

The Influence of Influencer Marketing, Flash Sale, and Product Quality in Increasing Consumer Trust on the Shopee Platform

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ABSTRACT

The purpose of this research was to examine the relationship between Shopee user trust and three factors: influencer marketing, flash sale, and product quality. One of the most valuable assets for a company's long-term viability and prosperity is the trust of its consumers. When clients have faith in a business's offerings, they are more likely to become loyal patrons and even spread the word to others. In the ever-expanding realm of online shopping, businesses are scrambling to discover more alluring methods to boost sales and capture customer interest. From what we can tell so far, influencer marketing, flash discounts, and high-quality products are the three most effective ways to quickly boost sales numbers. Shopee users in Medan city make up the whole research population. One hundred participants were randomly selected for the study. The technique used to analyze the data is multiple linear regression analysis. Shopee users' trust in brands is positively impacted by influencer marketing, flash sale, and product quality, according to the study's concluding findings. At the same time, Shopee users' faith in the platform is impacted by influencer marketing, flash discounts, and the quality of the products sold.

Keywords: Influencer Marketing , Flash Sale, Product Quality, Consumer Trust

1. INTRODUCTION

Business in the modern world is developing at a very rapid pace, so it is very important for marketers to keep up with the wants and needs of customers and provide high quality goods and services. The internet is now considered normal in today's world, thanks to the rapid pace of globalization. "Online shopping" refers to any purchase made over the internet. Digital programs called e-commerce applications allow users to buy online. Marketplaces like Shopee are made possible by the presence of e-commerce, which in turn generates electronic marketplaces. Shopee is a popular Southeast Asian e-commerce website where users can buy and sell goods online. Shopee was launched in Indonesia because its founders had faith in the potential of revolutionary technology. Shopee is in high demand and much sought after because it simplifies shopping for a wide range of goods, including fashion, technology and daily necessities.

Over than 48 million people have downloaded the Shopee app since its official launch in Indonesia in December 2015, when it was sponsored by PT Shopee International Indonesia. Shopee has grown rapidly since then. One of the most valuable assets to the company's long-term viability and prosperity is the trust of its customers, which is increasingly important as

e-commerce websites proliferate. Consumers tend to become loyal customers and word-of-mouth promoters when they believe in the goods and services provided.

Building long-term relationships that benefit both parties is as important as increasing short-term revenue in terms of building customer trust. A company's public image and customer loyalty can be improved with an emphasis on openness, product quality, adequate customer service, and effective communication. Efforts to build and maintain customer trust are very important for organizations to achieve sustainable growth. A number of factors influence buyer trust on the Shopee platform, the most important of which is One of the pillars that social media marketing relies on is influencer marketing. One method to increase product sales is known as "influencer marketing", which involves influential people to promote a product (Agustin & Amron, 2022). (Lengkawati & Saputra, 2021). Artists, celebrities, YouTubers and bloggers are common sources for these influencers. Due to their influence on customers, ability to increase brand recognition, and credibility, influencers hold considerable sway in the market. Brands can significantly boost their marketing efforts by collaborating with influencers who are relevant and aligned with their target demographics.

Fuji, Tasya Farasya, Fadil Jaidi, Rachel Vennya, and Raffi Ahmad are some of the Indonesian influencers listed here. Companies in the ever-growing e-commerce market need to create more engaging strategies to boost sales and attract customers. A tried and true way to quickly increase sales figures is to implement flash discounts. As a model in promotion, flash sales are one aspect that plays an important influence in customers making purchases (Shihab & Siregar, 2023), according to Herlina et al. (2021). As a result of this action, buyers can quickly and easily obtain goods at a lower price. Although product quality is a component that increases customer trust, certain e-commerce platforms will capitalize on events such as 11.11, 12.12, Christmas, Idul Fitri, and Chinese New Year. Always strive to improve the quality of your product or service. Consumers who are 2 satisfied are more likely to buy from you again if you take the time to make them feel good about what they get. Product quality is defined by Kotler and Keller (2016;37) (Pratama & Prabowo, 2023) as the extent to which a product fulfills its intended use; this capability includes reliability, accuracy, and overall product durability. The reason is that a good reputation and satisfied customers result from the production of high-quality goods.

