

PENGARUH KEPERCAYAAN DAN EMOSI DALAM ULASAN DARING MULTIMODAL TERHADAP KEPUTUSAN KONSUMEN

***TRUST AND EMOTION IN MULTIMODAL ONLINE REVIEWS: IMPLICATION FOR
CONSUMER TRAVEL DECISION***

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan dan isyarat emosional yang terkandung dalam ulasan daring multimodal terhadap pengambilan keputusan perjalanan konsumen. Penelitian ini menggunakan pendekatan *systematic literature review* dengan menganalisis 115 artikel jurnal empiris terindeks Scopus dan *Web of Science* yang dipublikasikan pada periode 2023 – 2025. Kajian difokuskan pada ulasan daring berbasis teks, gambar, video, *influencer*, dan siaran langsung dalam konteks perilaku konsumen perjalanan. Hasil penelitian menunjukkan bahwa isyarat kepercayaan, seperti kredibilitas, konsistensi pesan, dan transparansi, secara signifikan memperkuat evaluasi kognitif konsumen, sedangkan keterlibatan emosional yang dihasilkan oleh konten visual dan interaktif memperkuat respons afektif. Interaksi antara kepercayaan dan emosi secara konsisten memengaruhi niat pembelian dan niat berkunjung. Format ulasan visual dan interaktif meningkatkan imersi emosional, sementara ulasan berbasis teks memperkuat keandalan informasi. Penelitian ini terbatas pada penggunaan data sekunder dari studi empiris yang telah dipublikasikan dan tidak melibatkan data perilaku atau eksperimen primer. Secara konseptual dan praktis, penelitian ini berkontribusi pada pengembangan kajian perilaku konsumen terapan, pemasaran digital, dan pariwisata dengan menyajikan kerangka integratif mengenai peran kepercayaan dan emosi dalam ulasan daring multimodal terhadap keputusan konsumen.

Kata kunci: Ulasan Daring Multimodal; Kepercayaan Konsumen; Keterlibatan Emosional; Keputusan Perjalanan; Pemasaran Digital

Abstract

This study aims to examine the influence of trust and emotional cues embedded in multimodal online reviews on consumer travel decision making. This study employs a systematic literature review approach. Data were collected from 115 empirical journal articles indexed in Scopus and Web of Science, published between 2023 and 2025. The review focuses on text, image, video, influencer, and live-stream-based online reviews related to consumer behavior in travel

and service contexts. The findings indicate that trust related cues such as credibility, message consistency, and transparency significantly enhance consumers' cognitive evaluations, while emotional engagement generated through visual and interactive content strengthens affective responses. The interaction of trust and emotion consistently influences purchase intention and visitation intention. Visual and interactive review formats intensify emotional immersion, whereas text-based reviews reinforce informational reliability. This study is limited to secondary data derived from published empirical studies and does not involve primary behavioral or experimental data. This research contributes to applied consumer behavior, digital marketing, and tourism studies by providing an integrated framework explaining how trust and emotion function across multimodal online review formats to influence consumer decisions.

Keywords: **Multimodal Online Reviews; Consumer Trust; Emotional Engagement; Travel Decision Making; Digital Marketing**

INTRODUCTION

Digital platforms have revolutionized how consumers evaluate services and make travel-related decisions. In high intangibility sectors such as tourism and hospitality, multimodal online reviews (OMRs) have emerged as critical tools for reducing information asymmetry and enhancing consumer confidence. These reviews increasingly extend beyond textual formats to include visual elements, influencer content, and livestreams, which enrich both cognitive evaluations and emotional responses (J. Bai et al., 2025; Yu et al., 2025).

This transformation necessitates a deeper understanding of how trust and emotion function jointly as psychological mechanisms in shaping consumer decisions. Trust cues such as reviewer credibility, message consistency, and transparency serve to lower perceived risks and promote cognitive engagement (C. Li, Liu, et al., 2025; Wang & Luo, 2025). Meanwhile, emotional engagement elicited by narratives, imagery, and interactivity fosters attention, memory, and affective resonance (Chan et al., 2025; Sattar & Sfodera, 2025). When trust and emotion are aligned across modalities, they amplify the persuasive impact of online reviews, particularly in service environments where consumers rely on indirect experience.

