships with followers through a personalized approach, businesses can create attractiveness, build brand awareness, and strengthen their reputation.

In the business context, customer testimonials are an important factor in enhancing consumer trust. Customer reviews, whether in the form of ratings, comments, or user-generated content, serve as social proof and have a significant impact on potential customers' perceptions. In the digital era, consumers tend to trust the experiences of others before making purchasing decisions. According to global surveys, approximately 93% of consumers read online reviews before purchasing a product, and around 82% claim that they trust online reviews as much as personal recommendations from friends.

Bandar Lampung City, as the economic center of Lampung Province, has shown significant growth in the Micro, Small, and Medium Enterprises (MSME) sector. According to data from the Office of Cooperatives and MSMEs of Bandar Lampung, in 2021 there were 53,034 MSMEs distributed across various districts, with micro enterprises dominating the sector.

Table 1.

Number of MSMEs in Bandar Lampung Over the Last Five Years

No.	Year	Number of MSMEs
1	2020	116.590
2	2021	116.615
3	2022	186.578
4	2023	256.541
5	2024	326.505

The rapid advancement of information and communication technology in the modern era has required society to continuously adapt and innovate. Many micro, small, and medium enterprises (MSMEs) in Bandar Lampung have begun utilizing digital platforms to develop their businesses. The use of social media, online marketplaces, and digital payment systems such as QRIS has become an integral part of MSME operations. In fact, by 2023, approximately 70% of MSMEs in Lampung Province had undergone digital transformation, with the majority operating in the culinary sector.

The development of information and communication technology has also brought significant changes across various aspects of life, including the business sector. Social media, as a product of technological innovation, has become a crucial platform for businesses to market their products and interact

directly with consumers. For instance, Victoria Brownies, an MSME in Bandar Lampung, utilizes social media platforms such as Instagram and TikTok to promote its fudgy brownie products.

However, in the face of increasingly intense business competition, it is essential for MSMEs to establish consumer trust. Consumer trust is influenced by various factors, one of which is customer testimonials. Positive testimonials can enhance business credibility and reputation, as well as influence purchasing decisions among potential consumers. Empirical studies support this view; research by Qurrotul and Wening Ken (2024) indicates that customer testimonials have a significant effect on purchase decisions. Furthermore, research by Diana Kristia Silvi and Sri Palupi Prabandari (2024) demonstrates that social media marketing significantly influences consumer trust and purchase intention.

For medium-scale enterprises, customer testimonials on social media serve not only as a cost-effective promotional tool but also as an indicator of credibility and service quality. Positive testimonials can strengthen trust, expand audience reach organically, and accelerate business growth. Conversely, negative testimonials, if not managed properly, may significantly damage business reputation.

According to Lubiana Mileva (2018), social media marketing enables businesses to build more personal and dynamic social relationships compared to traditional marketing strategies. Social media marketing activities focus on creating engaging content that captures audience attention and encourages interaction and sharing within social networks. Information disseminated through social media plays a crucial role in shaping consumer trust and influencing purchasing decisions.

Victoria Brownies is one of the MSMEs in Bandar Lampung specializing in baked fudgy brownies. The business offers a wide range of appealing flavor variants and customizable toppings according to consumer preferences. Its products are characterized by a soft, melted texture with a distinctive shiny crust on top, which differentiates them from competitors.

Established in 2022, Victoria Brownies initially operated through social media using a pre-order system (H-1). The business currently runs a small home-based outlet located in a residential area. Despite having only one physical store and relying on a pre-order system rather than ready stock, the enterprise has demonstrated significant growth. This is evident from the increasing number of followers and engagement on its Instagram and TikTok accounts, as well as rising sales performance. Although offering a single product category, the business continues to innovate by introducing diverse

flavor variants and visually appealing product presentations, thereby enhancing consumer attraction.

