



THE ROLE OF SHORT VIDEO MARKETING, ELECTRONIC WORD OF MOUTH, AND PERCEIVED RISK IN BUILDING CONSUMER TRUST AND PURCHASE INTENTION IN ONLINE TRAVEL AGENTS

Faza Ruziqyani Firdausia^{1*}, Usep Suhud², Meta Bara Berutu³

^{1,2,3}Universitas Negeri Jakarta, Indonesia
Corresponden Email: fruziqyanif@gmail.com¹

Abstract

This study aims to examine and analyze the role of short video marketing, electronic word of mouth, and perceived risk in building consumer trust and purchase intention in online travel agents. This study involved 252 respondents who had seen Tiket.com service promotions on social media and were domiciled in Jakarta. The analytical methods used were validity and reliability testing using SPSS software, model feasibility testing, and hypothesis testing using AMOS 29 software. The analysis technique used was Structural Equation Modeling. These findings indicate that short video marketing and eWOM increase consumer trust, but only eWOM significantly drives purchase intention. Short video marketing does not directly influence purchases, while perceived risk does not reduce consumer trust but instead drives purchase intention because consumers are more cautious. Consumer trust itself is not significant for purchase intention, so other factors such as price and promotions remain important in purchasing decisions.

Keywords: short video marketing, electronic word of mouth, perceived risk, consumer trust, purchase intention

INTRODUCTION

The rapid advancement of digital technology has transformed the way people seek, evaluate, and purchase products or services. In the tourism industry, online travel agents (OTAs) have emerged as key players, offering a wide range of services such as ticket booking, accommodations, and travel packages. Reporting from Databoks.katadata.co.id, (2023) stated that the results of Euromonitor research processed by East Ventures, Katadata Insight Center (KIC), and PricewaterhouseCoopers (PwC) Indonesia showed the growth of Indonesian tourism through digital application bookings or online bookings.

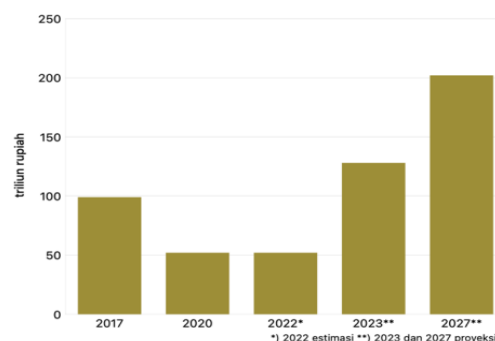


Figure 1. Value of Online Tourism Bookings and Projections (2017-2027)

Source: Databoks.katadata.co.id

This research was conducted on the Tiket.com website, considering several reasons, including the site's establishment in 2011 and its integration of various travel ticket options, including transportation, accommodation, and tourist entrance tickets. Furthermore, Tiket.com was chosen to determine whether its presence as an OTA in Indonesia could encourage potential customers who had never used it before to purchase travel accommodation services. This can be seen from several

aspects, including short video marketing, eWOM, perceived risk, consumer trust, and purchase intention.

According to the Brand Comparison Index data released by Top Brand, Tiket.com ranked second among Online Travel Agents (OTAs) in Indonesia in 2024. It is the second most popular OTA after Traveloka. The year-over-year growth of Online Travel Agents can be seen in the following graph. The data in the graph shows a percentage decline in Tiket.com from 2022.

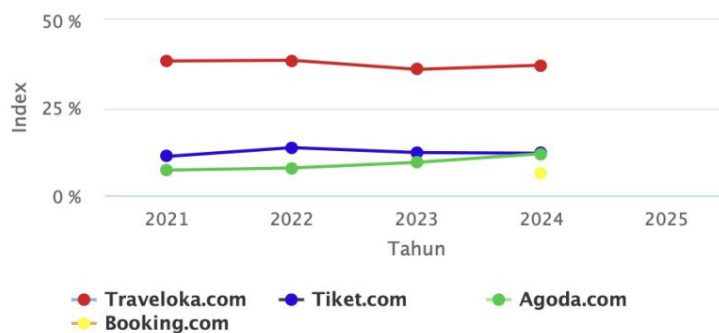


Figure 2. Graph of Online Travel Agent Rankings in Indonesia

Source: Top Brand Award (www.topbrand-award.com)

Digital marketing innovations have played a central role in the success of OTAs. One such innovation is short video marketing, which utilizes engaging and concise videos to convey messages, showcase destinations, and promote travel services. According to Mulyadi et al. (2023), emotional content in short videos significantly influences Gen Z's purchase intention, while entertainment and information dimensions alone may not directly lead to buying decisions.

