

## **THE IMPACT OF PROMOTIONS AND TESTIMONIALS ON PURCHASING ALUNICORN PRODUCTS AS MEDIATED BY TRUST**

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### *Abstract*

*This study aims to determine the influence of promotions and testimonials on purchase intention and trust as mediating variables. This research method uses a quantitative approach by distributing questionnaires to 97 consumers. This study gives the result that promotion has a significant effect on purchase intention through the mediating variable of trust and testimonials does not affect purchase intention.*

**Keywords:** *Promotions, Testimonials, Trust, Interest in Buying*

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan testimonial terhadap niat beli dan kepercayaan sebagai variabel mediasi. Metode penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 97 konsumen. Penelitian ini memberikan hasil bahwa promosi berpengaruh signifikan terhadap niat beli melalui variabel mediasi kepercayaan dan testimonial tidak berpengaruh terhadap niat beli.

**Kata Kunci :** Promosi, Testimonial, Kepercayaan, Minat Beli

## **1. INTRODUCTION**

In the modern era, Muslim fashion, one of which is the hijab, has developed every year. Hijab is a Muslim dress that is in great demand by Muslim women in Indonesia. This incident is because Muslim women in Indonesia are aware that wearing the hijab is an obligation (Sidang, 2016). Apart from being an obligation, the hijab is now a support and a necessity in a woman's appearance. Incident this makes hijab manufacturers compete fiercely in finding consumers (Fury, 2016). Hijab Muslim clothing combines religious and cultural meanings. Therefore, hijab continues to experience trend developments that are of concern to hijab producers and entrepreneurs to make products that are of interest to consumers. In addition, Indonesia is included in the top 10 Muslim countries that produce hijabs worldwide. The Global Islamic Economy Report provides data that Muslim clothing purchasing revenue exceeds US\$44 billion. This provides an open space for companies to produce Muslim clothing, especially hijab, to become the main target market in the country (Tutia, 2019).

Promotion is one of the strategies to get consumers interested in buying a product. Promotions that are carried out regularly become supporters so that buying and selling activities increase (Kotler & Armstrong, 2016). Through promotional activities, it becomes an attraction for someone to make purchases and good promotions make someone familiar with the service

or product. Because with promotions it can provide opportunities for companies to introduce goods or services so that they are quickly recognized or known by the wider community (Siti, 2019).

Research conducted several years regarding the effect of promotion on purchase intention has been carried out for several years (Fakhru Rizky, 2014; Satria, 2017; Yoebrilanti, 2018; Sanana & Erma, 2021) providing findings that promotional activities have a significant influence on consumer interest in buying a product. Promotion is an important factor for success in product marketing activities. No matter how good the product is, consumers never know and understand the advantages of the product, so consumers will not be interested in buying it. Promotion provides information, plans consumers to behave, reminds the state of a product. However, there is research that finds that promotion has no effect on buying interest (Latief, 2018; Citra Aina Ulyah, 2021). This research will add a trust mediating variable between promotion and purchase intention. In previous research it was found that promotions affect trust (Wahyono, 2016). The research conducted (Joko & Ariyanti, 2017) found that the trust variable has a significant influence on consumer buying interest. These results are also in line with research (Putri & Sudiksa, 2018) even though the research products are different.

Testimonial is a credibility of services and products to be recognized and supported by a consumer. This credibility becomes a weapon that can be used to carry out the marketing process and increase company profits. Testimonials also have an influence on consumers interested in a product for bought. In addition, we can also see whether a product is worth buying or not. Looking at the testimonials given by previous consumers, we can be sure that the product is in accordance with our wishes and more confident that the product is interested in buying. (Waqhidah, 2019).

Confirmation of differences in findings and adding trust as a mediator is the focus of this study. Therefore, this research wants to test the model of the influence of promotions and testimonials on buying interest and through consumer trust in Lyfira Hijab products.

The purpose of this research is to find out whether promotion has an effect on consumer trust in Lyfira Hijab products, to find out whether testimonials have an effect on consumer trust in Lyfira Hijab products, and to find out whether promotions and testimonials have an influence on purchase intention through mediating variables of consumer trust in Lyfira Hijab products

## **2. METHODOLOGY**

### **2.1. Model Development**

#### **2.1.1. Purchase Interest**

Nulufi (2015) gives the opinion that buying interest is a positive consumer attitude towards brands and products offered by sellers. This will give consumers intention to buy the product and brand. Consumers before the interest in buying a product will study the product

first. After that consumers will be interested and act for interest or not to buy the product (Suwandari, 2008).

