

## ***INCREASING CONSUMER TRUST THROUGH INFLUENCER MARKETING, FLASH SALES, AND PRODUCT QUALITY ON THE SHOPEE PLATFORM***

***Sarah Amelin Manurung<sup>1</sup>, Joli Swardi Simanjuntak<sup>2</sup>, Purnama Yanti Purba<sup>3\*</sup>***

*Center of Excellent for Human Resource Management Research and Innovation Center,  
Universitas Prima Indonesia*

*Co-Author : purnamayantipurba@unprimdn.ac.id*

### **ABSTRACT**

The purpose of this research was to examine the relationship between Shopee user trust and three factors: influencer marketing, flash deals, and product quality. One of the most valuable assets for a company's long-term viability and prosperity is the trust of its consumers. When clients have faith in a business's offerings, they are more likely to become loyal patrons and even spread the word to others. In the ever-expanding realm of online shopping, businesses are scrambling to discover more alluring methods to boost sales and capture customer interest. From what we can tell so far, influencer marketing, flash discounts, and high-quality products are the three most effective ways to quickly boost sales numbers. Shopee users in Medan city make up the whole research population. One hundred participants were randomly selected for the study. The technique used to analyze the data is multiple linear regression analysis. Shopee users' trust in brands is positively impacted by influencer marketing, flash sales, and product quality, according to the study's concluding findings. At the same time, Shopee users' faith in the platform is impacted by influencer marketing, flash discounts, and the quality of the products sold.

Key words: Influencer Marketing, Flash Sale, Product Quality, Consumer Trust