



## Does Being Visible Mean Being Trusted? The Role of Digital Presence and Online Reviews in Generation Z's Wedding Service Selection

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### ABSTRACT

Consumer decisions regarding wedding beauty services are increasingly influenced by digital information, particularly among Generation Z. Although previous studies have examined e-WOM, online reviews, digital presence, and consumer trust, limited research has simultaneously investigated digital presence and online reviews in building consumer trust within the wedding beauty service industry. This study aims to examine the influence of digital presence and online reviews on consumer trust and the subsequent influence of consumer trust on Generation Z's service selection decisions. The novelty lies in integrating digital presence and online reviews into a single model within the relatively underexplored context of wedding beauty services. A quantitative explanatory approach was employed using a survey of Generation Z respondents aged 18–27 years who actively use digital platforms and have searched for or considered wedding beauty services. Respondents were selected through purposive sampling. Data were collected using a structured five-point Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that digital presence has a positive and significant effect on consumer trust ( $\beta = 0.493$ ;  $p < 0.001$ ), while online reviews also have a positive and significant effect on consumer trust ( $\beta = 0.457$ ;  $p < 0.001$ ). Consumer trust positively and significantly influences service selection ( $\beta = 0.781$ ;  $p < 0.001$ ). Theoretically, this study contributes to digital consumer behavior research by demonstrating the complementary roles of digital presence and online reviews in forming consumer trust. Practically, wedding beauty service providers should strengthen visual quality, content consistency, digital interaction, and credible online reviews to build trust and attract Generation Z. Future research should examine perceived authenticity, review credibility, influencer trust, and AI-generated reviews.

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## 1. INTRODUCTION

Advances in digital technology over the past few years have brought about significant changes in how consumers seek information and make purchasing decisions. Wider access to the internet and the ever-increasing use of social media have given consumers more sources of information before deciding on a product or service. This trend has also impacted various industries, including the beauty and wedding services industries. In these industries, prospective customers no longer rely solely on recommendations from relatives or conventional promotions but also utilize various digital platforms—such as social media, *websites*, and online review platforms—to evaluate the quality of services offered by beauty service providers (Putri & Widagdo, n.d.)

This shift in consumer behavior is particularly evident among Generation Z—a group of consumers born and raised in the digital age. This generation is highly engaged with technology and relies on the internet as its primary source of information. When making decisions, Generation Z tends to conduct in-depth research across various digital platforms, compare several service options, and read previous customer reviews before making a choice. This indicates that a business's digital presence serves not only as a promotional tool but also as a source of information that helps consumers evaluate the credibility of a service (Djafarova & Bowes, 2021). Generation Z (Gen Z) consists of potential consumers who spend a significant amount of their money and time online. This generation exhibits purchasing behaviors that differ from those of previous generations, and this will pose the greatest challenge for the marketing world in the coming years for organizations and companies (Guo & Luo, 2023).

In the context of digital marketing, online consumer reviews—often referred to as *electronic word-of-mouth (e-WOM)*—play an increasingly important role in shaping consumer perceptions. Unlike traditional promotional content originating from companies, online reviews are generally considered more objective because they stem from customers' real-life experiences. (Siddiqui et al., 2021) The information conveyed in these reviews can influence how consumers assess service quality and their level of trust in a *brand* or service provider. Several studies indicate that the quality of reviews, the number of reviews, and the consistency of customer experiences reflected in online reviews can increase consumer trust and drive purchase intent (Dwivedi et al., 2021).

Consumer trust itself is a crucial factor in the decision-making process, particularly in transactions involving services (Oktavina & Haro, 2025). In the digital environment, consumers do not have the opportunity to interact directly with service providers before making a booking, so they tend to rely on various information available online to form perceptions about the credibility of those service providers. For Generation Z, trust in digital information, social influence from other users, and perceptions of a *brand's* reputation on social media can be key considerations in determining which service to use (Cuc et al., 2025).

