

Do Facebook Testimonials Increase Consumer Trust? A Study of Khaira Rumah Jahit

Siti Katijah¹, Ratih Amelia², Sujarwo³, Abdul Gani⁴

sitikatijah392@gmail.com¹, ratihamelia68@gmail.com², sujarwo2268@gmail.com³,
pakabdulgani81@gmail.com⁴

^{1,2}Marketing Management Study Program, Politeknik Unggul LP3M, Medan Indonesia

³Information Management Study Program, Politeknik Unggul LP3M, Medan Indonesia

⁴Accounting Study Program, Politeknik Unggul LP3M, Medan Indonesia

Corresponding Email*: sitikatijah392@gmail.com

Abstract

This study seeks to examine the influence of customer testimonials on Facebook towards consumer trust in Khaira Rumah Jahit. The background of this research is based on the increasing role of social media as a marketing communication tool, particularly in building consumer trust through electronic word of mouth (e-WOM). Customer testimonials on Facebook are considered as social proof that can strengthen consumer perceptions of product and service quality. The research employed a quantitative associative approach with saturated sampling technique, in which all 50 customers of Khaira Rumah Jahit were taken as respondents. Data were collected through observation, documentation, and questionnaires using a Likert scale, and then analyzed with validity and reliability tests, classical assumption tests, and simple linear regression analysis. The results reveal that testimonials on Facebook have a positive and significant effect on consumer trust. The partial test (t-test) showed a significance value below 0.05, indicating that the alternative hypothesis was accepted. The coefficient of determination (R^2) also demonstrates that testimonials contribute substantially to consumer trust. This finding confirms that the higher the intensity and quality of customer testimonials, the stronger the level of consumer trust in Khaira Rumah Jahit. In conclusion, customer testimonials on Facebook are proven to be an effective strategy for building consumer trust. For Khaira Rumah Jahit, consistent and professional management of testimonials on social media can serve as an important tool to enhance business image and competitiveness in the digital era.

Keywords: Testimonials, Social Media, Facebook, Consumer Trust

INTRODUCTION

The growth of the business sector in Indonesia has continued to show a significant upward trend, particularly in creative industries such as fashion (Razaq et al., 2024). The fashion industry has become one of the leading subsectors due to the high consumer demand for clothing products that serve not only functional purposes but also represent lifestyle and personal identity (Amalia et al., 2022). Micro and small enterprises in the fashion sector, such as boutiques, tailoring businesses, and home-based dressmakers, have considerable opportunities for growth in line with the increasing demand for personalized and high-quality fashion products (Amelia, Ayuni, et al., 2024). Local fashion products are no longer perceived merely as clothing necessities, but also as reflections of cultural identity, taste, and the lifestyle of modern society (Eryc et al., 2026). As consumer trends continue to evolve dynamically, fashion business actors are required to remain adaptive in responding to changes in style, quality, and marketing strategies (Maytanius et al., 2023). This has positioned the fashion subsector as one of the main driving forces within Indonesia's creative economy ecosystem, particularly at the level of micro, small, and medium enterprises (MSMEs) (Salqaura & Nasib, 2026).

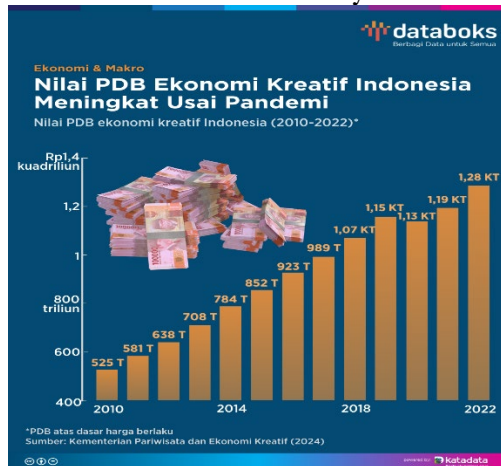
According to data from the Ministry of Tourism and Creative Economy (2024), the contribution of Indonesia's creative economy to gross domestic product (GDP) has continued to increase significantly, especially in the post-pandemic period. In 2022, the GDP value of the creative economy reached IDR 1.28 quadrillion, rising from IDR 1.19 quadrillion in the previous year (Danial et al., 2024). This increase reflects the substantial contribution of creative economy subsectors, including the fashion industry, in stimulating national economic growth (Nasib et al., 2026).