Another influential factor is electronic word of mouth (eWOM), which involves sharing user-generated reviews and experiences on online platforms. Chan and Handoko (2021) noted that eWOM serves as a powerful organic marketing strategy that shapes perceptions and builds trust. Tajuddin et al. (2020) emphasized that the quality, quantity, and credibility of online reviews can significantly influence consumer attitudes and behaviors.

Despite these benefits, the presence of perceived risk in online transactions cannot be ignored. Qalati et al. (2021) defined perceived risk as consumers' overall assessment of potential losses versus benefits in a digital environment. These risks may include concerns over payment security, data privacy, product authenticity, or service reliability. While some studies (Song & Liu, 2021) found perceived risk reduces purchase intention, others (L et al., 2024) reported that in certain contexts, higher awareness of risk leads to more thoughtful and ultimately positive buying behavior.

Building consumer trust becomes a crucial factor in overcoming perceived risk. Trust enhances users' willingness to engage with a digital platform and reduces hesitation during the purchase decision process. Pavlou (2023) argued that consumer trust mediates the relationship between perceived risk and online purchase intention. Aktavika and Prapanca (2023) also found that trust plays a vital mediating role between short video marketing and consumer actions.

In the context of Tiket.com, short video marketing is frequently used across platforms like TikTok and Instagram to present curated content, including promotional offers, user testimonials, and travel guides. However, the effectiveness of such content in driving actual consumer behavior remains an open question. Gao and Wu (2024) suggested that overly exaggerated or clichéd video content may backfire by reducing the perceived authenticity and trustworthiness of a brand.

eWOM is another strategy widely utilized by OTAs. The abundance of user reviews on platforms such as Google Play and App Store offers rich insights into service quality. While positive reviews help build trust, negative feedback can deter potential buyers. Maia et al. (2022) noted that eWOM is especially critical for less familiar brands, as consumers rely heavily on peer feedback to assess credibility.

This study seeks to explore the roles of short video marketing, eWOM, and perceived risk in shaping consumer trust and purchase intention. Unlike previous studies that focus on mediation models, this research does not investigate the mediating role of consumer trust but rather assesses the direct influence of each variable on trust and purchase intention.

By focusing on Tiket.com as a case study, this research contributes to the growing body of literature on digital marketing effectiveness in e-commerce and tourism. It also provides practical insights for businesses aiming to optimize their online strategies to build trust and drive conversions.

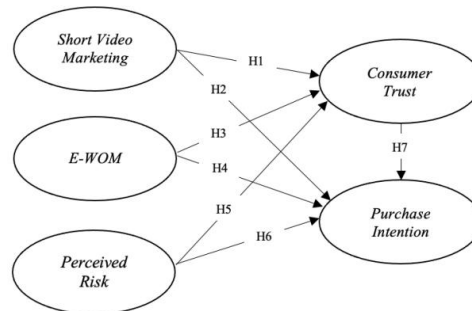


Figure 3. Research Framework

METHOD

This research employed a quantitative method with a cross-sectional survey design. The population comprised individuals domiciled in Jakarta who had been exposed to Tiket.com's promotional content on social media. A total of 252 valid responses were collected using purposive sampling. This study used primary data. Data collection was conducted through questionnaires distributed via Google Forms.

The research instrument was a structured questionnaire using a 6-point Likert scale. The variables measured include short video marketing, electronic word of mouth, perceived risk, consumer trust, and purchase intention. Data analysis was conducted using SPSS for validity and reliability tests, and AMOS 29 for Structural Equation Modeling (SEM).

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity testing is used to measure the validity of an indicator in a study. This study tested validity using Exploratory Factor Analysis (EFA) with SPSS software. Furthermore, this study also conducted a reliability test to determine the extent to which the research instrument had internal consistency in measuring each variable. The reliability test in this study used Cronbach's Alpha (α).