Social media has made it increasingly easy for the concept of the “wedding” to emerge and spread—that is, a wedding designed to showcase the uniqueness of the bride and groom's experience as a reflection of the social image and status they wish to project (Albers et al., 2021). Wedding ceremonies, which were previously viewed primarily as religious rituals, have now transformed into modern, cultural, and largely secular spectacles. In this context, consumers strive to create a personal, unique, and memorable wedding experience by combining romantic values with their own desires. It has become not only a form of material and non-material consumption but also a means of gaining attention and previous customer experiences. Additionally, customer reviews on various digital platforms serve as an important source of information that helps prospective brides and grooms assess the quality of the services offered (Hidayanto et al., 2026). Despite the widespread use of digital platforms in the wedding industry, prospective customers often face difficulties in identifying trustworthy service providers because online information varies considerably in quality, credibility, and authenticity.

Wedding beauty services represent high-involvement decisions involving substantial financial, emotional, and social commitments (Mojokerto, 2026). Consequently, consumers—particularly Generation Z—must evaluate not only promotional content but also digital presence and online reviews before making their final service selection. Understanding how these digital factors build consumer trust is therefore a practical issue for both consumers seeking reliable wedding service providers and businesses attempting to establish credibility in an increasingly competitive digital marketplace.

Research findings (Cuc et al., 2025) show that *review credibility*, *review quality*, and *review quantity* significantly enhance consumer trust and directly influence the intention to purchase fashion products online. Specifically, the number of reviews creates a *social contagion effect* and enhances perceptions of product quality, while review quality helps consumers make more rational and informed purchasing decisions.

Research findings (Kamalaveni et al., 2025) show that the majority of consumers agree that reviews and ratings significantly influence their purchasing decisions. Both positive and negative reviews are considered equally important, and factors such as the length of the review, *verified buyer* status, and *star ratings* make online reviews and ratings more credible. However, online reviews and ratings also have their downsides, such as *fake reviews*, *paid reviews*, and information manipulation, which pose challenges in the digital environment. Therefore, review and rating systems require greater transparency and better regulation (Hollenbeck et al., 2021).

Consumer trust is strongly influenced by *electronic word-of-mouth* (e-WOM) and online customer reviews, and purchasing decisions have a significant impact on consumer trust. The following factors significantly influence purchasing decisions: *electronic word-of-mouth* (e-WOM), online customer reviews, the effect of e-WOM on consumer trust, and the effect of online customer reviews on consumer trust (Sudaryanto et al., 2025).

In addition to consumer reviews, *user-generated content* also has a considerable influence on shaping consumer perceptions of a service. Such content can include photos of service outcomes, customer testimonials, or personal experiences shared via social media (Geng & Chen, 2021). For Generation Z, this type of content is often considered more authentic and trustworthy compared to promotional content created by companies. Research shows that the presence of *user-generated content* can enhance the perceived authenticity of information and strengthen consumer trust in a *brand* or service (Yuan et al., 2024).

A strong, consistent, and engaging *digital presence* can improve customer perception and increase the likelihood that customers will choose a company's services. A better digital presence also has a positive impact on customer satisfaction, trust, and brand preference (Bimbh & George, 2025). Important transactional factors such as price, time, and privacy considerations have been identified as key elements in the service selection process. Users tend to exhibit less rational decision-making patterns when switching services compared to when they first choose a service. Building trust through transactions is an effective strategy for retaining customers (Pecher et al., 2024).

Although various previous studies have examined the influence of *digital presence*, *online reviews*, and trust on consumer behavior, research specifically examining the relationship between *digital presence*, *online reviews*, and levels of consumer trust in the selection of wedding beauty services by Generation Z remains relatively limited. In fact, in the wedding beauty industry, reputation and trust are critical factors determining a service provider's success in attracting customers. Most previous studies have focused on e-commerce, retail, hospitality, or fashion contexts, where purchasing decisions are generally more transactional. Comparatively, wedding beauty services involve higher emotional involvement, greater perceived risk, and stronger reliance on trust because consumers usually make only one major purchase decision for this occasion. Moreover, prior studies have predominantly examined e-WOM or online reviews independently, whereas limited research has integrated digital presence

and online reviews simultaneously to explain how they shape consumer trust in the wedding beauty service context. Therefore, this study aims to analyze the role of *digital presence*, *online reviews*, and consumer trust in influencing Generation Z's decisions when selecting wedding beauty services. By focusing on Generation Z and integrating digital presence with online reviews into a single conceptual framework, this study extends existing literature and provides empirical evidence from the wedding beauty service industry, which remains underexplored. This study developed the following conceptual model: The Influence of *Digital Presence* on *Consumer Trust* (Yuliana et al., 2026)

