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The Influence of Online Reviews and Sales Visualization Interaction on TikTok Shop on Consumer Trust in Elzatta Products

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Abstract—The development of digital technology has changed the way people shop online, including through social commerce platforms such as TikTok Shop. To strengthen consumer trust, businesses rely on digital marketing strategies such as online reviews and sales visualization interaction. This study aims to analyze the influence of online reviews and sales visualization interaction on consumer trust in Elzatta products on TikTok Shop. A quantitative approach with purposive sampling was applied to 100 respondents who had purchased Elzatta products through TikTok Shop. Data were collected with a questionnaire of 22 statement items, transformed using the Method of Successive Interval (MSI), and analyzed using multiple linear regression in SPSS version 26. The results show that online reviews and sales visualization interaction have a positive and significant effect on consumer trust, both partially and simultaneously. The Adjusted R Square of 0.544 indicates that both variables explain 54.4% of the variation in consumer trust, while the remaining 45.6% is influenced by other factors outside the model. The study concludes that online reviews and sales visualization interaction are important determinants of consumer trust in Elzatta products on TikTok Shop.

Keywords— *online reviews; sales visualization interaction; consumer trust; TikTok Shop; social commerce*

I. INTRODUCTION

Advances in information and communication technology have reshaped economic activity and trade. Digitalization has moved transactions from conventional channels toward electronic commerce, and it has changed not only how producers market their products but also how consumers search for information, evaluate products, and make purchase decisions (Chaffey & Ellis-Chadwick, 2022). Social media platforms that are integrated with commerce features, such as TikTok Shop, have become an important part of the current digital economy landscape.

TikTok Shop is a social commerce innovation that combines entertainment, social interaction, and buying and selling in a single platform. Social commerce relies on the contributions of other users, and prior work shows that social media interaction can increase consumer trust in sellers and platforms (Hajli, 2014). In this ecosystem, trust is no longer driven only by one-way product descriptions from the seller. It is strongly influenced by online reviews written by other buyers, which act as objective social proof (Chevalier & Mayzlin, 2006; Cheung & Thadani, 2012).

The platform also offers dynamic visual interaction through live streaming and short creative videos. Through these features, consumers of Elzatta can see the material quality, cutting, and color of hijabs or gamis in real time while interacting directly with the host (Sun et al., 2019).

Trust is a central issue in online shopping because consumers cannot touch or try the product before paying. Trust reduces perceived risk and uncertainty and therefore shapes the willingness to transact online (Gefen et al., 2003; Pavlou, 2003; McKnight et al., 2002). Field observations nevertheless show that trust in fashion products on TikTok Shop is complex. Even though reviews and visual content are abundant, consumers still sometimes receive items that do not match what they saw on the screen. This mismatch can weaken trust and discourage repeat purchases, so understanding which cues build trust is important for fashion businesses that sell through social commerce.

Previous studies have examined e-WOM and live streaming separately. Online review quality and quantity have been shown to influence purchase intention (Park et al., 2007; Filieri & McLeay, 2014), while live streaming has been shown to increase trust and reduce uncertainty in social commerce (Wongkitrungrueng & Assarut, 2020; Lu & Chen, 2021). Few studies, however, test text-based reviews and visual interaction together as predictors of consumer trust for a single Muslim fashion brand on TikTok Shop. This gap motivates the present study. The research is expected to contribute to the academic literature on social commerce and to practitioners in the Muslim fashion industry.

Accordingly, this study has three objectives: (1) to analyze the effect of online reviews on consumer trust in Elzatta products on TikTok Shop, (2) to analyze the effect of sales visualization interaction on consumer trust, and (3) to analyze the joint effect of both variables on consumer trust. The novelty of the study lies in testing text-based social proof and seller-driven visual interaction in a single model for a Muslim fashion brand, a context that has received limited empirical attention in the social commerce literature.