Table 1. Validity and Reliability Test Results

Variabel	Indikator	Factor Loading	AVE	Composite Reliability	Cronbach's Alpha
<i>Short video marketing</i>	SV01	0.629	0.508	0.715	0.726
	SV03	0.702			
	SV04	0.870			
	SV05	0.889			
	SV07	0.653			
	SV08	0.835			
<i>Electronic Word of Mouth</i>	E02	0.707	0.542	0.673	0.718
	E04	0.748			
	E05	0.741			
	E07	0.749			
<i>Perceived Risk</i>	PR01	0.779	0.455	0.758	0.814
	PR02	0.684			
	PR03	0.847			
	PR04	0.748			
	PR05	0.880			
	PR06	0.866			
	PR07	0.891			
	PR08	0.771			
	PR09	0.698			
<i>Consumer Trust</i>	CT01	0.752	0.570	0.699	0.748
	CT02	0.797			
	CT03	0.739			
	CT05	0.731			
<i>Purchase Intention</i>	PI03	0.661	0.561	0.690	0.869
	PI04	0.748			
	PI05	0.815			

	PI06	0.784			
	PI07	0.765			
	PI08	0.755			

Source: SPSS Processing Results

Based on the results of the validity and reliability tests above, overall, these results indicate that the indicators used in this study have been convergently valid in measuring each latent construct, with four variables meeting the AVE criteria ≥ 0.50 , and only the perceived risk variable has an AVE slightly below the limit but is still acceptable because the CR value is > 0.6 (Fornell dan Larcker, 1981). Therefore, this research instrument can be declared suitable for use and reliable, so it is suitable for use for further analysis.

Full Model SEM AMOS Test

A full model test was conducted to determine whether all variables in the study met the suitability requirements for testing the model. This study used First-Order Confirmatory Factor Analysis (CFA), a component of SEM (Structural Equation Modeling), which tests whether the measured variables adequately describe a number within a factor.

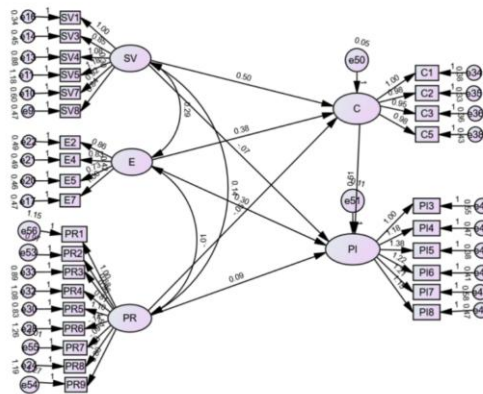


Figure 4. Full Model SEM AMOS

Tabel 2. Full Model SEM AMOS Test

Indeks	Results	Cut-off Value	Description
P-value	0.000	> 0.05	Lack of Fit
CMIN/DF	2.492	$\leq 2.00 - \leq 3.00$	Fitted
RMSEA	0.077	≤ 0.08	Fitted
RMR (RMSR)	0.108	≤ 0.05	Lack of Fit
GFI	0.798	≥ 0.90	Lack of Fit
AGFI	0.760	≥ 0.90	Lack of Fit
TLI	0.800	≥ 0.90	Lack of Fit
CFI	0.819	≥ 0.90	Lack of Fit

Source: AMOS Processing Results

Fitted Model SEM AMOS Test

The AMOS fitted model test was conducted to assess the extent to which the constructed structural or measurement model fits the analyzed empirical data.

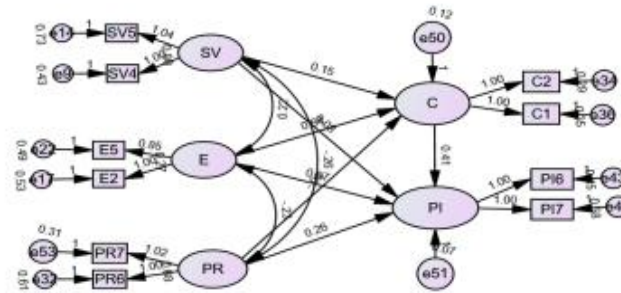


Figure 2. Fitted Model SEM AMOS

Tabel 3. Fitted Model SEM AMOS Test

Indeks	Result	Cut-off Value	Description
P-value	0.052	> 0.05	Fitted
CMIN/DF	1.159	$\leq 2.00 - \leq 3.00$	Fitted
RMSEA	0.044	≤ 0.08	Fitted
RMR (RMSR)	0.042	≤ 0.05	Fitted
GFI	0.969	≥ 0.90	Fitted
AGFI	0.937	≥ 0.90	Fitted
TLI	0.967	≥ 0.90	Fitted
CFI	0.980	≥ 0.90	Fitted