In the digital context, a strong online presence is essential for organizations to maintain competitiveness, connect with customers, and build long-term brand value. Digital presence refers to a business's representation in the online world through websites, social media platforms, online advertising, search engine visibility, and overall user engagement. As customers increasingly rely on the internet to search for services, compare options, and make purchasing decisions, companies are investing more heavily in digital strategies that can enhance visibility and the user experience (Bimbh & George, 2025). Digital presence manifests in various forms through interactions, shared content, participation in online groups, communities, or collectives, or even simply through membership in such groups or communities (Quintas-Mendes & Paiva, 2023). H1: Digital Presence Has a Positive and Significant Effect on *Consumer Trust*

#### The Impact of *Online Reviews* on *Consumer Trust*

Electronic word of mouth (eWOM) can have a direct impact on purchase intent. In line with this, previous findings indicate that a consumer's purchase intention is highly dependent on comments from previous consumers. The presence of eWOM in the online environment fulfills the need to express satisfaction or dissatisfaction with a product or service. Both negative and positive eWOM influence consumer trust (Rajković et al., 2021).

Consumers tend to place greater trust in recommendations from fellow consumers than in those from sellers. This is because friends and acquaintances are viewed as impartial and trustworthy. Therefore, customers tend to trust online reviews more than advice provided directly by retailers, due to the perception that the primary goal of online sellers is to increase sales (Hanaysha et al., 2025). According to (Park et al., 2021), approximately 85% of consumers place the same level of trust in reviews from other buyers as they do in recommendations from friends and family. Reviews from real consumers provide other consumers with a clear understanding of how well the purchased product performs in various usage situations.

#### H2: *Online Reviews* Have a Positive and Significant Effect on *Consumer Trust*

#### The Effect of *Consumer Trust* on *Service Selection*

Customer service is a crucial component of the customer experience, as it sets the tone and style of the relationship between a brand and its customers. Previous research indicates that trust—which is built through reliable customer service that delivers on its promises—can strengthen long-term relationships between consumers and companies (Krishen et al., 2021). Therefore, customer service plays a vital role in building that trust. A high level of customer service is positively correlated with consumer trust. This occurs because consumers value and view customer service positively when they feel that employees of their favorite brands are willing to help and treat them with respect, thereby reinforcing their perception of the brand's reliability and trustworthiness (Monfort et al., 2025).

The service selection process aims to determine the service that best suits the user's needs. In a dynamic environment with many service providers, non-functional aspects become important factors in distinguishing between services, so the selection process needs to be automated to make it more effective and efficient (Viriyasitavat & Bi, 2020). According to (Jaafar et al., 2023), the service selection model involves collecting

user preferences, evaluating services, ranking them, assigning weights, and finally selecting the best service based on the user's objectives and needs.

## 2. RESEARCH METHOD

### 2.1 Research Method

This study employs a quantitative approach to examine the relationship between digital presence, online reviews, consumer trust, and decisions regarding the selection of wedding beauty services among Generation Z. The quantitative approach was chosen because it allows researchers to objectively measure relationships between variables and test hypotheses through statistical analysis. This study employed Partial Least Squares Structural Equation Modeling (SEM-PLS) using SmartPLS software to analyze the proposed research model. SEM-PLS was selected because the research investigates multiple latent constructs with simultaneous direct relationships and focuses on prediction rather than theory confirmation. In addition, SEM-PLS is appropriate for studies with relatively moderate sample sizes and does not require strict assumptions of multivariate normality (Hair et al., 2022).