A. Theoretical Background

Online reviews are a form of digital marketing communication that comes from consumers' experience after using a product and is delivered through electronic media. They are often called electronic word of mouth (e-WOM), defined as positive or negative statements made by actual, potential, or former customers about a product that are available to a large audience (Hennig-Thurau et al., 2004). Following Chaffey and Ellis-Chadwick (2022), the dimensions of online reviews are review volume, review valence, and review variance.

Sales visualization interaction is the delivery of product information through visual displays accompanied by direct interaction between seller and consumer. Its purpose is to give a clear, attractive, and informative picture of the product. Its dimensions, based on Tuten and Solomon (2023), are live streaming, product video, product photo, and seller responsiveness. These elements help reduce doubt and the perception of risk.

Consumer trust is the consumer's belief in the ability, integrity, and reliability of the seller or brand to fulfil its promises. In the online context it is a key factor because the product cannot be inspected directly (Kim et al., 2008). This study adopts the dimensions of Mayer et al. (1995), namely benevolence, ability, integrity, and willingness to depend. Earlier evidence also indicates that building trust through technology-based mechanisms is a precondition for exchange in electronic markets (Ba & Pavlou, 2002), and that the credibility and expertise of online content creators shape their influence on consumers (Ladhari et al., 2020).

Based on this reasoning, three hypotheses are proposed. H1: online reviews have a positive and significant effect on consumer trust in Elzatta products on TikTok Shop. H2: sales visualization interaction has a positive and significant effect on consumer trust. H3: online reviews and sales visualization interaction jointly have a positive and significant effect on consumer trust.

B. Conceptual Framework

The conceptual framework positions online reviews (X1) and sales visualization interaction (X2) as two exogenous variables that act on consumer trust (Y). Online reviews represent post-purchase information produced by other buyers, whereas sales visualization interaction represents pre-purchase demonstration produced by the seller. Because both cues reduce the uncertainty that consumers face when they cannot inspect a product, they are expected to strengthen trust through complementary routes (Kim et al., 2008; Lu & Chen, 2021). The framework therefore assumes that each variable has its own effect on trust (H1 and H2) and that the two together provide an additional joint explanation (H3).

II. METHOD

A. Research Design, Population, and Sample

This study uses a quantitative design with descriptive and verificative approaches. The quantitative approach was chosen because the study aims to measure and analyze the influence among variables objectively using numerical data obtained from respondents (Sugiyono, 2019). The independent variables are online reviews (X1) and sales visualization interaction (X2), and the dependent variable is consumer trust (Y).

The population consists of followers of the Elzatta TikTok account who have purchased its products. Because the exact population size is unknown, non-probability sampling with a purposive sampling technique was used. The sample was set at 100 respondents who met three criteria: (1) being a follower of the Elzatta TikTok account, (2) having purchased Elzatta products through TikTok, and (3) having watched sales visualization content of the products.

B. Data Collection and Measurement

Data were collected with a questionnaire of 22 statement items using a Likert scale from 1 to 5. The operationalization of the variables is summarized in Table I. Because Likert data are ordinal, responses were transformed into interval data using the Method of Successive Interval (MSI). Each statement was answered on the five-point scale, from 1 (strongly disagree) to 5 (strongly agree), and the items were arranged to represent every dimension of the three variables.

C. Data Analysis Technique

The analysis then proceeded with validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression, and hypothesis tests (t-test, F-test, and coefficient of determination) with SPSS version 26 (Ghozali, 2018). The regression model is $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$. An item is declared valid when its calculated r is larger than the r table value of 0.361, and an instrument is declared reliable when Cronbach's Alpha is above 0.60. In the t-test, a hypothesis is accepted when the calculated t exceeds the t table value of 1.984 or the significance value is below 0.05. In the F-test, the model is considered jointly significant when the calculated F exceeds the F table value of 3.09 at the 5% level. The Adjusted R Square is used to express the proportion of variation in consumer trust that is explained by the two independent variables.