In an increasingly competitive market environment, fashion business owners are required to establish strong relationships with consumers, one of which is by building trust in the products and services offered (Muharam, 2021). Consumer trust constitutes an essential asset in maintaining loyalty



and attracting new customers, particularly for service-based businesses such as tailoring services that rely heavily on customer satisfaction as a form of indirect promotion (McKnight, 2002).

Figure 1. Indonesia’s Creative Economy GDP Value, 2010–2022



Source: Databoks, 2025

Along with technological advancement and digitalization, social media has become an important medium for supporting marketing strategies and communication between business owners and consumers (Al-Rahmi, 2013). Facebook, as one of the most widely used social media platforms in Indonesia, provides a space for business actors to share product information, interact with customers, and receive feedback from them (Rojak et al., 2021). One of the features that is widely utilized is customer testimonials or reviews, which are regarded as a form of social proof capable of influencing the perceptions and decisions of prospective consumers (Cilliers & Murire, 2017). Consumer testimonials on social media are considered to have a substantial influence on the formation of consumer trust (Helmia, 2021). Information based on personal experience, honesty, and peer-generated content is often perceived as more credible than one-way promotional messages. In this context, positive testimonials may enhance trust in product and service quality, whereas negative testimonials may potentially damage the overall business image (Sitompul, 2023)(Amelia, Hou, et al., 2024).

Khaira Rumah Jahit, as a local tailoring business that uses Facebook as a promotional medium, also publishes customer testimonials as part of its marketing communication strategy. However, the effectiveness of testimonials in building consumer trust in the services offered has not been widely examined in academic research. This study was conducted to determine the extent to which social media testimonials on Facebook influence consumer trust in Khaira Rumah Jahit, as well as to provide strategic input for the development of small businesses in the digital era.

Table 1. Number of Customers of Khaira Rumah Jahit (2022–2024)

| Year | Number of Customers | Description |
|------|---------------------|--|
| 2022 | 185 customers | Began actively promoting on Facebook |
| 2023 | 263 customers | Increase due to regular testimonials |
| 2024 | 198 customers | Only for 6 months; the trend is still increasing |

Source: Khaira Rumah Jahit, 2025

The increase in the number of customers, as presented in Table 1, indicates that the use of social media, particularly Facebook, has had a positive impact on the growth of Khaira Rumah Jahit. The upward trend in customer numbers from year to year strengthens the assumption that the presence of customer testimonials on social media is capable of attracting new consumers and enhancing business visibility. Nevertheless, although quantitative growth has occurred, from the perspective of digital strategy quality, particularly in the management of customer testimonials, Khaira Rumah Jahit still faces several challenges that need to be addressed in order to maintain and enhance consumer trust sustainably.

Although Khaira Rumah Jahit has utilized Facebook as a medium for sharing customer testimonials, in practice several obstacles remain. One of the main issues is the lack of consistency and frequency in uploading customer testimonials. Not all customers are willing to provide reviews voluntarily, resulting in a number of testimonials that does not always accurately reflect the actual level of customer satisfaction. In addition, inadequate management of the quality and format of testimonials also presents a challenge. Some testimonials received are unstructured, overly brief, or fail to clearly describe customer experiences, making them less convincing to potential new consumers (Oktrivina, 2023). On the other hand, the low level of interaction from the administrator toward the testimonials provided, such as failing to respond or engage with them, may reduce trust and weaken the emotional closeness between Khaira Rumah Jahit and its customers.

LITERATURE REVIEW

Social Media

Social media refers to internet-based platforms that allow users to create, share, and exchange content with other users. It has changed the way people communicate, search for information, and interact with businesses (Du et al., 2024). In the business context, social media functions not only as a communication tool but also as a marketing channel that helps firms promote products, build relationships with customers, and receive direct feedback from the market (Putra & Darmawan, 2025). Because information can spread quickly and widely, social media has become an important instrument for increasing business visibility and consumer engagement (Akbar & Hasyim, 2024).