The target market of Victoria Brownies consists primarily of Millennials and Generation Z, aged between 18 and 35 years. Pricing strategies are aligned with this segment, particularly students and young consumers, with product prices ranging from IDR 25,000 to IDR 135,000, which are considered affordable and competitive. This pricing strategy, combined with attractive product design and appealing taste, contributes significantly to its growing customer base.

Victoria Brownies focuses its promotional activities on digital platforms, particularly Instagram and TikTok. In addition, the business operates online stores through e-commerce platforms such as Shopee and TikTok Shop, and is also available on GoFood. However, Instagram remains the primary promotional medium. Based on Instagram insights, the account has achieved over one million profile views, largely driven by content performance. Approximately 59.8% of profile visits originate from Reels, 21% from feed posts, and 19.2% from shared stories. The business consistently produces diverse and trend-oriented content to maintain and enhance engagement. Customer testimonials are also regularly posted and highlighted to strengthen consumer trust.

In conclusion, the content presented on social media plays a significant role in influencing and enhancing consumer trust. Based on the above considerations, this study aims to examine the influence of social media and customer testimonials on consumer trust in Victoria Brownies. This research is conducted under the title: "The Influence of Social Media and Customer Testimonials on Consumer Trust in MSME Victoria Brownies Bandar Lampung."

Consumer Trust

Consumer trust refers to the belief held by consumers regarding the integrity, reliability, and credibility of a product or company. Mayer, Davis, and Schoorman (1995) explain that trust is built upon three main components, namely ability, benevolence, and integrity. Ability relates to the competence of a company in providing accurate information, delivering products or services that meet expectations, and ensuring that employees perform professionally. Benevolence reflects the company's genuine concern for customer welfare, including responsiveness to complaints and the provision of after-sales support. Meanwhile, integrity emphasizes honesty, transparency, and consistency in fulfilling promises and avoiding misleading practices.

Kotler and Keller (2016; 2019) further expand the concept of trust by linking it to consumer behavior, particularly repurchase intention. Trust is

considered a determining factor that influences whether consumers will engage in repeat transactions. They identify several dimensions of trust, including benevolence, ability, integrity, and willingness to depend, which represents the consumer's readiness to rely on a seller despite potential risks. These dimensions indicate that trust is not only built through performance but also through perceived intentions and relational commitment.

In the context of digital transactions, trust becomes increasingly significant. Prahiawan et al. (2021) highlight that trust is the foundation for maintaining long-term relationships between consumers and online sellers, especially when direct interaction is limited. Consumers tend to be more cautious when dealing with unfamiliar brands, making trust a critical factor in influencing purchasing decisions. Therefore, companies must consistently demonstrate credibility, transparency, and responsiveness in order to build and sustain consumer trust.

Overall, consumer trust can be understood as a positive perception that forms the basis of customer satisfaction, loyalty, and long-term business success. It plays a crucial role in encouraging repeat purchases and strengthening relationships between businesses and consumers, particularly in highly competitive and digitalized markets.

Social Media

Social media, according to Kaplan and Haenlein (2010), are internet-based applications that enable the creation and exchange of user-generated content through Web 2.0 technology. These platforms have evolved into essential tools for communication, interaction, and information sharing. Social media can be categorized into several types, including social networking sites, blogs, content communities, and virtual platforms, each serving different functions but sharing the common purpose of facilitating online interaction without spatial and temporal limitations.

In the context of marketing, social media play a strategic role in connecting businesses with consumers. Kotler and Keller emphasize that social media allow users to share various forms of content such as text, images, audio, and video, thereby creating interactive communication channels between companies and their audiences. Indicators of effective social media use include reach, engagement, conversion rate, customer sentiment, response rate, and brand mentions. These indicators reflect how well a business can attract attention, maintain interaction, and convert audiences into customers.

Furthermore, Kaplan and Haenlein (2010) and Nasrullah highlight that the effectiveness of social media is influenced by several factors, including posting frequency, content relevance, interaction intensity, and consumer participation.

