

Strategy to Enhance Consumer Trust in Online Auctions Through Social Media

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Abstract:

This study changes the role of social media from mere advertising tools to a means of building trust in online auctions. This study examines consistent communication as a new factor that influences consumer trust. The results show that transparency and positive interactions on social media significantly support buyers' trust. To address these challenges, this study uses a quantitative approach to examine 105 respondents to examine six factors that influence consumer trust: price, service quality, transaction convenience, transaction security, consistent communication, and user reviews. The results of multiple linear regression analyses show that only price ($\beta=0.328$, $P<0.001$) and user reviews ($\beta=0.18$, $p=0.09$) have a significant impact on consumer confidence. These results are consistent with previous research in which price and user reviews are highlighted as key trust indicators in digital transactions. This study concludes that social media has a strategic role in improving transparency, commitment, and reliability within auction platforms.

Keywords:

Consumer trust, digital marketing, ecommerce behavior, online auctions, social media strategy.