### **2.1.2. Promotion, Trust, Purchase Interest**

Promotion is a process of communicating in terms of marketing, exchanging information between sellers and buyers (Aji Setyaningrum, 2015). Clear, easy-to-remember advertisements, active promotions, holding bazaars, direct marketing and informing potential consumers of product existence will increase trust (Wahyono, 2016; Edyansyah, 2018).

Trust is an important foundation in business. Creating a long-term foundation of trust in customers is an important factor for building consumer loyalty. This trust cannot be obtained just like that, but is built from the beginning of building a business and can be proven. When a buyer trusts a manufacturer or company, they will be interested in buying a new product from that company and share this experience with others (Prasaranphanich, 2007). Trust in a company or brand that is attached to the hearts of consumers creates added value for the company. Products that have a good reputation, meet consumer expectations and have superior value compared to other brand products will increase consumer buying interest (Joko & Ariyanti, 2017;

*H1: Promotion has an effect on trust H2: Trust has an effect on purchase intention*

*H3: Promotion has an effect on buying interest through trust*

### **2.1.3. Testimonials, Trust, Purchase Interest**

Griffith (2011: 153) reveals that testimonials are a way of building credibility and value that can be published in the media that favors the interests of many people rather than favoring one's personal interests. Testimonials also help a consumer to make beliefs and trust to make parties Third, interest in buying the product. Consumer attention to product comments, consumer good statements, product recommendation reviews, and the many good comments will increase the trust of potential consumers in these products (Rosaria, 2022).

*H4: Testimonials have an effect on trust*

*H5: Testimonials influence purchase intention through trust*

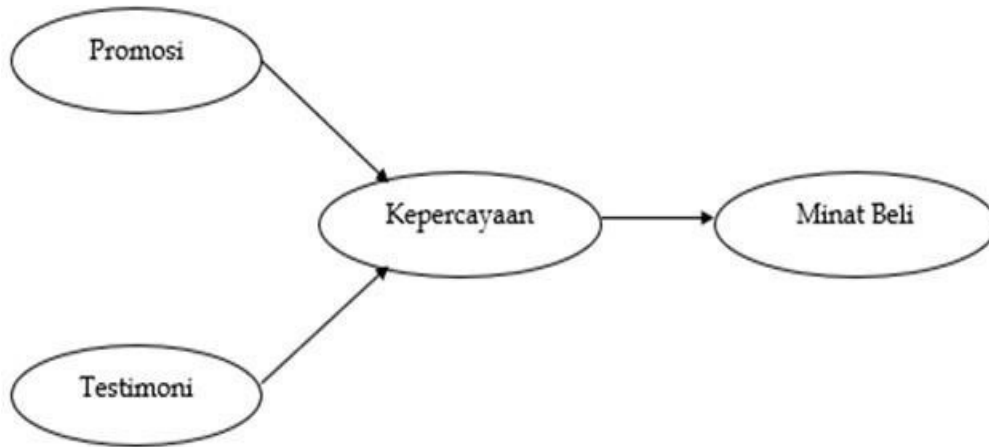


Figure 1. Research Model

Table 1. Variable Operationalization

Variables/ Concepts	Indicator	Scale
Promotion (Kotler & Keller, 2016)	Advertisement Sales Promotion Events and Experiences Public relations and publicity Direct marketing Online marketing and social media Salepersonal	1-4
Testimonials	Attention Need/want Confident Action	1-4
Trust	Credibility Hope Virtue	1-4
Purchase Interest	Attention Interest Desire action	1-4

## 2.2. Data collection

This research shares the experiences of consumers who shop online using the Shopee.com shopping application. The research population is all consumers who use the Shopee.com application. Retrieval of this data distributes questionnaires that are given through the media googleform so that respondents can directly fill out. The results of the respondent's filling data

can be directly pulled from Googleform by the researcher. The retrieved data can be directly processed through the Smart PLS application. Statements from the questionnaire questions are measured by scale 1-4 where criterion 1 is a statement that strongly disagrees while criterion 4 is a statement that strongly agrees (Mulyanto & Wulandari, 2010).

### 2.3. Analysis Method

The analysis uses a quantitative approach to analyze promotions and testimonials on interest in buying Lyfira Hijab products, and is mediated by consumer trust. This study uses the Smart PLS (partial least square) application. The analysis tests the outer and inner models. Loading outer  $> 0.7$  indicates the fulfillment of validity. Cronbach's Alpha  $> 0.7$  and the composite reliability value  $> 0.8$  indicates reliability is fulfilled. An inner model with  $R^2 > 0.2$  indicates a feasible model. The relationship between variables is significant if the p-value  $< 0.05$ .