Additionally, concepts such as social presence, media richness, and self-disclosure explain how communication through social media can feel more personal and engaging. These elements contribute to building closer relationships between businesses and consumers.

In conclusion, social media function not only as communication tools but also as powerful marketing instruments that enable businesses, particularly MSMEs, to expand their reach, build brand awareness, and foster consumer trust. Through consistent, transparent, and interactive engagement, social media can significantly enhance business performance and competitiveness in the digital era.

Customer Testimonials or Reviews

Customer testimonials are statements or evaluations provided by consumers based on their experiences with a product or service. Schiffman and Kanuk (2008) describe testimonials as a form of word-of-mouth communication that significantly influences consumer perceptions and purchasing decisions. Testimonials can take various forms, such as reviews, ratings, comments, or user-generated content, all of which serve as social proof for potential customers.

Kotler and Armstrong (2012) classify testimonials into several types, including direct testimonials, expert testimonials, celebrity endorsements, and implied testimonials. Each type has a different level of influence depending on the credibility and attractiveness of the source. The effectiveness of testimonials is generally determined by factors such as authenticity, relevance to consumer needs, emotional impact, and the ability to engage audiences. These factors contribute to shaping consumer attitudes and trust toward a brand or product.

From the perspective of Electronic Word of Mouth (e-WOM), Hennig-Thurau et al. (2004) explain that online reviews play a crucial role in influencing consumer decisions in digital environments. Indicators such as intensity, valence, content usefulness, source credibility, opinion seeking, and opinion giving illustrate how consumers interact with and are influenced by online testimonials. Positive reviews tend to enhance trust and purchase intention, while negative reviews may reduce confidence and discourage potential buyers.

Overall, customer testimonials serve as an important mechanism for building credibility and trust, particularly for MSMEs operating in competitive markets. Proper management of testimonials, including responding to feedback and ensuring authenticity, is essential to maintain a positive brand image and strengthen consumer confidence in the long term.

RESEARCH METHODS

This study adopts a quantitative research approach to examine the effect of social media and customer testimonials on consumer trust in Victoria Brownies MSMEs. The research was conducted at Victoria Brownies, located in Bandar Lampung, during the period of March to May 2025. The population in this study consists of all followers of Victoria Brownies' social media accounts, totaling 22,600 individuals. Using a simple random sampling technique and applying the Slovin formula with a 10% margin of error, a sample size of 100 respondents was determined. The data utilized in this research include both quantitative and descriptive data, derived from primary sources such as questionnaires distributed to consumers, as well as secondary sources including documentation, reports, and relevant literature.

The data collection techniques employed in this study include observation, questionnaires, documentation, and library research. The research variables consist of independent variables, namely social media (X_1) and customer testimonials (X_2), and a dependent variable, namely consumer trust (Y). Each variable is operationalized through specific indicators measured using an ordinal scale, which is subsequently transformed into interval data using the Method of Successive Interval (MSI) to meet parametric analysis requirements. Data analysis is conducted using multiple linear regression with the equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$, supported by the Statistical Package for Social Sciences (SPSS) software. The analysis includes both descriptive and inferential statistical methods to evaluate relationships among variables.

To ensure the accuracy and reliability of the findings, several data validity and reliability tests are performed, including validity testing using correlation coefficients and reliability testing using Cronbach's Alpha. Additionally, classical assumption tests are conducted, including normality, heteroscedasticity, multicollinearity, and autocorrelation tests, to confirm that the regression model meets statistical requirements. Hypothesis testing is carried out using t-tests to assess partial effects, F-tests to evaluate simultaneous effects, and the coefficient of determination (R^2) to measure the explanatory power of the model. Finally, data processing involves stages of editing, coding, scoring using a Likert scale, and tabulation to systematically organize and analyze the collected data.