TABLE I OPERATIONALIZATION OF VARIABLES

Variable	Dimensions	Source
Online Reviews (X1)	Review volume, review valence, review variance	Chaffey & Ellis-Chadwick (2022)
Sales Visualization Interaction (X2)	Live streaming, product video, product photo, seller responsiveness	Tuten & Solomon (2023)
Consumer Trust (Y)	Benevolence, ability, integrity, willingness to depend	Mayer et al. (1995)

Source: Processed by the authors (2026)

III. RESULTS AND DISCUSSION

A. Instrument and Assumption Tests

The instrument tests show that all statement items for online reviews, sales visualization interaction, and consumer trust are valid, because each calculated r exceeds the r table value of 0.361. All variables are also reliable, with Cronbach's Alpha above 0.60. The classical assumption tests were satisfied, so the data are suitable for multiple linear regression (Ghozali, 2018).

B. Multiple Linear Regression

The regression results are presented in Table II.

TABLE II RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Unstandardized B	Std. Error	Beta	t	Sig.
(Constant)	5.734	1.818	–	3.154	0.002
Online Reviews (X1)	0.452	0.152	0.360	2.979	0.004
Sales Visualization Interaction (X2)	0.424	0.123	0.418	3.452	0.001

Source: SPSS 26 data processing results (2026). Dependent variable: Consumer Trust (Y)

Based on Table II, the regression equation is $Y = 5.734 + 0.452X_1 + 0.424X_2$. The constant of 5.734 means that consumer trust would equal 5.734 if both independent variables were zero. The coefficient of 0.452 for online reviews means that a one-unit increase in online reviews raises consumer trust by 0.452 units, holding sales visualization interaction constant. Likewise, the coefficient of 0.424 means that a one-unit increase in sales visualization interaction raises consumer trust by 0.424 units, holding online reviews constant. Both coefficients are positive, which indicates that better reviews and better visual interaction are associated with higher trust. The standardized beta of sales visualization interaction (0.418) is slightly larger than that of online reviews (0.360), so visual interaction has the stronger relative contribution in this model.

C. Hypothesis Testing

The partial test (t-test) shows that online reviews have a calculated t of 2.979, which is greater than the t table value of 1.984, with a significance of 0.004 (< 0.05). H1 is therefore accepted: online reviews have a positive and significant effect on consumer trust. Sales visualization interaction has a calculated t of 3.452 > 1.984 with a significance of 0.001 < 0.05 , so H2 is also accepted.

The simultaneous test (F-test) produces a calculated F of 60.008, far above the F table value of 3.09, with a significance of 0.000 < 0.05 . H3 is accepted, meaning that online reviews and sales visualization interaction together have a highly significant effect on consumer trust. The Adjusted R Square of 0.544 shows that the two variables explain 54.4% of the variation in consumer trust, while the remaining 45.6% is explained by factors outside the model. The hypothesis testing results are summarized in Table III.

TABLE III SUMMARY OF HYPOTHESIS TESTING

Hyp.	Relationship	Calculated value	Table value	Sig.	Decision
H1	$X_1 \rightarrow Y$ (t-test)	2.979	1.984	0.004	Accepted
H2	$X_2 \rightarrow Y$ (t-test)	3.452	1.984	0.001	Accepted
H3	$X_1 \text{ and } X_2 \rightarrow Y$ (F-test)	60.008	3.09	0.000	Accepted

Source: SPSS 26 data processing results (2026)

Taken together, the results answer the research problem. Online reviews and sales visualization interaction both matter for trust, and neither can be ignored in a social commerce strategy. The significance values of 0.004 and 0.001 are well below the 5% threshold, and the very large F value indicates that the regression model as a whole fits the data well. The remaining 45.6% of unexplained variation, however, is a reminder that trust is a multidimensional construct. Product quality that matches expectations, delivery reliability, after-sales handling, and brand reputation are all likely to contribute and are not captured by the present model (Kim et al., 2008; Pavlou, 2003).