2. METHODS

In this study, quantitative method research was used because the analysis used statistics and aimed at testing the hypothesis. statistics and aims at hypothesis testing. This quantitative approach aims to measure data and apply statistical analysis to analyze data. The tool used in this research is a questionnaire distributed to a sample of the population. used in this research is a questionnaire distributed to a sample of a predetermined population. which

has been determined. The research data uses primary data with the data collection method data using the media distributing questionnaires that use an interval scale in the form of a Likert scale that produces answers strongly agree to answers. Likert scale which results in strongly agreeing to strongly disagreeing answers with a value range 1 – 5.

Sugiyono (2020), describes the population as a general area including: objects / subjects of quality and characteristics as determined by the researcher to be observed, then drawn conclusions. The object of research is Generation Z who live in Medan City and are users of the Shopee shopping application. The population in this study includes all Generation Z in Medan City who use Shopee, because this group is considered relevant to the focus of the research. The sample used amounted to 96 respondents, which were obtained through survey techniques. The data collection technique was carried out by distributing questionnaires to people in Medan City who have used the Shopee application, so that the data obtained was in accordance with the problem under study. This quantitative approach allows the data collected to be analyzed statistically in order to test the hypotheses that have been formulated previously. The technique used to analyze the data is multiple linear regression analysis.

3. RESULTS AND DISCUSSIONS

3.1 Descriptive Statistics

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	96	21	46	34.51	5.278
Flash Sale	96	16	36	25.93	4.454
Product Quality	96	17	37	27.60	4.393
Consumer Trust	96	17	37	27.10	4.194
Valid N (listwise)	96				

Based on the table above, it can be concluded that Influencer Marketing shows a minimum value of 21 and a maximum of 46, with an average value (mean) of 34.51. Meanwhile, Flash Sale has a minimum value of 16 and a maximum of 36, with an average value of 25.93. For Product Quality, the minimum value was recorded at 17 and a maximum of 37, with an average value of 27.60. Finally, Consumer Trust shows a minimum value of 17 and a maximum of 37, with a mean value of 27.10.

3.2 Normality Test

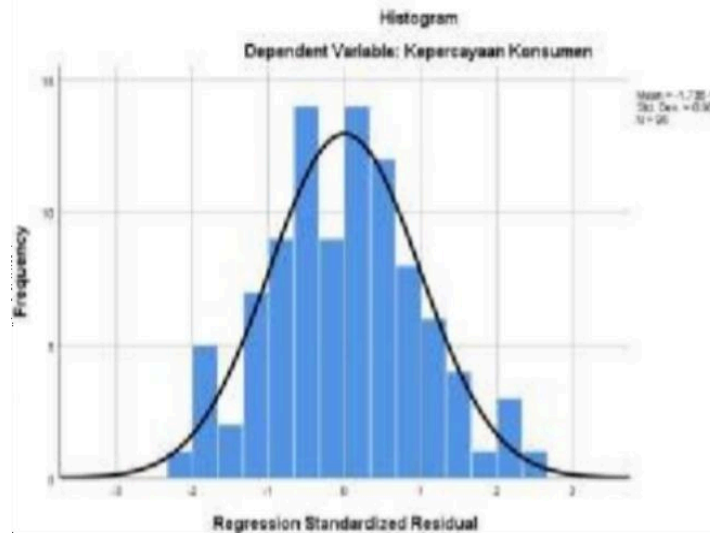


Figure 1. Histogram

Based on the figure above, it appears that the curve formed resembles a bell shape, neither leaning to the left nor to the right. This indicates that the data is normally distributed and fulfills the assumption of normality.

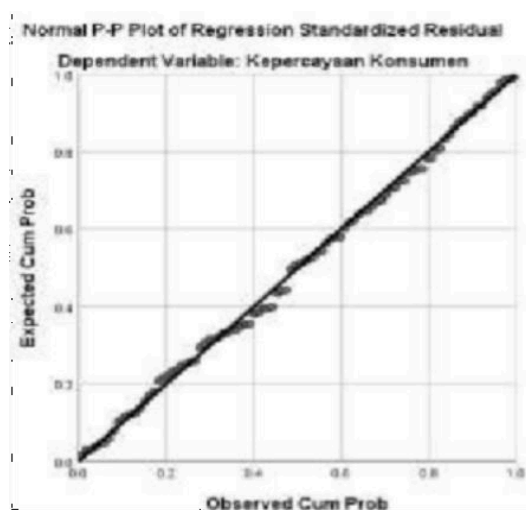


Figure 2. P.Plot Regression

Based on the figure above, it can be seen that the data points are spread around the diagonal line and follow the line pattern. Therefore, it can be concluded that the residuals of this regression model are normally distributed.