### 2.2 Research Design

This study employs an explanatory research design, which aims to explain causal relationships among variables. The research model was developed based on the theories of electronic word-of-mouth (e-WOM), consumer trust, and digital consumer behavior, which are widely used in modern marketing studies. Previous studies have shown that online reviews and digital interactions play a significant role in shaping consumer trust and purchasing decisions, particularly among Generation Z.

#### a. Population and Sample

The population in this study consists of Generation Z, defined as individuals born between 1997 and 2012 (Dimock, 2019), who actively use digital platforms to search for information related to wedding beauty services. In this study, respondents aged 18–27 years were selected because they represent the adult segment of Generation Z with independent decision-making ability and active engagement with digital media. The sampling technique used was purposive sampling, with the following respondent criteria: (a) aged 18–27 years (Generation Z category); (b) active users of social media or digital platforms; and (c) have searched for information about or considered wedding beauty services.

The sample size was determined based on the recommendation of Hair et al. (2022), which suggests that the minimum sample size for SEM-PLS analysis should be at least ten times the maximum number of structural paths directed toward a latent construct (the ten-times rule). Furthermore, previous SEM-PLS studies indicate that a sample ranging from 100 to 300 respondents is sufficient to obtain stable and reliable parameter estimates. Therefore, the number of respondents in this study met the recommended minimum sample requirement for SEM-PLS analysis.

#### b. Data Collection Technique

Data collection was conducted through an online questionnaire via Google Forms. The use of an online survey was deemed effective because Generation Z consists of digital natives who are accustomed to interacting through digital platforms. The research instrument was designed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

The variables measured in this study include: (a) Digital Presence (visual quality, content consistency, and digital interaction); (b) Online Reviews (review quality, review quantity, and review credibility); (c) Consumer Trust; and (d) Service Selection Decision.

Digital Presence was measured using three dimensions—visual quality, content consistency, and digital interaction—because these dimensions represent the most observable aspects of an organization's online presence that influence consumers before they interact directly with the service provider. Visual quality reflects the professionalism and attractiveness of digital platforms, content consistency demonstrates the reliability and coherence of information communicated across digital channels, and digital interaction represents the responsiveness and engagement of service providers with potential customers. These dimensions were adopted from previous studies on digital marketing and digital consumer behavior.

Because all data were collected using a self-report questionnaire, several procedural remedies were implemented to minimize common method bias. Respondents were informed that their responses would remain anonymous and confidential to reduce evaluation apprehension and social desirability bias. In addition, the questionnaire was carefully structured to ensure that respondents answered independently without external influence.

### 2.3 Data Analysis Technique

Data were analyzed using Structural Equation Modeling (SEM) with the aid of SmartPLS software. SEM-PLS was employed because it enables simultaneous evaluation of both the measurement model and the structural model while accommodating complex relationships among multiple latent variables, including the mediating role of consumer trust.

The analysis was conducted in several stages, consisting of testing the measurement model and the structural model. The measurement model was evaluated by examining convergent validity through outer loading values ( $>0.70$ ) and Average Variance Extracted (AVE  $>0.50$ ), discriminant validity using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT  $<0.90$ ), and internal consistency reliability using Cronbach's Alpha and Composite Reliability (CR), with values greater than 0.70 indicating acceptable reliability. The structural model was then assessed by examining path coefficients, coefficients of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), effect size ( $f^2$ ), and bootstrapping results to test the proposed hypotheses at a significance level of 0.05.

The research instrument consisted of indicators adapted from validated scales in previous studies. Digital Presence was measured using 5 indicators, Online Reviews using 5 indicators, Consumer Trust using 5 indicators, and Service Selection Decision using 5 indicators. SEM has been widely used in previous studies of digital consumer behavior because it can comprehensively explain the relationships among digital presence, online reviews, consumer trust, and service selection decisions.