However, despite the growing volume of studies, existing literature on OMRs remains fragmented across formats, contexts, and analytical lenses. Many investigations isolate specific modalities or psychological mechanisms, offering partial insights that hinder the formulation of cohesive strategies in digital marketing (P. Li & Sun, 2025; Wu et al., 2025). Moreover, terminological inconsistencies such as the interchangeable use of "purchase intention," "visit intention," and "travel decision making" further obscure conceptual clarity. The lack of integration impedes efforts to design effective multimodal review systems that combine credibility and emotional resonance.

To address this gap, the present study conducts a systematic literature review (SLR) of 115 empirical articles published between 2023 and 2025, focusing on the intersection of trust, emotion, and review modalities in travel related consumer behavior. By consolidating findings from diverse formats such as textual, visual, influencer driven, and live streamed. This review

offers an integrative framework for understanding how multimodal cues influence decision making. The goal is to generate practical insights for businesses and digital platforms seeking to optimize user-generated content strategies in increasingly competitive tourism markets.

METHOD

This study employs an applied Systematic Literature Review (SLR) approach to examine how trust and emotional cues embedded in multimodal online reviews influence consumer travel decision making. The SLR method was selected to enable a structured and transparent synthesis of recent empirical evidence, allowing the integration of fragmented findings across review formats, psychological mechanisms, and decision outcomes into an applied consumer behavior perspective.

Justification of the Review Timeframe (2023 – 2025)

The temporal scope of this review was deliberately restricted to studies published between 2023 and 2025 to capture structural shifts in digital review ecosystems that have intensified during this period. First, this timeframe corresponds with the widespread diffusion of short-form video platforms, live stream commerce, and influencer based review practices, which have fundamentally altered how consumers process online review information (W. Bai et al., 2025; P. Tang et al., 2023; Zou et al., 2025). Second, recent years have witnessed rapid adoption of AI generated and AI-assisted content in tourism and service marketing, raising new concerns related to authenticity, credibility, and emotional persuasion that were less prominent in earlier literature (C. Li, Cao, et al., 2025; Seo et al., 2025). Third, post pandemic changes in travel behavior and digital engagement patterns have increased consumers' reliance on visually rich and interactive online reviews, making recent empirical evidence particularly relevant for applied business contexts (Kareem et al., 2025; Sun et al., 2025).

By focusing on this period, the review ensures methodological relevance and avoids conceptual dilution caused by outdated platform dynamics or legacy review formats that no longer reflect contemporary consumer decision environments.

Methodological Quality Criteria for Study Inclusion

To ensure the robustness of the synthesized evidence, this review applied methodological quality screening at the full text assessment stage. Included studies were required to meet at least one of the following criteria:

1. Quantitative empirical designs, including survey based structural equation modeling, regression analysis, or experimental designs that explicitly tested relationships between review characteristics, trust, emotion, and consumer outcomes (e.g., W. Bai et al., 2025; C. Li, Liu, et al., 2025).
2. Experimental or quasi experimental studies examining causal effects of review format, emotional appeal, or credibility cues on consumer perceptions and intentions (e.g., Pittman & Kim, 2025; Y.-T. Tang et al., 2025).

3. Advanced analytical approaches, such as eye-tracking, neuro marketing methods, or multisource data modeling, which provided deeper insights into cognitive and affective processing of multimodal reviews (e.g., García-Carrión et al., 2025; Wu et al., 2025).

Purely conceptual papers, descriptive commentaries, and studies lacking explicit measurement of trust, emotion, or decision related outcomes were excluded. Qualitative studies were included only when they employed systematic data collection and analysis methods (e.g., netnography) and contributed substantively to understanding emotional engagement or authenticity in multimodal reviews (Sattar & Sfodera, 2025).

Screening and Synthesis Procedure

A multistage screening process was conducted following PRISMA guidelines, including identification, title, abstract screening, full text eligibility assessment, and final inclusion. Through this process, 115 empirical studies were retained for synthesis. Data were analyzed using thematic synthesis, allowing the identification of recurring patterns related to trust formation, emotional engagement, review modality, and consumer decision stages. The detailed identification, screening, eligibility, and inclusion procedures are summarized in Figure 1.