## 3. RESULTS

### 3.1. Respondents

The research was conducted on consumers who bought Alunicorndi Shoppe based on a questionnaire distributed on google.form where there were 97 respondents who participated in giving responses related to this research method. And the result is that women are the most dominant buying Alunicorn products compared to the male sex. Respondents with D3/S1 education were the most dominant in filling out the questionnaire.

**Table 2. Respondents**

Criteria	Amount Respondents	Percentage
<i>Gender</i>		
- Woman	47	47
- Man	53	53
<i>Education</i>		
- JUNIOR HIGH SCHOOL	7	7
- SENIOR HIGH SCHOOL	18	18
- D3/S1	68	68
- S2/S3	7	7
<i>Work</i>		
- Student Student	11	11
- Businessman	13	13
- Private sector employee	42	42
- Etc	34	34

Source: Questionnaire data, 2021

Table 2 shows the number of respondents, namely people who know Lyfira Hijab products. The total number of samples is 97 people. Respondents are mostly women who have a history of D3/S1 education who work as private employees.

### 3.2. Analysis

All indicators for each variable are valid with outer loading  $> 0.7$  (table 3). All variables are also reliable because they have met the cut off (CronbachPromotional alpha 0.953; testimony 0.967 and trust 0.929 and buying interest 0.924 more than 0.7 while the composite reliability Promotion 0.961; testimonials 0.976 and trust 0.955 and buying interest 0.946 greater than 0.8).

**Table 3. Outer Models**

Variables/Indicators	<i>Outer loading</i>	cromba Alpha	Composite reliability	Sim home
Promotion		0.953	0.961	Reliable
- Product advertising	0.900			Valid
- Promotionon Sales	0.929			Valid
- Experiences and Events	0.824			Valid
- Relations to Publicity and Society	0.809			Valid
- Direct Marketing	0.929			Valid
- Marketing Through Online and Social Media	0.889			Valid
- Personal selling	0.894			Valid
Testimonials		0.967	0.976	Reliable
- Attention	0.947			Valid
- Needs/Wants	0.947			Valid
- Confident	0.961			Valid
- Action	0.961			Valid
Trust		0.929	0.955	Reliable
- Credibility	0.948			Valid
- Hope	0.930			Valid
- Virtue	0.929			Valid
Purchase Interest		0.924	0.946	Reliable
- Attention	0.885			Valid
- Interest	0.928			Valid
- desire	0.931			Valid
- action	0.863			Valid

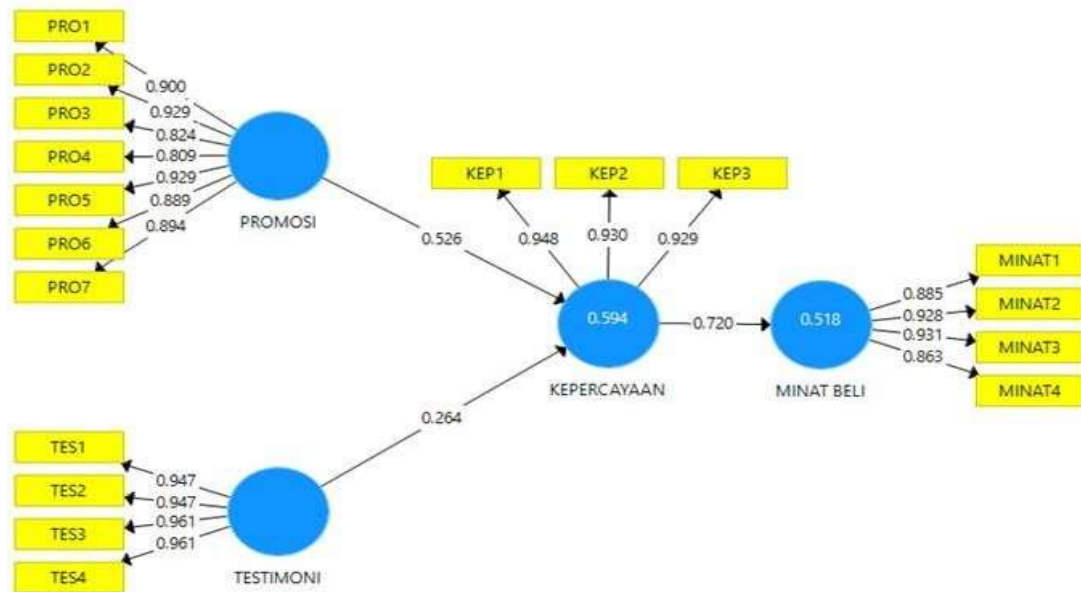
*Source: ResultsProcessing, 2021*

The model is acceptable because the endogenous variables of trust and purchase intention have a value of R square  $> 0.2$ . The endogenous variables trust and purchase intention have respective R square values of 0.594 and 0.518 or are in the moderate category.