## 3. Results and Discussion

### 3.1 Results

Convergent validity was assessed using outer loading, Average Variance Extracted (AVE), and Composite Reliability (CR). According to Hair et al. (2021), an outer loading value above 0.70, an AVE above 0.50, and a Composite Reliability above 0.70 indicate acceptable convergent validity. The results show that all indicators meet the recommended outer loading threshold, with values ranging from 0.880 to 0.956. Although several indicators have outer loadings above 0.90, the results do not indicate that all indicators exceed 0.90. The highest loading was observed for the Service Selection indicators, while the lowest loading was 0.880 for the third Consumer Trust indicator. These relatively high loading values indicate that the indicators have strong relationships with their respective constructs and provide substantial contributions to explaining the measured variables. The high loadings may also reflect the close conceptual alignment between the indicators and their respective constructs, as the measurement items were

adapted from previously validated scales and were designed to represent specific dimensions of each construct.

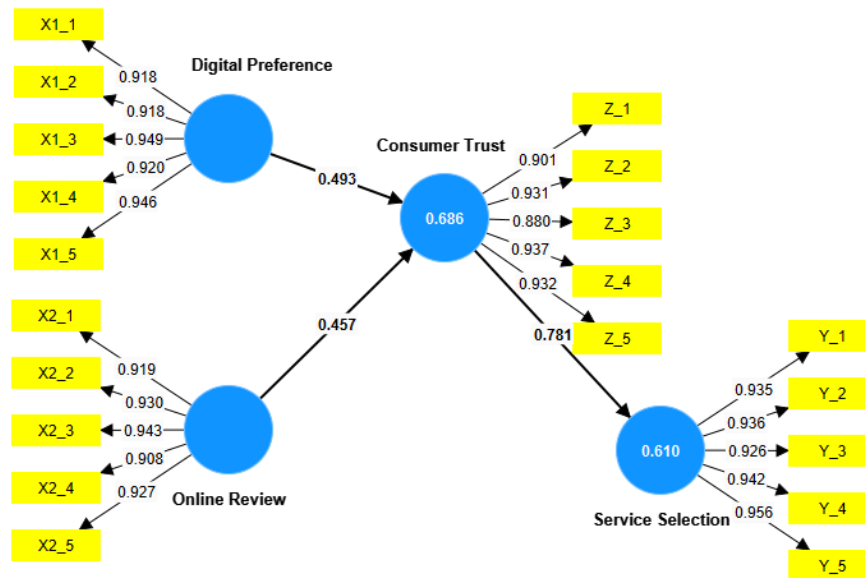


Figure 2. Conceptual Model

Source: SmartPLS Output, 2026

Table 1. Convergent Validity Test Results

| Code |                      | Outer loadings | A VE | Composite Reliability |
|------|----------------------|----------------|------|-----------------------|
| X1_1 | <- Digital Presence  | 0.918          | .866 | 0.961                 |
| X1_2 | <- Digital Presence  | 0.918          |      |                       |
| X1_3 | <- Digital Presence  | 0.949          |      |                       |
| X1_4 | <- Digital Presence  | 0.920          |      |                       |
| X1_5 | <- Digital Presence  | 0.946          |      |                       |
| X2_1 | <- Online Review     | 0.919          | .856 | 0.958                 |
| X2_2 | <- Online Review     | 0.930          |      |                       |
| X2_3 | <- Online Review     | 0.943          |      |                       |
| X2_4 | <- Online Review     | 0.908          |      |                       |
| X2_5 | <- Online Review     | 0.927          |      |                       |
| Y_1  | <- Service Selection | 0.935          | .882 | 0.967                 |
| Y_2  | <- Service Selection | 0.936          |      |                       |
| Y_3  | <- Service Selection | 0.926          |      |                       |
| Y_4  | <- Service Selection | 0.942          |      |                       |
| Y_5  | <- Service Selection | 0.956          |      |                       |
| Z_1  | <- Consumer Trust    | 0.901          | .840 | 0.952                 |
| Z_2  | <- Consumer Trust    | 0.931          |      |                       |

| Code            | Outer loadings | A VE | Composite Reliability |
|-----------------|----------------|------|-----------------------|
| Trust           |                |      |                       |
| Z_3 <- Consumer | 0.880          |      |                       |
| Trust           |                |      |                       |
| Z_4 <- Consumer | 0.937          |      |                       |
| Trust           |                |      |                       |
| Z_5 <- Consumer | 0.932          |      |                       |
| Trust           |                |      |                       |

Source: SmartPLS Output, 2026

Discriminant validity indicates that each construct in the model is empirically distinct from the other constructs. According to the Fornell-Larcker criteria, the Average Variance Extracted (AVE) value for a construct must be higher than the correlation coefficient between constructs (Hair et al., 2021).