RESULT AND DISCUSSION

Description of Respondent Characteristics

This study examines the influence of social media and customer testimonials on consumer trust in Victoria Brownies MSMEs in Bandar

Lampung. A total of 100 respondents were initially targeted; however, the valid data analyzed consisted of 34 respondents. The description of respondent characteristics aims to provide a clear overview of the research sample based on demographic aspects, particularly age and gender, which are considered relevant in understanding consumer behavior patterns.

Based on age distribution, the majority of respondents fall within the 15–30 years category, accounting for 76% of the total sample, while respondents aged 30–45 years represent 24%. This indicates that the dominant consumer segment of Victoria Brownies consists of younger individuals, particularly those belonging to the productive and digitally active age group. Such a demographic is generally more familiar with social media platforms, which aligns with the marketing approach employed by the business.

In terms of gender, the findings reveal that female respondents dominate the sample, comprising 89%, while male respondents account for only 11%. This suggests that the primary consumer base of Victoria Brownies is female, which may be associated with preferences for dessert products and higher engagement with visually appealing content on social media. Overall, these characteristics illustrate that the typical consumer profile is young and predominantly female.

Validity and Reliability Test

The validity test is conducted to determine whether the questionnaire items accurately measure the intended variables. The results indicate that all items across the variables of social media, customer testimonials, and consumer trust have correlation values (r -count) greater than the r -table value of 0.338. The correlation coefficients for the social media variable range from 0.350 to 0.712, for customer testimonials from 0.462 to 0.739, and for consumer trust from 0.625 to 0.776. These results demonstrate that all questionnaire items are valid and capable of representing their respective constructs appropriately.

Furthermore, the reliability test is used to assess the consistency of the measurement instrument. The results show that the Cronbach's Alpha values for all variables exceed the minimum threshold of 0.70, with social media at 0.796, customer testimonials at 0.760, and consumer trust at 0.730. This indicates that the instrument has a high level of internal consistency and reliability.

Therefore, it can be concluded that the research instrument is both valid and reliable, meaning it is suitable for further statistical analysis. The consistency and accuracy of the measurement ensure that the findings derived from this study can be considered dependable.

Classical Assumption Test

The classical assumption test is conducted to ensure that the regression model meets the necessary statistical requirements, including normality, heteroscedasticity, multicollinearity, and autocorrelation. These tests are essential to validate the accuracy and reliability of the regression analysis results.

The normality test, based on the histogram of residuals, shows that the data distribution forms a bell-shaped curve and is symmetrically distributed around zero. This indicates that the residuals are normally distributed, fulfilling the normality assumption required in linear regression analysis.

The heteroscedasticity test using the Glejser method shows that all independent variables have significance values greater than 0.05, indicating that there is no heteroscedasticity problem in the model. Additionally, the multicollinearity test reveals that the tolerance values are above 0.10 and the Variance Inflation Factor (VIF) values are below 10 (VIF = 2.339), confirming that there is no multicollinearity among the independent variables.

Lastly, the autocorrelation test using the Durbin-Watson method produces a value of 2.133, which lies within the acceptable range of 1.5 to 2.5. This indicates that there is no autocorrelation in the regression model. Overall, these results confirm that the regression model satisfies all classical assumptions and is appropriate for further analysis.

Multiple Linear Regression Analysis

This analysis aims to examine the effect of independent variables, namely Social Media (X1) and Customer Testimonials (X2), on the dependent variable, Consumer Trust (Y). The results of the multiple linear regression analysis are presented in Table 4.10 below.