Unstandardized Residual

Table 2. One-Sample Kolmogorov-Smirnov Test

N		96
Normal Parameters ^{a,b}	<u>Mean</u>	<u>.0000000</u>
		2.65896381
Most Extreme Differences	<u>Std. Deviation</u>	
	<u>Absolute</u>	<u>.050</u>
	<u>Positive</u>	.050
	<u>Negative</u>	-.026
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, the test results prove that the resulting significant value is greater than 0.05, which is 0.200, it can be concluded that the data is classified as normally distributed.

3.3 Multicollinearity Test

Table 3. Multicollinearity Test

Unstandardize d Coefficients		Standardize d Coefficients Beta		t	Sig.	Collinearity Statistics	
Model	B	Std. Error				Tolerance	VIF
1 (Constant)	4.050	1.991		2.034	.045		
Influencer Marketing	.346	.077	.435	4.507	.000	.468	2.135
Flash Sale	.204	.086	.217	2.386	.019	.528	1.895
Product Quality	.211	.098	.221	2.151	.034	.415	2.410

- a. Dependent Variable: Consument Trust

Based on the table above, it can be seen that each variable has a tolerance value > 0.1 and a VIF value < 10. Thus, there is no multicollinearity problem in this study.

3.4 Heterocedacity Test

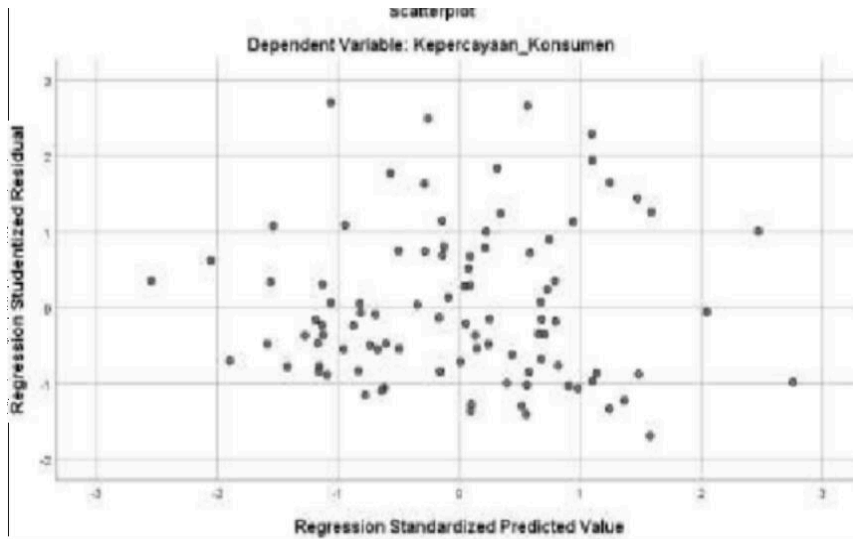


Figure 3. Heterocedacity Test

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a certain clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict Consumer Trust based on the input of the independent variables.

Table 4. Coefficient

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
Model		B	Std. Error			
1	(Constant)	.543	1.161		.467	.641
	Influencer Marketing	.080	.045	.264	1.777	.079
	Flash Sale	.028	.050	.079	.562	.575
	Product Quality	-.069	.057	-.190	-1.201	.233

a. Dependent Variable: Consument Trust

Based on the table above, it can be seen that the significance level of each variable is greater than 0.05. From the calculation results and the significant level above, it is not found that heteroscedasticity occurs.