Table 2. Results of the Discriminant Validity Test

|                    | Consumer Trust | Digital Preference | Online Reviews | Service Selection |
|--------------------|----------------|--------------------|----------------|-------------------|
| Consumer Trust     | 0.916          |                    |                |                   |
| Digital Preference | 0.731          | 0.930              |                |                   |
| Online Review      | 0.714          | 0.521              | 0.925          |                   |
| Service Selection  | 0.781          | 0.760              | 0.690          | 0.939             |

The results in Table 2 show that each construct in the model is clearly distinct from the others. The Average Variance Extracted (AVE) values for the constructs of consumer trust, digital preference, online reviews, and service selection are greater than the correlation values between constructs, thus meeting the criteria for discriminant validity. This indicates that each construct is capable of measuring different dimensions and representing specific theoretical concepts without any overlap between constructs.

R-Square is used to assess the extent to which independent variables can explain the variance in the dependent variable. According to (Hair et al., 2021), an R-Square value of 0.25 indicates a weak predictive ability, 0.50 indicates a moderate predictive ability, and 0.75 indicates a strong predictive ability.

Table 3. R-Square and Adjusted R-Square Values for the Structural Model

| Effect            | R-Square | Adjusted R-Square |
|-------------------|----------|-------------------|
| Consumer Trust    | 0.686    | 0.680             |
| Service Selection | 0.607    | 0.607             |

The structural model has a moderate to high level of predictive power, as evidenced by the R-Square values in Table 3. The customer trust variable is influenced by digital preference and online reviews by 68%. The service selection variable is influenced by digital preference, online reviews, service selection, and customer trust by 60.7%. These findings indicate that the model is effective in explaining the inter relationships among the analyzed constructs.

Hypothesis testing was conducted to determine the relationship between digital preference, online reviews, service selection, and customer trust within the structural model. According to Hair et al. (2022), a relationship is considered significant if the T-statistic is greater than 1.96 and the P-value is less than 0.05.



Table 4. Hypothesis Test Results

|                                        | Original<br>sample (O) | T-statistics<br>( O/STDEV ) | P-<br>values |
|----------------------------------------|------------------------|-----------------------------|--------------|
| Consumer Trust → Service<br>Selection  | 0.781                  | 20.548                      | 0.<br>000    |
| Digital Preference → Consumer<br>Trust | 0.493                  | 7.420                       | 0.<br>000    |
| Online Reviews → Consumer<br>Trust     | 0.457                  | 7,300                       | 0.<br>000    |

Source: SmartPLS Output, 2026

Variable X1, which measures the effect of digital preference on consumer trust, has an original sample value of 0.493, indicating a positive relationship between the variables. A T-statistic value of 7.420—which is greater than 1.96—and a P-value of 0.000—which is less than 0.05—indicate that digital preference has a positive and significant effect on consumer trust.

Variable X2, which measures the effect of online reviews on consumer trust, shows an original sample value of 0.457, indicating that the relationship between the variables is positive and unidirectional. The T-statistic value of 7.300 > 1.96 and the P-value of 0.000 < 0.05 indicate that online reviews have a significant effect on consumer trust. Meanwhile, variable X3, which examines the effect of consumer trust on service selection, yielded an original sample value of 0.781, indicating a positive relationship between the variables. A T-statistic value of 20.548—which exceeds 1.96—and a P-value of 0.000—which is less than 0.05—demonstrate that consumer trust has a positive and significant effect on service selection.