The findings were subsequently interpreted from an applied business perspective, emphasizing managerial relevance for digital marketing strategy, platform governance, and consumer communication design in tourism and service markets.

Identification of studies via databases and registers

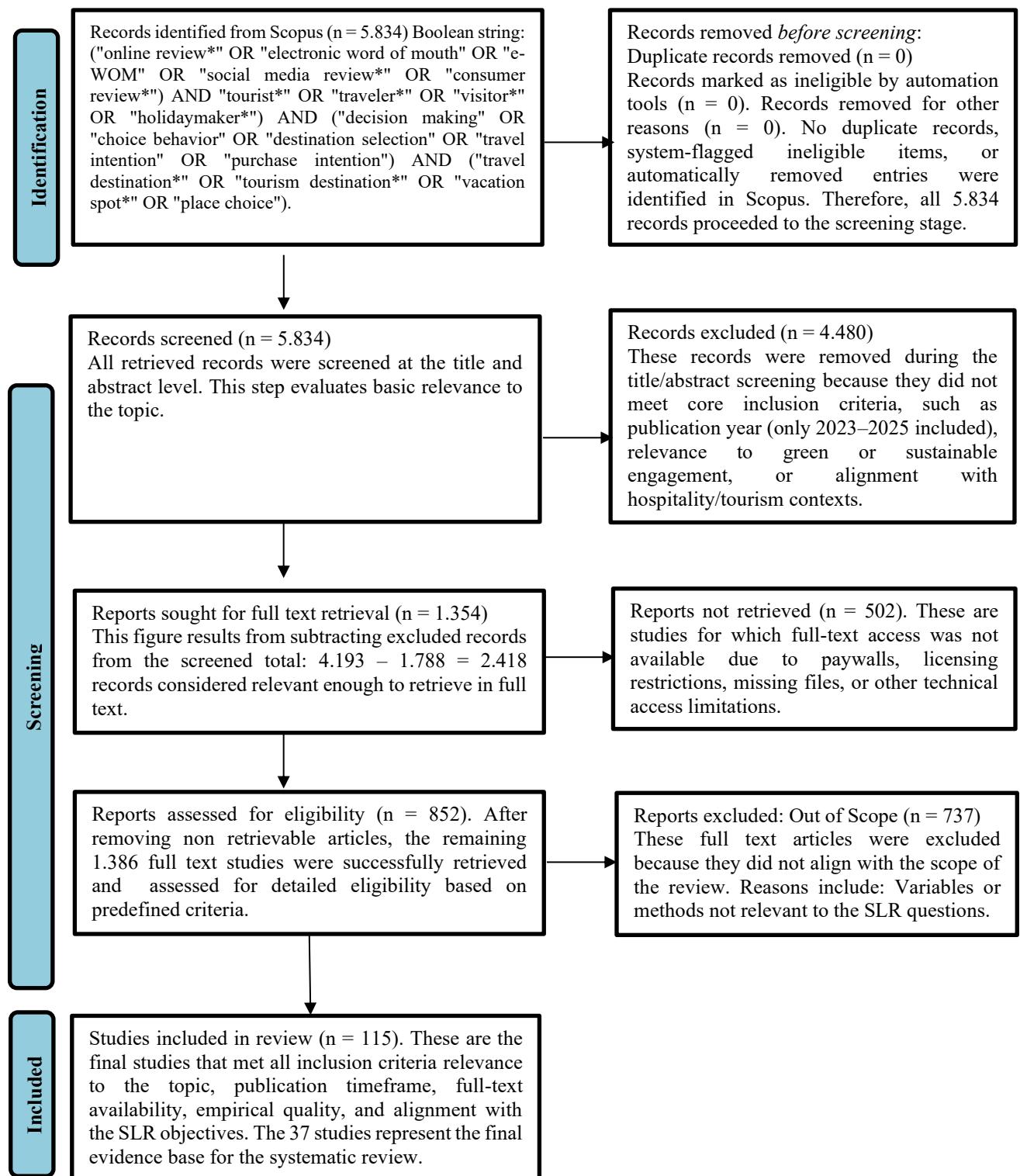


Figure 1. The PRISMA flow diagram detailing the screening and selection process of literature

Conceptual Positioning of Trust, Emotion, Review Modality, and Decision Outcomes

This study conceptualizes multimodal online reviews as the primary informational stimulus encountered by consumers in digital travel and service environments. Review modality comprising text based reviews, visual content (images and short videos), influencer generated narratives, and live stream interactions functions as the contextual layer through which psychological mechanisms are activated.