Table 2.
Multiple Linear Regression Results

Variable	Coefficient (β)	Description
Constant (α)	2.962	Constant value
Social Media (X1)	0.102	Positive effect
Customer Testimonials (X2)	0.373	Positive effect

Source: Primary Data Processed (SPSS 27)

Based on the regression output, the regression equation can be formulated as follows:

$$Y = 2.962 + 0.102X_1 + 0.373X_2 + e$$

This equation indicates that both Social Media (X1) and Customer Testimonials (X2) have a positive influence on Consumer Trust (Y). The coefficient of 0.102 for Social Media implies that an increase of one unit in X1

will increase Y by 0.102 units, assuming other variables remain constant. Similarly, the coefficient of 0.373 for Customer Testimonials indicates a stronger effect, where a one-unit increase in X2 leads to an increase of 0.373 units in Y. The constant value of 2.962 suggests that when both independent variables are equal to zero, the predicted value of Consumer Trust is 2.962. Overall, both independent variables contribute positively to the dependent variable.

Hypothesis Testing

t-test and F-test Results

The t-test is used to determine the partial effect of each independent variable on the dependent variable, while the F-test is used to evaluate the simultaneous effect of all independent variables on the dependent variable. The combined results of the t-test and F-test are presented in Table 4.11 below.

Table 3.
t-test and F-test Results

Test Type	Variable	t-value / F-value	t-table / F-table	Significance	Result
t-test	Social Media (X1)	4.179	2.03693	< 0.001	Significant
t-test	Customer Testimonials (X2)	13.250	2.03693	< 0.001	Significant
F-test	X1 & X2 → Y	323.821	2.90	< 0.001	Significant

Source: Primary Data Processed (SPSS 27)

Based on the results, both independent variables have a significance value of less than 0.05, indicating that Social Media (X1) and Customer Testimonials (X2) individually have a significant effect on Consumer Trust (Y). The calculated t-values for both variables are greater than the t-table value (2.03693), confirming that the null hypotheses are rejected.

Furthermore, the F-test shows an F-value of 323.821, which is significantly higher than the F-table value of 2.90, with a significance level below 0.05. This indicates that both independent variables simultaneously have a significant effect on the dependent variable. Therefore, the regression model is statistically significant and suitable for further analysis.

Coefficient of Determination (R²)

The coefficient of determination (R²) is used to measure how well the independent variables explain the variation in the dependent variable. The results are presented in Table 4.12 below.

Table 4.
Coefficient of Determination (R²)

Model	R Square (R ²)	Description
Regression Model	0.680	Strong explanatory power

Source: Primary Data Processed (SPSS 27)

Based on the Model Summary output, the R Square value is 0.680, which means that 68% of the variation in Consumer Trust (Y) can be explained by Social Media (X1) and Customer Testimonials (X2). The remaining 32% is influenced by other variables not included in this model. This indicates that the regression model has strong predictive ability, as a substantial proportion of the dependent variable is explained by the independent variables.

Discussion

This study aims to examine the extent to which social media and customer testimonials influence consumer trust in Victoria Brownies MSMEs. Based on the results of the regression analysis and hypothesis testing, the discussion can be elaborated as follows:

The Effect of Social Media Perception on Consumer Trust

The results of this study indicate that social media has a significant effect on consumer trust in Victoria Brownies. This finding is consistent with the theories proposed by Kaplan and Haenlein (2010) as well as Kotler and Keller (2016), which emphasize that social media functions not only as a communication tool but also as a strategic marketing platform capable of shaping consumer perceptions through consistent, interactive, and informative content.

Statistical testing supports this conclusion, where the t-test result for the social media variable (X1) shows a t-value of 4.179 with a significance level of less than 0.001, which is below the threshold of 0.05. This indicates that the null hypothesis is rejected and the alternative hypothesis is accepted, meaning that social media has a significant partial effect on consumer trust. Furthermore, the regression coefficient of 0.102 suggests that each unit increase in social media perception leads to an increase of 0.102 units in consumer trust, assuming other variables remain constant.

Simultaneously, the F-test result shows an F-value of 323.821, which is significantly higher than the F-table value of 2.90, with a significance level below 0.001. This confirms that social media, together with customer testimonials, has a significant combined effect on consumer trust. Additionally, the coefficient of determination (R²) of 0.680 indicates that 68% of the variation in consumer trust can be explained by these two variables, while the remaining 32% is influenced by other factors outside the model.