Among many social media platforms, Facebook is widely used for business activities (Fadhilah, 2021). It provides various features that support commercial communication, such as business pages, groups, comments, reviews, and paid advertisements (Rachmadi, 2020). These features allow businesses to present product information, interact with customers, and display customer feedback in a public space (Butarbutar et al., 2026). Therefore, Facebook is not only a social networking platform but also a strategic medium for online promotion and customer relationship building (Siregar et al., 2025).

According to (Tirtayasa et al., 2025), the effectiveness of social media can be understood through five main indicators: participation, openness, conversation, community, and connectedness. Participation refers to the extent to which users actively engage in creating content or responding to posts. Openness shows the degree to which information can be accessed and shared freely. Conversation reflects two-way interaction among users (Rehmood & Khan, 2021). Community refers to the formation of groups based on shared interests or goals (Amelia et al., 2025). Connectedness describes the ease with which users build and maintain relationships through the platform (Amanda et al., 2023). These indicators show that social media is an interactive environment that supports communication, information exchange, and social connection (Siegel et al., 2023).

Consumer Testimonials

Consumer testimonials are written or spoken statements from customers about their experiences with a product or service (Dhia et al., 2025). In marketing, testimonials are often used as a persuasive tool because they present the opinions of real users (Syahrul, 2025). Compared with direct promotional messages from sellers, testimonials are often seen as more credible because they are based on actual experience (Masriah et al., 2025). For this reason, testimonials can influence how potential customers evaluate the quality, usefulness, and reliability of a product or service (Bunga et al., 2024).

A good testimonial usually contains clear, honest, and relevant information. It may describe the customer's experience, explain the benefits of the product or service, and provide specific details that help other consumers make decisions (Miller, 2023). Testimonials become more convincing when they are brief but meaningful, supported by visual evidence, and focused on the most important aspects of the customer experience (Ardianto, 2020). In digital marketing, testimonials are valuable because they reduce uncertainty and help new consumers feel more confident before making a purchase (Filser et al., 2024).

In this study, consumer testimonials can be measured through three main indicators proposed by (Handoyo, 2024), namely intensity, content, and valence of opinion. Intensity refers to how often and how consistently customers share testimonials (Rizqillah et al., 2025). Content refers to the quality and completeness of the information contained in the testimonial (Joshi et al., 2023). Valence of opinion refers to the tone of the message, whether it is positive, negative, or neutral. These indicators are useful for assessing how effective testimonials are in influencing consumer perceptions and decisions (Azhari, 2026).

On Facebook, testimonials may appear in the form of comments, reviews, tagged posts, screenshots (Cialdini, 2021), or promotional content shared by the business Helmia (2021). Their presence is closely related to the idea of social proof, where people tend to rely on the judgments of others when making decisions Widodo (2023). Positive testimonials on Facebook can increase brand awareness, strengthen business credibility, and encourage purchase intention (Sitompul, 2023). As a result, testimonials on Facebook do not only function as feedback from customers, but also as a strategic communication tool in digital marketing (Priyono & Nurulloh, 2025).

Consumer Trust

Consumer trust is the belief that a seller, product, or company is reliable and able to fulfill what has been promised (Nasib, 2024). Trust is a key foundation in business because transactions are more likely to occur when consumers feel confident about the seller and the product offered (Khamitov et al., 2024). In this sense, trust is not formed instantly, but develops through interaction, experience, and the evaluation of information received by consumers (Amelia & Tambunan, 2024). A business that consistently provides good service, reliable quality, and honest communication is more likely to gain consumer trust (Azman et al., 2026).

Consumer trust can be understood through three main dimensions: ability, benevolence, and integrity. Ability refers to the competence of the seller in providing products and services that meet consumer needs (Widy & HS, 2021). Benevolence refers to the willingness of the seller to act in the best interest of the customer, not only for profit. Integrity refers to honesty, fairness, and consistency in keeping promises (Martin & Nasib, 2021). These three dimensions explain why consumers trust some businesses more than others (Nasib et al., 2023). Trust tends to be stronger when customers believe that the seller is capable, well-intentioned, and honest (Yousafzai & Foxall, 2023)..