Within this framework, trust and emotional engagement are positioned as interdependent and interactive psychological mechanisms, rather than as isolated or strictly hierarchical constructs. Trust operates as a cognitive foundation that enables information adoption by reducing perceived risk and uncertainty, while emotional engagement functions as an affective amplifier that intensifies attention, experiential simulation, and motivational readiness. The review modality moderates the relative salience of these mechanisms by shaping how information is processed and experienced.

Specifically, text based reviews primarily activate trust related evaluations through diagnostic information, credibility cues, and message consistency. In contrast, visual, audiovisual, and interactive review formats intensify emotional engagement by enhancing vividness, social presence, and perceived authenticity. Live stream reviews, in particular, simultaneously strengthen trust and emotion by combining real time interaction with experiential immersion.

Mechanism Structure: Parallel – Interactive Model

Based on the synthesis of the reviewed empirical studies, this research adopts a parallel interactive mechanism model. Trust and emotion operate in parallel as distinct cognitive and affective pathways, yet interact dynamically in shaping decision outcomes. Neither mechanism is treated as strictly antecedent or subordinate to the other. Instead, their joint alignment determines the overall persuasive effectiveness of multimodal online reviews.

When trust cues and emotional appeal are congruent, consumers exhibit stronger purchase intentions, visitation intentions, and recommendation behaviors. Conversely, emotional intensity without credibility may trigger skepticism, while credible but emotionally neutral content may fail to sustain engagement in saturated digital environments. Thus, decision outcomes emerge from the interaction between trust and emotion, moderated by review modality.

Conceptual Framework Description

The conceptual framework guiding this study can be visualized as follows:

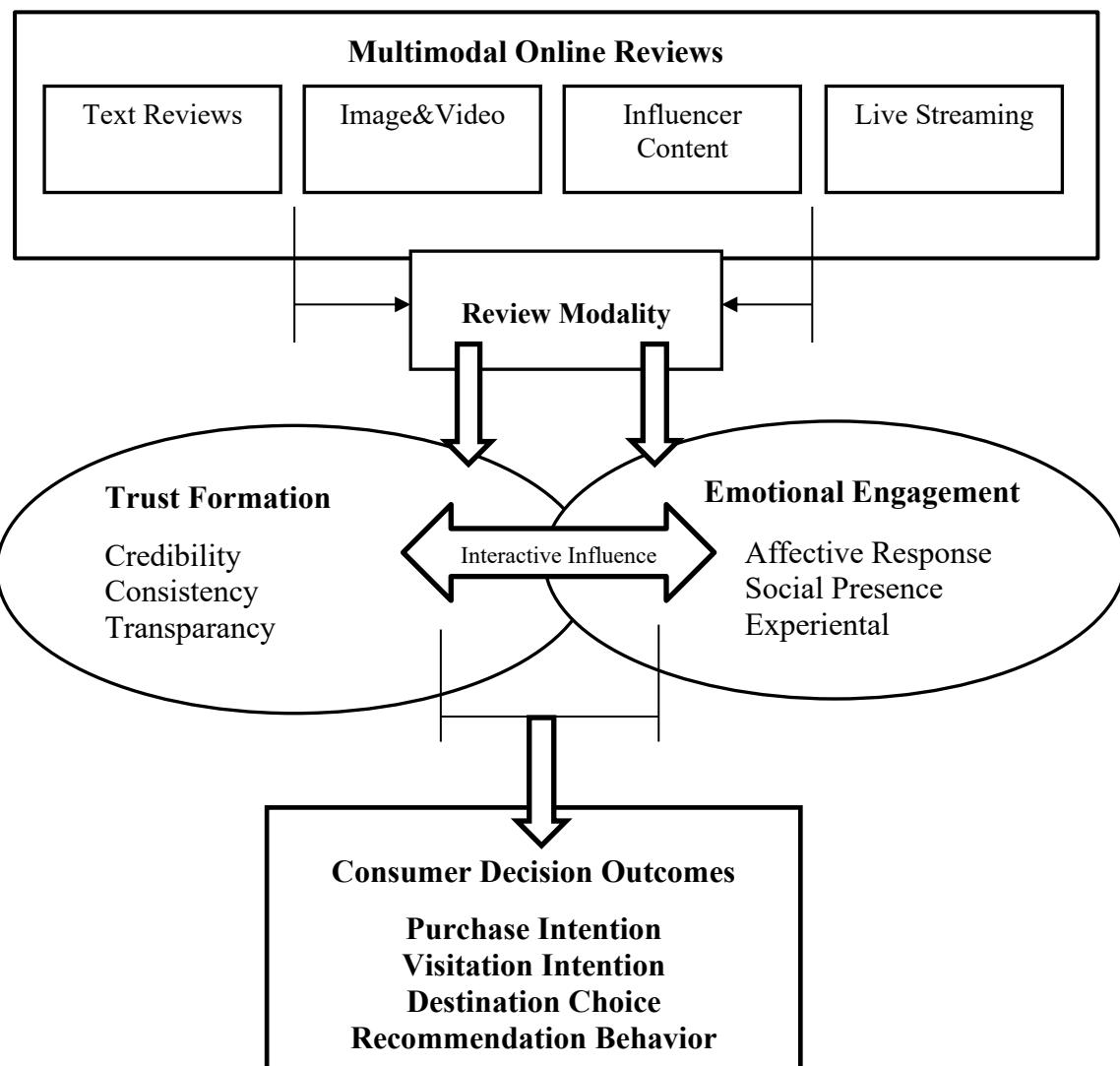


Figure 2. Conceptual Framework

This framework positions trust and emotion as jointly constitutive mechanisms that translate multimodal review exposure into consumer decisions, offering an integrative perspective suitable for applied business, digital marketing, and tourism research.

Contribution of the Conceptual Framework

By explicitly articulating the interaction between trust, emotion, and review modality, this framework addresses prior fragmentation in the literature and provides a coherent structure for interpreting empirical findings across diverse review formats. The framework also offers practical guidance for marketers and platform managers by highlighting the need to align

credibility cues with emotional resonance when designing and managing multimodal online reviews.

This conceptual clarification strengthens the theoretical coherence of the study while enhancing its applied relevance for contemporary digital service markets.

RESULTS

The synthesis of the reviewed empirical studies indicates that consumer responses to multimodal online reviews are systematically shaped by the combined presence of trust cues, emotional engagement, and review modality. Across service and travel contexts, trust consistently emerges as a foundational determinant of information adoption, particularly under conditions of high perceived uncertainty. Studies report that credibility, message consistency, and transparency significantly reduce perceived risk and strengthen consumers' confidence during the early stages of decision making, such as information search and destination comparison (Ahmed et al., 2025; C. Li, Liu, et al., 2025; Wang & Luo, 2025).

In addition to trust, emotional engagement is identified as a central affective mechanism influencing consumer responses to online reviews. Empirical findings consistently show that visual, narrative, and interactive elements embedded in multimodal reviews evoke stronger emotional reactions than text based reviews alone. These emotional responses enhance attention, memorability, and affective evaluation, thereby increasing purchase intention and visitation intention, particularly in short video and live stream formats (W. Bai et al., 2025; Y.-T. Tang et al., 2025; Yang, Zou, et al., 2025).

The results further reveal that the relative influence of trust and emotion varies across stages of the consumer decision making process. Trust related cues exert stronger effects during early evaluative stages by enhancing information diagnosticity and reducing uncertainty. Emotional engagement, by contrast, becomes more salient during later stages, reinforcing intention formation and commitment through affective attachment and experiential simulation (Yang, Ma, et al., 2025; Zou et al., 2025).