From a practical perspective, Victoria Brownies has effectively utilized social media platforms, particularly Instagram, achieving more than one million profile views. The majority of engagement comes from reels (59.8%), followed by photo posts (21%) and stories (19.2%). This demonstrates that visually engaging content plays a crucial role in attracting attention and building emotional connections, especially among Millennials and Generation Z. Therefore, the effectiveness of social media lies not only in posting frequency but also in the quality, authenticity, and consistency of the content delivered. However, consumer trust is not solely built through digital appearance; it must also be supported by actual product quality, responsive service, and consistent business operations.

The Effect of Customer Testimonials on Consumer Trust

The findings of this study reveal that customer testimonials have a significant and more dominant influence on consumer trust in Victoria Brownies. This is evidenced by the t-test results, where the customer testimonial variable (X_2) has a t-value of 13.250, which is substantially higher than the t-table value of 2.03693, with a significance level below 0.001. This confirms that customer testimonials have a significant partial effect on consumer trust.

The regression analysis further shows that the coefficient for customer testimonials is 0.373, indicating that each unit increase in testimonial perception leads to an increase of 0.373 units in consumer trust, assuming other variables remain constant. This coefficient is higher than that of social media (0.102), suggesting that customer testimonials contribute more strongly to the formation of consumer trust.

Theoretically, this result aligns with the concept of Electronic Word of Mouth (e-WOM) introduced by Hennig-Thurau et al. (2004), which explains that consumer reviews and testimonials serve as a powerful form of communication that influences perception, purchase intention, and trust. Key elements such as intensity, sentiment (positive or negative), source credibility, and informational usefulness play an important role in shaping consumer evaluations.

In practice, Victoria Brownies actively utilizes customer testimonials across social media platforms such as Instagram and TikTok, as well as e-commerce platforms like Shopee and TikTok Shop. Highlighted testimonials, especially those presented in visual formats such as video reviews, unboxing content, and authentic customer comments, significantly enhance business credibility. Consumers tend to trust real experiences shared by other buyers, making testimonials a critical factor in influencing purchasing decisions.

The demographic profile of respondents, predominantly female (89%) and aged 15–30 years (76%), further strengthens this finding. This group is generally more reliant on online reviews before making purchasing decisions, indicating that testimonial management is a crucial strategic element. Customer testimonials function not only as promotional tools but also as trust-building mechanisms in the decision-making process.

However, negative testimonials that are not properly managed can harm brand reputation and reduce consumer trust. Therefore, it is essential for Victoria Brownies to maintain product quality and service standards while managing both positive and negative feedback professionally and transparently. In conclusion, customer testimonials play a significant role in shaping consumer trust, highlighting the importance of consumer-driven communication strategies in the digital era.

CONCLUSION

Based on the results of data collection, statistical analysis, and theoretical interpretation, this study concludes that both social media and customer testimonials have a significant influence on consumer trust in Victoria Brownies. Partially, social media shows a positive and significant effect, as indicated by the t-test results ($t = 4.179$; $p < 0.05$), confirming that platforms such as Instagram and TikTok effectively shape positive perceptions and enhance consumer trust. Meanwhile, customer testimonials demonstrate a stronger and more dominant influence ($t = 13.250$; $p < 0.05$), supported by a higher regression coefficient (0.373), indicating that consumers rely more on the experiences of other buyers when forming trust. Simultaneously, both variables significantly affect consumer trust, as evidenced by the F-test ($F = 323.821$; $p < 0.001$). Furthermore, the coefficient of determination ($R^2 = 0.680$) reveals that 68% of the variation in consumer trust can be explained by social media and customer testimonials, while the remaining 32% is influenced by other factors not examined in this study, such as product quality, price, and service.