Source: AMOS Processing Results

The results of the fitted model test showed a P-value of 0.052, CMIN/DF of 1.479, RMSEA of 0.044, RMR of 0.042, GFI of 0.969, AGFI of 0.937, TLI of 0.967, and CFI of 0.980. Therefore, it can be concluded that all the test results are good, and the research model is considered to be a good fit.

Hypothesis testing

Tabel 4. Hypotesis Test

Hypotesis				C.R	P	Result
H ₁	Short Video Marketing	→	Consumer Trust	2.076	0.038	Accepted
H ₂	Short Video Marketing	→	Purchase Intention	0.843	0.399	Rejected
H ₃	Electronic Word of Mouth	→	Consumer Trust	3.009	0.003	Accepted
H ₄	Electronic Word of Mouth	→	Purchase Intention	2.201	0.028	Accepted
H ₅	Perceived Risk	→	Consumer Trust	-0.767	0.443	Rejected
H ₆	Perceived Risk	→	Purchase Intention	2.465	0.014	Rejected
H ₇	Consumer Trust	→	Purchase Intention	1.312	0.190	Rejected

Source: AMOS Processing Results

Based on the test results above, a total of seven hypotheses were tested. The accepted hypotheses were H₁, H₃, and H₄, with a Critical Ratio (CR) value > 1.960 and a P-value < 0.05. Meanwhile, the other three hypotheses H₂, H₅, H₆, and H₇ were rejected.

The Role of Short Video Marketing in Improving Consumer Trust

The test results showed that short video marketing had a positive and significant effect on consumer trust (C.R. = 2.076; $p = 0.038$). This means that the more active and creative the short video marketing strategy, the higher the level of consumer trust in Tiket.com.

These results align with the findings of Aktavika and Prapanca (2023) that the use of informative short video marketing about products and their presentation can build consumer trust through information transparency. These findings also support research by He and Yang (2023), which found that informative and realistic mobile short video marketing can increase consumer trust.

The Role of Short Video Marketing in Improving Purchase Intention

The results of the hypothesis test indicate that short video marketing has no significant effect on purchase intention, with a CR value of 0.843 and a P value of 0.399. Because $P > 0.05$, the second hypothesis is rejected. This means that the short video marketing strategy implemented by Tiket.com has not been able to directly increase consumer purchase intention in the DKI Jakarta area.

These results suggest that the influence is likely indirect, but rather through other variables or influenced by more dominant factors. Leng (2024) found that excessive transparency in short videos actually reduces impulsive purchase intentions because consumers become more realistic. Gao and Wu (2024) also stated that hyperbolic, clichéd, and excessively long short video advertisements can reduce purchase intentions. Aktavika and Prapanca (2023) and Sijabat (2022) added that short videos alone are not significant enough to influence purchase intentions without consumer trust as a key mediator.

The Role of Electronic Word of Mouth in Improving Consumer Trust

The third hypothesis in this study hypothesizes the influence of electronic word of mouth on consumer trust. The results of this test indicate that electronic word of mouth has a positive and significant effect on consumer trust, with a CR value of 2.076 and a p-value of 0.038. Both values exceed the CR cut-off value of 1.96 and a P-value of 0.05. This means that the more favorable consumers' perceptions of reviews or recommendations circulating on social media about Tiket.com, the higher their level of consumer trust in Tiket.com.

This finding supports the findings of research on online travel agents and tourism services by Maduretno and Junaedi (2021) on travel services; Atito et al. (2023) on youth hostels in Luxor, Aswan, and the Red Sea; and Maia et al. (2022) that found electronic word of mouth significantly influences consumer trust.