**Table 4. Model Testing**

Endogenous Variable	Condition	Analysis	Evaluati on
<b>R<sup>2</sup></b>			
- Trust	□ 0.20	0.594	fit
- Interest Buy	□ 0.20	0.518	fit

Source: Primary Dataprocessed, 2021



Source: Processed research data, 2021

**Figure 2. Analysis Results**

**Table 5. Estimation**

Cha nnel	Type	std. Estimates	P-Value	Conclusion
Promotion □ Trust	Direct	0.526	0.017	Significant
Testimonial □ Trust	Direct	0.264	0.240	Not significant
Trust □ Purchase Intention	Direct	0.720	0.000	Significant
Promotion □ Trust □ Purchase Interest	Indirect	0.378	0.016	Significant
Testimonial □ Trust □ Purchase Intention	Indirect	0.190	0.264	Not significant

Source: Processed research data, 2022

Figure 2 provides an indication that PRO2 & PRO5 are the main indicators for promotion, TES3

& TES4 are the main indicators for testimonials, KEP1 is the main indicator of trust, and the INTEREST 3 indicator is the main indicator of buying interest.

Table 5 shows promotions have a direct effect on trust but testimonials have no effect on trust. The mediating variable of trust has a direct effect on buying interest. Promotion does not directly affect purchase intention through mediation of trust but the testimony variable indirectly through mediation of trust does not affect purchase intention.

## **4. DISCUSSION**

### **4.1. The Effect of Promotion on Trust**

This study has produced findings that promotional activities have a positive effect on trust by 0.526. The more or better promotions that are carried out will greatly encourage increased consumer confidence in Lyfira Hijab products. Therefore, increasing promotion in quality and quantity will encourage consumer confidence in the products we sell.

This research is in line with previous findings (Wahyono, 2016) even though it has different measurements and contexts. This research is also in line with other research (Edyansyah, 2018) that promotions carried out can encourage prospective consumers' trust in a product,

### **4.2. The Effect of Testimonials on Trust**

The research found that old customer testimonials had no positive effect on trust with a coefficient of 0.264 and a P value of 0.240. Testimonials made by old customers do not make new customers believe in the product.

This research is not in line with previous findings (Rosaria, 2022) which examined the effect of testimonials on consumer trust on Instagram. The results of the study say that testimonials have an effect on new customer trust.

### **4.3. The Effect of Trust on Purchase Intention**

The research found that trust has a significant positive effect on purchase intention with a coefficient of 0.720. The greater the level of new customer trust in the product, the greater the interest in buying it.

This research is also in line with previous research (Joko & Ariyanti, 2017) even though the measurement and context are different. The results of this study also support other findings (Putri & Sudiksa, 2018) that greater customer trust can have a significant positive effect on online buying interest on the lazada.com shopping site.



#### **4.4. The Effect of Promotion on Purchase Intention is Mediated by Trust**

There are interesting findings in this study where through trust, promotion influences purchase intention positively 0.378. This finding is even stronger the importance of trust as mediation of promotion and buying interest. The role of trust as a link between promotion and purchase intention is a new finding because of previous research (Latief, 2018) that promotion has no significant effect on buying interest in consumers of ginger stalls.

#### **4.5. The Influence of Testimonials on Purchase Interest Mediated by Trust**

In the research conducted, testimonials mediated by trust did not directly have a significant effect on purchase intention because the P value was 0.264 or greater, equal to 0.05.

This can be due to the lack of testimonials that are not displayed clearly by the seller. A good testimonial is an assessment given by a customer through pictures or videos.

### **5. CONCLUSION**

The research results have shown that promotion has a significant positive effect on trust, and trust has a significant positive effect on purchase intention. Conversely, testimonials indirectly have no significant effect on purchase intention which is mediated by trust.

This study provides an open space for further research to examine the effect of testimonials on purchase intention by replacing other mediating variables.

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