3.5 Research Model

Table 5. Coefficients^a

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
Model	B	Std. Error				Tolerance	VIF
(Constant)	4.050	1.991		2.034	.045		
Influencer Marketing	.346	.077	.435	4.507	.000	.468	2.135
Flash Sale	.204	.086	.217	2.386	.019	.528	1.895
Product Quality	.211	.098	.221	2.151	.034	.415	2.410

a. Dependent Variable: Consument Trust

$$\text{Consument Trust} = 4,050 + 0,346 \text{ Influencer Marketing} + 0,204 \text{ Flash Sale} + 0,211 \text{ Product Quality} + e$$

Based on the equation above, then:

1. Constant (a) = 4.050. This means that if the independent variables, namely Influencer Marketing (X1), Flash Sale (X2), and Product Quality (X3) are 0, then Consumer Trust (Y) is 4,050.
2. If there is an increase in Influencer Marketing, Consumer Trust will increase by 34.6%.
3. If there is an increase in Flash Sale, Consumer Trust will increase by 20.4%.
4. If there is an increase in Product Quality, Consumer Trust will increase by 21.1%.

3.6 Coefficient of Determination (R^2)

Table 6. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.585	2.702

a. Predictors: (Constant), Product Quality, Flash Sale, Influencer Marketing

b. Dependent Variable: Consumer Trust

Based on the table above, the Adjusted R Square coefficient of determination is 0.585. This shows that the Influencer Marketing (X1), Flash Sale (X2), and Product Quality (X3) variables are able to explain their influence on Consumer Trust (Y) by 58.5%. Meanwhile,

the remaining 41.5% comes from the influence of other independent variables not analyzed in this study.

Simultaneous Hypothesis Testing (F-test)

Table 7. ANOVA^a

Model	Squares	Sum of	Df	Mean Square	F	Sig.
1	Regression	999.300	3	333.100	45.626	.000 ^b
	Residual	671.658	92	7.301		
	Total	1670.958	95			

a. Dependent Variable: Consument Trust

b. Predictors: (Constant), Product Quality, Flash Sale, Influencer Marketing

Based on the table above, the F table value is 2.70 and the significance level $\alpha = 5\%$ (0.05), while the F count is recorded at 45.626 with a sig.a value of 0.000. This finding indicates that this study accepts H_a and rejects H_0 . The comparison between Fcount and Ftable proves that simultaneously, Influencer Marketing, Flash Sale, and Product Quality have a significant influence on Consumer Trust.

3.7 Partial Hypothesis Testing (t-test)

Table 8. Coefficients^a

Unstandar dized Coefficie nts		Standardized Coefficients Beta		t	Sig.	Collinearity Statistics	
Model	Std. Error					Tolerance	VIF
B							
(Constant)	4.050	1.991		2.034	.045		
Influencer Marketing	.346	.077	.435	4.507	.000	.468	2.135
Flash Sale	.204	.086	.217	2.386	.019	.528	1.895
Product Quality	.211	.098	.221	2.151	.034	.415	2.410

a. Dependent Variable: Consument Trust

Based on the table above, it can be seen that :

1. For the Influencer Marketing variable (X1), the t-count value of 4.507 shows that the t-count is greater than the t-table (1.987), with a significance level of 0.000 which is smaller than 0.05. This indicates that there is a partial significant effect between Influencer Marketing and Consumer Trust. This indicates that there is a partially significant influence between Influencer Marketing and Consumer Trust.

2. In the Flash Sale variable (X2), the t-count value recorded is 2.386, which is also greater than the t-table (1.987), with a significance level of 0.019 which is less than 0.05. Therefore, it can be concluded that Flash Sale has a partially significant effect on Consumer Trust.
3. For the Product Quality variable (X3), the t-count value of 2.151 shows that the t-count is greater than the t-table (1.987), with a significance level of 0.034 which is smaller than 0.05. This indicates a partial significant effect between Product Quality and Consumer Trust. This shows that there is a partially significant influence between Product Quality and Consumer Trust.

4. CONCLUSION

The conclusion of this research is partially Shopee users' trust in the site is influenced by marketing through influencers, customer trust in the Shopee platform is affected by flash sale, and Shopee users' trust in the site is influenced by the quality of the product's sold. Customers have trust in Shopee due to marketing through influencers, lightning-fast discounts, and high-quality products simultaneously.

To better understand the element that influence customer trust, future researchers are encouraged to investigate the addition of other variables.

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