The Role of Electronic Word of Mouth in Improving Purchase Intention

Hypothesis testing showed that electronic word of mouth significantly influenced purchase intention, with a CR value of 2.201 and a P value of 0.028. Since the P value was <0.05 , the hypothesis was accepted. This indicates that positive reviews and recommendations from other consumers can increase consumer purchase intention for a product or service. Thus, electronic word of mouth is an important strategy for increasing sales conversions.

These results align with research by Danniswara et al. (2017), which stated that electronic word of mouth from fellow consumers is more trusted than company promotions, thus shaping purchase intention. Research by Zhang and Tran (2009); Chan et al. (2021); and Kristina (2021) also supports this finding by showing that consumers' habit of seeking product reviews online increases purchase intention.

The Role of Perceived Risk in Improving Consumer Trust

The test results showed that perceived risk had no significant effect on consumer trust, with a C.R. value of -0.767 and a P-value of 0.443. Since the P-value > 0.05 , the hypothesis was rejected. This means that the level of risk perceived by consumers did not significantly influence consumer trust in Tiket.com services. It is possible that consumers are already familiar with Tiket.com, so perceived risk does not significantly reduce trust.

These results support research by Kim et al. (2008), which found that on e-commerce platforms with a good reputation, the effect of perceived risk on consumer trust was not statistically significant. Other studies confirm that among OTA consumers in Indonesia, perceived risk did not significantly influence trust. Putra and Pangaribuan (2025), Setiawan (2021), and Hidayat et al. (2020) found that for a well-known brand like Tiket.com, perceived risk did not significantly influence consumer trust.

The Role of Perceived Risk in Improving Purchase Intention

Based on the results of the sixth hypothesis test, the C.R. value was 2.465 with a significance level of 0.014. The C.R. value for this variable is positive, even though the proposed hypothesis assumed a negative effect. This means that the higher the perceived risk consumers perceive, the higher their purchase intention towards Tiket.com. Therefore, this hypothesis is rejected because the direction is opposite to the results.

This finding aligns with the research of Chen and Wu (2016) in the context of adventure tourism, where consumers with risk-seeking characteristics are attracted to products or services perceived as risky because they perceive them as part of an exciting and challenging experience. Cheng et al. (2019) also found that for innovative products and consumers with a high risk tolerance, risk perception can increase purchase intention because consumers view risk as part of added value, novelty, and prestige.

The Role of Consumer Trust in Improving Purchase Intention

The results of the hypothesis test showed that consumer trust had no significant effect on purchase intention, with a C.R. of 1.312 and a P of 0.190. Since $P > 0.05$, the hypothesis was rejected. This indicates that although consumers have high trust in a brand, this is not enough to significantly increase their purchase intention. Other factors beyond trust may be more influential in driving purchase intention.

Senali et al. (2024) found that another factor, price, can reduce the positive impact of consumer trust on purchase intention. This means that even if consumers trust a brand and its products (high consumer trust), if the price is perceived as unreasonable, the effect of trust on purchase intention may be diminished or reduced. Lien et al. (2015) also noted that in the context of online hotel bookings in Taiwan, consumer trust did not significantly influence purchase intention for OTAs or hotels, even though the overall level of trust was relatively high. This means that even if consumers trust the platform/hotel, this alone is not enough to drive purchase intention because they are more likely to consider other factors such as competitive prices, perceived value, and the hotel/OTA's brand image.

CONCLUSION

This study aims to examine the role of short video marketing, electronic word of mouth (EWOM), and perceived risk in building consumer trust and purchase intention on the OTA service Tiket.com.

The results show that short video marketing and EWOM have a significant positive effect on consumer trust, but only EWOM also significantly influences purchase intention. Meanwhile, short video marketing does not directly drive purchase intention, possibly due to intermediary factors such as ineffective promotions or content. Furthermore, perceived risk does not influence trust but actually increases purchase intention, as consumers tend to be more careful and serious when evaluating risks before purchasing. Other findings indicate that consumer trust does not significantly influence purchase intention, consequently, consumer trust alone is insufficient to increase purchase intention without the support of other factors such as price, promotions, and value-added services.

This study confirms the importance of digital marketing strategies based on consumer reviews and online reputation for building trust, but also shows that other rational factors remain dominant in consumer purchasing decisions on OTA platforms.

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