In online business, consumer trust becomes even more important because buyers cannot directly inspect the product or meet the seller face to face (Yousafzai & Foxall, 2023). Consumers depend heavily on digital information such as product descriptions, store reputation, return policies, and customer reviews (Dharma et al., 2024). In this environment, trust is influenced by many factors, including security, privacy, information quality, and previous customer feedback (Magfur et al., 2022). Therefore, in online transactions, trust is not only a psychological factor but also a practical requirement for encouraging purchase decisions and maintaining long-term customer relationships (Lubis et al., 2023).

The Relationship between Testimonials and Consumer Trust

In digital marketing, testimonials play an important role in shaping consumer trust (Maytanius et al., 2023). Testimonials act as social proof because they show the experiences of previous customers (Putri et al., 2022). When potential buyers read positive, honest, and consistent testimonials, they are more likely to believe that the seller is credible and that the product or service will meet their expectations (Apasrawirote et al., 2022). This is especially important in online transactions, where direct interaction is limited and consumers must rely on available information. Testimonials can also strengthen trust by reflecting the seller's ability, benevolence, and integrity (Helmia, 2021). For example, testimonials that mention product quality, quick response, friendly service, or delivery accuracy indirectly show that the seller is competent and trustworthy. In addition, when consumers read testimonials from people with similar needs or experiences, they may feel a stronger emotional connection and become more confident in the purchase decision. Thus, testimonials are not merely customer opinions, but strategic instruments that help businesses build and maintain consumer trust in the digital era.

METHODOLOGY

This study employed a quantitative associative approach to examine the effect of Facebook testimonials on consumer trust at Khaira Rumah Jahit. The research was conducted at Khaira Rumah Jahit, located in Deli Serdang, North Sumatra, Indonesia. The population consisted of all customers who had used the tailoring service and had seen customer testimonials on Facebook, with a total of 50 eligible respondents in 2025. Since the population was relatively small and accessible, this study applied a saturated sampling technique, in which the entire population was used as the sample. Data were collected through questionnaires, direct observation, and documentation (Saebani, 2018). The questionnaire used a Likert scale to measure respondents' perceptions of Facebook testimonials and their level of trust in the business. The collected data were then analyzed using SPSS through validity and reliability tests, classical assumption tests, simple linear regression analysis, t-test, and coefficient of determination (R^2) to determine the extent to which Facebook testimonials influence consumer trust

RESULTS and DISCUSSION

Respondent Characteristics

Table 2. Respondent Characteristics

| No | Characteristic | Category | Frequency | Percentage |
|----|--------------------|-------------------------|-----------|------------|
| 1 | Gender | Male | 10 | 20% |
| | | Female | 40 | 80% |
| | | Total | 50 | 100% |
| 2 | Age | < 20 years | 8 | 16% |
| | | 21–30 years | 25 | 50% |
| | | 31–40 years | 12 | 24% |
| | | > 40 years | 5 | 10% |
| | | Total | 50 | 100% |
| 3 | Occupation | Student/College Student | 10 | 20% |
| | | Housewife | 18 | 36% |
| | | Private Employee | 15 | 30% |
| | | Entrepreneur | 7 | 14% |
| 4 | Purchase Frequency | 1 time | 12 | 24% |
| | | 2–3 times | 22 | 44% |
| | | > 3 times | 16 | 32% |

Based on Table 1, most respondents were female, accounting for 80% of the sample, while male respondents represented 20%. In terms of age, the largest group was 21–30 years old, comprising 50% of respondents, followed by those aged 31–40 years (24%), below 20 years (16%), and above 40 years (10%). Regarding occupation, housewives constituted the largest group at 36%, followed by private employees (30%), students/college students (20%), and entrepreneurs (14%). In terms of purchase frequency, most respondents had used the service two to three times (44%), followed by more than three times (32%) and once (24%). These findings indicate that the respondents were dominated by women of productive age who had relatively frequent experience using the services of Khaira Rumah Jahit.