D. Discussion

The positive effect of online reviews is consistent with the view that, in an e-commerce environment with no physical contact, online reviews serve as social proof that reduces prospective consumers' doubts. This agrees with earlier findings that e-WOM shapes consumer decisions and sales (Chevalier & Mayzlin, 2006; Cheung & Thadani, 2012; Park et al., 2007). Reviews from other buyers are seen as more independent than seller descriptions, so they help consumers judge whether Elzatta can be relied upon to deliver the promised quality (Filieri & McLeay, 2014).

The positive effect of sales visualization interaction confirms earlier research showing that visual interaction such as live streaming increases social presence and gives real-time verification of product quality (Sun et al., 2019; Lu & Chen, 2021). When hosts show the fabric, cutting, and color of a product and answer questions immediately, the information asymmetry between seller and buyer narrows. This is likely to strengthen perceptions of the seller's ability, integrity, and benevolence (Wongkitrungrueng & Assarut, 2020; Mayer et al., 1995).

Combining post-purchase information (reviews) with pre-purchase demonstration (visualization) appears to help Elzatta build a solid trust ecosystem on TikTok Shop. Both cues address the same problem, namely the inability to inspect the product, but from different angles: one reports experience that has already happened, and the other shows the product before purchase. The explained variance of 54.4% also indicates that trust is shaped by other factors, such as service quality, brand image, and price perception, which should be examined in future work.

E. Implications

From a theoretical perspective, the results support the argument that trust in social commerce is formed by two complementary information sources: the collective experience of other consumers and the seller's own visual demonstration. Models that consider only e-WOM or only live streaming may therefore understate how trust is built on a platform such as TikTok Shop, where both cues are available in the same shopping journey (Hajli, 2014; Sun et al., 2019). The findings also support the trust dimensions of Mayer et al. (1995) as a useful basis for measuring

consumer trust toward a fashion brand, and they are consistent with earlier work showing that trust-building mechanisms are central to exchange in electronic markets (Ba & Pavlou, 2002; McKnight et al., 2002).

From a managerial perspective, the larger standardized coefficient of sales visualization interaction suggests that investment in live streaming, product videos, clear product photos, and fast seller responses is a priority. At the same time, review management should not be neglected. Elzatta can encourage buyers to upload photos or videos with their reviews, respond to both positive and negative reviews, and use host-led sessions to demonstrate the points that reviewers most often mention, such as fabric, cutting, and color accuracy. Such practices address directly the mismatch between product appearance on the screen and the item received, which was identified as a source of distrust in the introduction (Wongkitrungrueng & Assarut, 2020; Filieri & McLeay, 2014).

Several limitations should be noted. The study focuses on a single brand and a single platform, so the results may differ for other brands, product categories, or marketplaces. The purposive sample of 100 respondents is also relatively small and consists only of followers who have purchased and watched sales content, which may favor respondents who already hold a positive view of the brand. Finally, the data are self-reported and cross-sectional, so the findings describe associations at one point in time and cannot fully establish causality.

IV. CONCLUSIONS

This study concludes that online reviews have a positive and significant effect on consumer trust in Elzatta products on TikTok Shop. Sales visualization interaction also has a positive and significant partial effect, and the two variables together have a positive and significant simultaneous effect, explaining 54.4% of the variation in consumer trust. Theoretically, the findings extend the e-WOM and live streaming literature by testing both cues in one model for a Muslim fashion brand in social commerce.

Practically, Elzatta is advised to keep improving the quality of its online reviews by encouraging buyers to leave honest reviews supported by photo or video evidence. Elzatta should also maintain and optimize the quality of visual content and the interactivity of hosts during live streaming sessions, so that consumers can see product strengths in more detail and with greater transparency. This study is limited to one brand, one platform, a purposive sample of 100 respondents, and self-reported questionnaire data, so the results should not be generalized widely. Future researchers are encouraged to add variables such as service quality, brand image, or price perception, and to extend the sample to other e-commerce platforms for a broader comparative study.

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