### 3.2 Discussion

#### a. The Effect of Digital Preference on Consumer Trust

The results show that Digital Presence has a positive and significant effect on Consumer Trust, with a path coefficient of 0.493, a T-statistic of 7.420, and a P-value of 0.000. This finding indicates that a stronger digital presence is associated with higher levels of consumer trust among Generation Z when evaluating wedding beauty service providers. The result is consistent with previous research showing that a strong, consistent, and engaging digital presence can improve consumer perceptions and positively influence trust and service-related evaluations. (Borchers, 2023). The slightly greater influence of Digital Presence compared with Online Reviews can be interpreted from the characteristics of the digital evaluation process.

Digital Presence provides consumers with continuous and directly observable information about a service provider through visual presentation, content consistency, and digital interaction. In the context of wedding beauty services, these elements allow Generation Z to evaluate the provider's professionalism, service identity, portfolio, and online responsiveness before direct interaction occurs. The present study operationalizes Digital Presence through visual quality, content consistency, and digital interaction, which represent observable aspects of an organization's online presence. Therefore, Digital Presence may provide a broader and more continuous set of credibility cues, whereas Online Reviews primarily represent information derived from other consumers' experiences.

This finding is also consistent with the study's theoretical foundation, which emphasizes that Generation Z actively searches across digital platforms, compares service providers, and uses digital information to evaluate service credibility. Thus, the slightly stronger coefficient of Digital Presence does not imply that Online Reviews are unimportant (Quintas-Mendes & Paiva, 2023). Rather, both sources complement each other in the formation of consumer trust, with Digital Presence providing direct information about the service provider and Online Reviews providing social evidence from previous consumers (Ansari et al., 2025; Sampene et al., 2024; Zaman et al., 2025).

b. The Influence of Online Reviews on Consumer Trust

The results of this study show that online reviews have a positive and significant effect on consumer trust. This indicates that as digital preferences increase, consumer trust will also increase. More and more consumers are relying on online reviews and ratings to make decisions. This study aligns with (Alzaidi & Agag, 2022), which found that online reviews have become the primary source of information in consumers' search for information, and their remarkable success is due to their reliability and usefulness. Electronic word of mouth (eWOM) is viewed as a trustworthy form of information about a brand and its products, especially when compared to marketing information sources (Pocchiari et al., 2024).

Factors that influence trust and mistrust in online reviews include the content and writing style of the reviews, such as the level of detail, the type of information, the length of the review, the writing style, and the presence or absence of images. In addition, other factors include the level of extremity and valence of the reviews, the source of the communication, and patterns that emerge after reading several reviews at once (Chauhan et al., 2021). Reviews with good grammatical quality and writing mechanics—such as spelling, punctuation, capitalization, and paragraph organization—have a higher level of credibility and exert a stronger influence on consumers' purchase intentions. eWOM can take the form of textual, verbal, or visual messages, or a combination of all three, such as consumer photos and comments on Instagram. In addition, eWOM can also appear through various channels such as online consumer communities, social networking sites (e.g., Facebook and WeChat), instant messaging apps (e.g., WhatsApp and Snapchat), blogs and microblogging sites (e.g., Twitter and Weibo), photo-sharing media, and video-sharing platforms such as YouTube (Dwivedi et al., 2021).

The finding supports previous research cited in this study, which indicates that review quality, review quantity, and consistency of customer experiences can strengthen consumer trust and purchase intentions. It is also consistent with research showing that review credibility, quality, and quantity can enhance consumer trust and influence purchase intentions. However, the slightly lower coefficient compared with Digital Presence suggests that, in this particular research context, reviews may function more effectively as supporting social evidence, while the provider's overall digital presence provides a broader basis for initial evaluation and trust formation.

c. The Effect of Consumer Trust on Service Selection

The results of this study indicate that consumer trust has a significant effect on service selection. Therefore, it can be concluded that as trust increases, so does the likelihood of choosing a particular service. This study aligns with (Jaafar et al., 2023), which states that trust plays a very important role in service selection, as users tend to choose services that can help them achieve their desired goals. Since selecting the best service among many service providers is a challenging task, trust makes the selection process better aligned with users' needs (Geng & Chen, 2021).