Table 3. Validity Test Results for Social Media Testimonials (X)

| Variable | Item | r-count | r-table | Remark |
|-------------------------------|------|---------|---------|--------|
| Social Media Testimonials (X) | X1 | 0.528 | 0.279 | Valid |
| | X2 | 0.627 | 0.279 | Valid |
| | X3 | 0.653 | 0.279 | Valid |
| | X4 | 0.676 | 0.279 | Valid |
| | X5 | 0.680 | 0.279 | Valid |
| | X6 | 0.650 | 0.279 | Valid |

| | | | |
|-----|-------|-------|-------|
| X7 | 0.662 | 0.279 | Valid |
| X8 | 0.672 | 0.279 | Valid |
| X9 | 0.701 | 0.279 | Valid |
| X10 | 0.572 | 0.279 | Valid |

As shown in Table 2, all items of the social media testimonial variable were valid because each r-count value was greater than the r-table value of 0.279. The highest validity value was found in item X9 (0.701), while the lowest was in item X1 (0.528). Therefore, all items measuring the social media testimonial variable were considered appropriate for further analysis.

Table 4. Validity Test Results for Consumer Trust (Y)

| Variable | Item | r-count | r-table | Remark |
|--------------------|------|---------|---------|--------|
| Consumer Trust (Y) | Y1 | 0.573 | 0.279 | Valid |
| | Y2 | 0.695 | 0.279 | Valid |
| | Y3 | 0.554 | 0.279 | Valid |
| | Y4 | 0.468 | 0.279 | Valid |
| | Y5 | 0.739 | 0.279 | Valid |
| | Y6 | 0.553 | 0.279 | Valid |
| | Y7 | 0.709 | 0.279 | Valid |
| | Y8 | 0.616 | 0.279 | Valid |
| | Y9 | 0.703 | 0.279 | Valid |
| | Y10 | 0.554 | 0.279 | Valid |

Table 3 indicates that all items of the consumer trust variable were also valid, since all r-count values exceeded the r-table value of 0.279. The highest value was found in item Y5 (0.739), while the lowest was in item Y4 (0.468). Thus, all questionnaire items for the consumer trust variable were valid and suitable for use in this study.

Reliability Test

Table 5. Reliability Test Results

| Variable | Cronbach's Alpha | Number of Items |
|-------------------------------|------------------|-----------------|
| Social Media Testimonials (X) | 0.943 | 10 |
| Consumer Trust (Y) | 0.877 | 10 |

Table 4 shows that the Cronbach's Alpha value for the social media testimonial variable was 0.943, while the consumer trust variable obtained a value of 0.877. Since both values were higher than 0.70, the instruments were considered highly reliable. This means that the questionnaire items were consistent in measuring the intended variables.

Multicollinearity Test

Based on Table 5, the tolerance value was 1.000 and the VIF value was also 1.000. These values indicate that there was no multicollinearity problem in the regression model, since the tolerance value was greater than 0.10 and the VIF value was lower than 10.00.

Table 6. Multicollinearity Test Results

| Variable | Tolerance | VIF |
|-------------------------------|-----------|-------|
| Social Media Testimonials (X) | 1.000 | 1.000 |

Simple Linear Regression Analysis

Table 7. Simple Linear Regression Results

| Variable | B | Std. Error | Beta | t | Sig. |
|-------------------------------|--------|------------|-------|-------|-------|
| Constant | 18.270 | 5.128 | – | 3.563 | 0.001 |
| Social Media Testimonials (X) | 0.554 | 0.121 | 0.551 | 4.569 | 0.000 |

Based on Table 6, the regression equation can be formulated as follows:

$$Y = 18.270 + 0.554X$$

The constant value of 18.270 indicates the baseline level of consumer trust when the social media testimonial variable is assumed to be zero. Meanwhile, the regression coefficient of 0.554 indicates that every one-unit increase in social media testimonials increases consumer trust by 0.554 units. Since the coefficient is positive, social media testimonials have a positive relationship with consumer trust.