SUGGESTION

Based on these findings, several recommendations can be proposed. For Victoria Brownies, it is essential to continuously optimize social media utilization by improving content quality, increasing posting frequency, and strengthening interaction with consumers through interactive features such as live sessions and Q&A. In addition, customer testimonials should be consistently managed and presented creatively, as they have proven to be the most influential factor in building trust; negative feedback should also be

handled professionally to maintain brand reputation. For other MSMEs, this study highlights that consumer trust is not solely built on product quality but also on strong digital presence and effective use of customer-generated content. Encouraging customers to share reviews can serve as a powerful and cost-efficient promotional strategy. For future researchers, it is recommended to expand the model by incorporating additional variables such as service quality, pricing, and customer satisfaction, or by employing qualitative approaches to gain deeper insights into consumer behavior and trust formation.

REFERENCES

- Angraini, P. N. (2023). Pengelolaan Media Sosial Instagram, TikTok dan Facebook sebagai Sarana Digital Marketing di Restoran Ayam Geprek Mangsoetta. *Journal of Social Science Research*, 2-3.
- Arifin, M. Z., & Hidayat, R. (2025). Preferensi konsumen Gen Z terhadap tren customization dalam produk fashion. *Jurnal Ekonomi dan Aplikasi Pemasaran*, 3(1), 10-25.
- Arikunto, S. (2018). *Prosedur penelitian: Suatu pendekatan praktik* (Edisi ke-14). Jakarta: Rineka Cipta.
- Assauri, S. (2018). *Manajemen pemasaran: Dasar, konsep dan strategi*. Jakarta: RajaGrafindo Persada.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital marketing: Strategy, implementation and practice* (6th ed.). Harlow: Pearson Education Limited.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (Edisi ke-9). Semarang: Badan Penerbit Universitas Diponegoro.
- Hadi, S. (2018). *Metodologi penelitian* (Edisi ke-4). Yogyakarta: Andi.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Kotler, P., & Armstrong, G. (2021). *Prinsip-prinsip pemasaran* (Edisi ke-14). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2017). *Marketing management* (15th ed.). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2019). *Manajemen pemasaran* (Edisi ke-13). Jakarta: Erlangga.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734.

- Mileva, L. (2018). Pengaruh social media marketing terhadap keputusan pembelian. *Skripsi*, 132.
- Nasrullah, R. (2015). *Media sosial: Perspektif komunikasi, budaya, dan sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- Prahiawan, W. A., Saefullah, K., & Suryani, T. (2021). *Peran kepercayaan dalam membangun loyalitas pelanggan pada bisnis online*. Surabaya: Universitas Airlangga Press.
- Purwana, D. (2017). *Kewirausahaan*. Jakarta: Erlangga.
- Saputra, R., & Ardani, M. (2020). *Digital marketing: Strategi dan implementasi dalam bisnis online*. Yogyakarta: Deepublish.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku konsumen* (Edisi ke-9). Jakarta: Erlangga.
- Setyanti, Y., Wijaya, A., & Prasetyo, A. (2021). *Pengaruh testimoni dalam membangun kredibilitas pada pemasaran digital*. Yogyakarta: Penerbit Akademika.
- Silvi, D. K., & Prabandari, S. P. (2024). Pengaruh social media marketing terhadap kepercayaan konsumen dan minat beli. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 189–191.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi ke-24). Bandung: Alfabeta.
- Tjiptono, F. (2016). *Strategi pemasaran* (Edisi ke-4). Yogyakarta: Andi.
- Uyun, Q., & Widodasih, W. K. (2024). Pengaruh testimoni, sosial media, dan fanatisme pelanggan terhadap keputusan pembelian pada produk UMKM Frezz Chicken Cikaraing. *Jurnal Darma Agung*, 1002–1005.
- We Are Social & Hootsuite. (2021). *Digital 2021: Global overview report*.