The service selection process must identify the most suitable constituent services based on those needs. As the number of service providers continues to grow, non-functional requirements become a key differentiating factor among services, particularly in dynamic environments where services are constantly changing (Viriyasitavat & Bi, 2020). Therefore, the service selection process should be automated. According to (Jaafar et al., 2023), the purpose of a service selection model is to select services that meet customer needs. The service selection model encompasses the process of gathering user preferences, evaluating available services, combining evaluation results, ranking services, assigning weights to the best-performing services, and ultimately selecting the service that best suits the consumer. When users submit a service request, they do so with a specific goal in mind; thus, the service must be tailored to meet that consumer's goal from an intentional perspective (Gidaković & Zabkar, 2021). The result is consistent with previous research discussed in this study, which emphasizes the role of digital

information, e-WOM, and online reviews in shaping consumer trust and subsequent purchasing decisions. Thus, the present study strengthens previous findings by demonstrating that the formation of consumer trust through digital information is also relevant in the specific context of wedding beauty service selection among Generation Z.

This study demonstrates that Digital Presence and Online Reviews have positive and significant effects on Consumer Trust, while Consumer Trust has a positive and significant effect on Generation Z's decision to select wedding beauty services. Digital Presence has a slightly stronger influence on Consumer Trust than Online Reviews. This finding suggests that visual quality, content consistency, and digital interaction serve as important sources of information for Generation Z in assessing the professionalism and credibility of wedding beauty service providers, while Online Reviews provide supporting information regarding the experiences of previous consumers. Theoretically, this study contributes to the development of digital consumer behavior research by demonstrating that Digital Presence and Online Reviews play complementary roles in forming consumer trust within the wedding beauty service context. The novelty of this study lies in integrating these two digital factors into a single research model to explain the formation of Consumer Trust and service selection decisions among Generation Z in the relatively underexplored wedding beauty service industry. From a practical perspective, the findings suggest that wedding beauty service providers should improve the visual quality of their digital platforms, maintain consistent and relevant content, strengthen interaction with potential consumers, and develop and maintain credible customer reviews. These strategies can help strengthen consumer trust and increase the likelihood of service selection. This study is subject to limitations, as the respondents were limited to Generation Z who actively use digital platforms, while the data were collected through a self-report questionnaire. Consequently, the findings may have limited generalizability to broader consumer groups and may not fully capture the complexity of trust formation in digital environments.

#### 4. Conclusion

The results of this study demonstrate that Digital Presence and Online Reviews have positive and significant effects on Consumer Trust, while Consumer Trust has a positive and significant effect on Service Selection. Digital Presence has a slightly stronger influence on Consumer Trust ( $\beta = 0.493$ ) than Online Reviews ( $\beta = 0.457$ ), indicating that a strong digital presence through visual quality, content consistency, and digital interaction provides important credibility cues for Generation Z when evaluating wedding beauty service providers, while online reviews provide supporting evidence based on previous consumers' experiences. The strong effect of Consumer Trust on Service Selection ( $\beta = 0.781$ ) further confirms that trust is a key factor in determining Generation Z's decisions to select wedding beauty services. Theoretically, this study contributes to digital consumer behavior research by demonstrating the complementary roles of Digital Presence and Online Reviews in the formation of Consumer Trust and subsequent service selection decisions.

The novelty of this study lies in integrating these two digital factors into a single empirical model within the relatively underexplored context of wedding beauty services among Generation Z. From a managerial perspective, wedding beauty service providers should improve the visual quality of their digital platforms, maintain consistent and informative content, actively engage with potential consumers, and encourage credible customer reviews to strengthen consumer trust and increase service selection. Nevertheless, this study is limited by its focus on Generation Z respondents who actively use digital platforms and by the use of self-reported questionnaire data, which may limit the generalizability of the findings and may not fully capture the complexity of digital trust formation. Future research should expand the model by incorporating variables such as perceived authenticity, review credibility, influencer trust, and AI-generated reviews to provide a more comprehensive understanding of the factors that shape

consumer trust and service selection in the evolving digital environment of the wedding beauty industry.

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