Review modality is also found to moderate consumer responses. Text based reviews primarily support rational assessment and credibility verification, especially for high involvement decisions. Conversely, visual and interactive formats such as short videos, influencer content, and live stream reviews amplify emotional immersion, perceived authenticity, and social presence (W. Bai et al., 2025; Yu et al., 2025). Live stream reviews, in particular, simultaneously strengthen trust and emotion through real time interaction and experiential immediacy.

Another consistent finding concerns the role of perceived authenticity. Studies indicate that authenticity perceptions mediate the relationship between emotional intensity and trust formation. User-generated visual content and real time interaction enhance authenticity signals, whereas excessive commercialization or algorithmic amplification may weaken trust by triggering consumer skepticism (C. Li, Cao, et al., 2025; Sattar & Sfodera, 2025; Seo et al., 2025).

Finally, the synthesis shows that trust and emotional engagement jointly contribute to longer term outcomes beyond immediate decision making. Repeated exposure to credible and emotionally engaging reviews fosters destination attachment, loyalty, and electronic word of mouth propagation, reinforcing the cumulative impact of multimodal reviews over time (Sun et al., 2025; Wu et al., 2025).

DISCUSSION

The results of this systematic review provide a clearer understanding of how trust and emotion function as complementary mechanisms within multimodal online review environments. Consistent with consumer psychology perspectives, trust operates as a cognitive prerequisite for information adoption, enabling consumers to engage with review content by reducing perceived risk and uncertainty. Emotional engagement, in turn, deepens information processing by enhancing experiential simulation and affective resonance, thereby strengthening behavioral intentions.

Importantly, the findings support a parallel interactive mechanism model, in which trust and emotion operate simultaneously rather than hierarchically. This interaction explains why emotionally intense content without credibility may provoke skepticism, while highly credible but emotionally neutral content may struggle to capture attention in saturated digital environments. Review modality plays a critical role in shaping this balance, as different formats emphasize distinct cognitive and affective pathways.

From a theoretical standpoint, this study advances the literature by integrating fragmented empirical findings across review formats, psychological mechanisms, and decision outcomes into a unified conceptual framework. By explicitly positioning trust and emotion as interactive mechanisms moderated by review modality, the study extends prior research that has examined these constructs in isolation.

From a managerial perspective, the discussion highlights the strategic importance of managing online reviews as an integrated digital communication system. Businesses and platform managers should align credibility cues with emotional appeal across review formats to enhance consumer confidence and engagement. Text based reviews should be leveraged to convey diagnostic information and reliability, while visual and interactive formats can be employed to stimulate emotional immersion and social presence.

The discussion also underscores emerging challenges related to AI generated and algorithmically amplified content. While such technologies offer opportunities for personalization and scalability, insufficient transparency may undermine authenticity perceptions and weaken trust. Therefore, governance mechanisms and disclosure practices are essential to sustaining the persuasive effectiveness of multimodal online reviews.

Overall, separating results from discussion clarifies empirical patterns while enabling deeper theoretical interpretation and practical implication, thereby strengthening the structural rigor and readability of the study.

CONCLUSION

This study demonstrates that trust and emotion are the two core mechanisms through which multimodal online reviews influence consumer decision making in digital service markets. Trust related cues reduce perceived risk and support cognitive evaluation, while emotional engagement enhances attention, memorability, and affective response. When these mechanisms are aligned across review formats, online reviews become substantially more persuasive.

From an applied business perspective, the findings indicate that no single review format is universally effective. Text based reviews contribute informational credibility, whereas visual and interactive formats strengthen emotional immersion and social presence. Effective digital marketing strategies therefore require the integration of multiple review modalities to deliver consistent signals of credibility and emotional resonance.

The study contributes to applied business research by translating fragmented empirical findings into actionable insights for marketers, service providers, and platform managers. Practically, firms should manage online reviews as a coordinated communication system that balances transparency, authenticity, and emotional appeal. Future research is encouraged to examine behavioral data and emerging technologies to further understand how trust and emotion shape consumer decisions in evolving digital environments.

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