Hypothesis Testing (t-test)

Table 8. Partial Test (t-test) Results

| Variable | B | Std. Error | Beta | t | Sig. |
|-------------------------------|--------|------------|-------|-------|-------|
| Constant | 18.270 | 5.128 | – | 3.563 | 0.001 |
| Social Media Testimonials (X) | 0.554 | 0.121 | 0.551 | 4.569 | 0.000 |

Based on Table 7, the t-value for the social media testimonial variable was 4.569, which was higher than the t-table value of 2.011. In addition, the significance value was 0.000, which was lower than 0.05. Therefore, the hypothesis stating that social media testimonials have a positive and significant effect on consumer trust at Khaira Rumah Jahit was accepted.

Coefficient of Determination

Table 9. Coefficient of Determination Results

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| 0.551 | 0.303 | 0.289 | 6.325 |

Based on Table 8, the R value of 0.551 indicates a moderate positive relationship between social media testimonials and consumer trust. The R Square value of 0.303 means that 30.3% of the variation in consumer trust can be explained by social media testimonials, while the remaining 69.7% is explained by other variables outside the model. The Adjusted R Square value of 0.289 shows the corrected explanatory power of the model, while the Standard Error of the Estimate of 6.325 indicates the model’s prediction error.

DISCUSSION

The findings of this study reveal that Facebook testimonials have a positive and significant effect on consumer trust at Khaira Rumah Jahit. This result is clearly shown by the regression coefficient of 0.554 and the significance value of 0.000, which confirm that the better the testimonials displayed on Facebook, the higher the level of consumer trust in the business. These findings indicate that testimonials function as an important source of digital information that helps potential customers evaluate service quality before making a purchase decision.

The positive responses shown in the descriptive tables strengthen this conclusion. Most respondents agreed that Facebook testimonials appeared authentic, visible, and increasingly frequent, while they also expressed high trust in the sewing quality, the business’s good intentions, and its service commitment. This pattern suggests that testimonials are not merely promotional content, but also a form of social proof that shapes consumer perceptions in a meaningful way (Putri et al., 2022). When consumers read positive experiences from previous customers, they are more likely to believe that the business is reliable and capable of delivering the promised service.

These findings support the concept of electronic word of mouth, which explains that customer opinions shared through digital platforms can influence potential buyers’ perceptions and decisions (Apasrawirote et al., 2022). In the context of Khaira Rumah Jahit, testimonials posted on Facebook serve as publicly accessible evidence of customer experience. They help reduce uncertainty, especially because tailoring services are highly dependent on trust, quality, and personal satisfaction (Taherdoost, 2023). Consumers who cannot directly assess the service beforehand tend to rely on previous customer experiences as a reference.

The findings also reflect the dimensions of consumer trust, namely ability, benevolence, and integrity. Positive testimonials may strengthen perceptions of ability when customers mention good sewing results and service quality. They may reflect benevolence when customers describe friendly treatment and sincere problem solving. In addition, they reinforce integrity when the actual service matches the promises made in promotion. Therefore, testimonials indirectly communicate that Khaira Rumah Jahit is competent, honest, and committed to customer satisfaction.

However, the coefficient of determination shows that social media testimonials explain only 30.3% of consumer trust. This means that testimonials are an important factor, but not the only one. Other factors outside this model, such as product quality, price fairness, service responsiveness, complaint handling, and brand image, may also influence the trust level of consumers. This interpretation is supported by the relatively lower responses on the complaint-handling item, which indicates that service responsiveness still needs to be improved

CONCLUSION

Based on the results of the study, it can be concluded that Facebook testimonials have a positive and significant effect on consumer trust at Khaira Rumah Jahit. This finding is supported by the regression analysis, which shows a positive coefficient value, and by the t-test result, which confirms that the effect is statistically significant. In other words, the better the testimonials displayed on Facebook, the higher the level of consumer trust in the tailoring services offered by Khaira Rumah Jahit. These results indicate that testimonials function as an important source of information and social proof in shaping consumer perceptions. In addition, the coefficient of determination shows that social media testimonials explain 30.3% of the variation in consumer trust, while the remaining 69.7% is influenced by other factors outside the model. This means that although testimonials play an important role in building trust, other aspects such as service quality, responsiveness, price, and brand image also contribute to consumer trust. Therefore, Facebook testimonials can be considered a strategic promotional tool that helps small businesses strengthen their digital credibility and maintain consumer confidence.

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