

The Importance of Business Communication in Maintaining Consumer Trust in the Era of Disruption

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Abstrak

Era disrupsi, yang ditandai dengan kemajuan teknologi digital, telah mengubah cara bisnis berinteraksi dengan konsumennya. Untuk mempertahankan kepercayaan konsumen, bisnis harus menerapkan komunikasi bisnis yang efektif. Tujuan penelitian ini adalah untuk melihat seberapa penting komunikasi bisnis dalam mempertahankan kepercayaan konsumen di era disrupsi. Metode yang digunakan adalah pendekatan deskriptif kualitatif untuk melakukan penelitian literatur. Ini dilakukan dengan meninjau berbagai jurnal dan sumber ilmiah yang relevan. Hasil penelitian menunjukkan bahwa komunikasi bisnis yang transparan, responsif, dan konsisten dapat meningkatkan kepercayaan dan loyalitas konsumen. Media digital juga merupakan strategi penting untuk membangun hubungan yang lebih dekat dengan pelanggan. Oleh karena itu, untuk mempertahankan daya saing mereka dan mempertahankan kepercayaan pelanggan, perusahaan harus membuat strategi komunikasi yang responsif terhadap kemajuan teknologi.

Kata Kunci : *Komunikasi Bisnis, Kepercayaan Konsumen, Era Disrupsi.*

Abstract

The era of disruption, marked by advances in digital technology, has changed the way businesses interact with their consumers. To maintain consumer trust, businesses must implement effective business communication. The purpose of this study is to examine the importance of business communication in maintaining consumer trust in the era of disruption. The method used is a qualitative descriptive approach to conduct literature research. This was done by reviewing various relevant journals and scientific sources. The results show that transparent, responsive, and consistent business communication can increase consumer trust and loyalty. Digital media is also an important strategy for building closer relationships with customers. Therefore, to maintain their competitiveness and maintain customer trust, companies must create communication strategies that are responsive to technological advances.

Keyword : *Business Communication, Consumer Trust, Era of Disruption.*

Introduction

Various aspects of human life, including the business world, have been transformed by advances in information and communication technology. Businesses must adapt to new ways of doing things with the emergence of the internet, social media, and various digital platforms. The era of disruption is a time when technology has the ability to transform conventional businesses into more sophisticated and efficient ones. These changes impact company operations and how companies interact with their customers. Therefore, for companies to survive and compete amidst rapid change, business communication is a crucial component that must be considered. (Bahri et al., 2023)

Consumer behavior in seeking information and making transactions has changed due to the era of disruption. Consumers can easily access information about goods and services via the internet before making purchasing decisions. Simply by using digital devices, they can compare prices, read reviews, and learn about the experiences of other consumers (Nurana, et.al, 2025). Consumers have become more critical and selective when choosing products because of this situation. Therefore, to meet consumers' information needs and build relationships with them, businesses must provide clear, accurate, and easy-to-understand information.

Consumer trust is crucial for companies amidst increasingly fierce business competition. Consumers who have high trust in a business believe they can deliver the products and services they expect (Aravik, et.al, 2021). Consumers with high trust are more likely to make repeat purchases and recommend the company to others. Conversely, a loss of trust can cause consumers to switch to other companies. Therefore, one of the primary goals every company must achieve is maintaining consumer trust. (Agung & Minangkabawi, 2024)

Business communication is crucial for building and maintaining consumer trust. Companies can convey information about products, services, and policies clearly and transparently through effective communication. Effective communication can also help companies understand customers' needs and expectations. Furthermore, business communication allows companies to build closer relationships with customers. When customers feel cared for and adequately informed, they will have greater trust in the

company. (Arifin, 2023, Awaludin & Aravik, 2025)

The development of digital media provides businesses with numerous opportunities to improve communication with customers. Digital media, such as Instagram, Facebook, TikTok, and company websites, enable the rapid and widespread dissemination of information (Sari, et.al, 2025). Furthermore, companies can receive direct feedback from customers, enabling them to understand customer needs and improve their services. By using the right digital media, businesses can build stronger relationships with customers. (Pamungkas et al., 2024)

While the digital era offers many opportunities, it also presents numerous challenges in business communication. Miscommunication can have a significant impact on a company's reputation because information spreads rapidly on social media. Customer complaints that are not handled properly can impact public perception of the company. Therefore, companies must maintain consistency in information, provide prompt responses, and be clear in every communication.

Studies show that consumer trust levels increase with effective business communication. Companies that provide information honestly, openly, and responsively tend to receive better customer reviews. In addition to increasing trust, good communication can also increase customer satisfaction and loyalty. Therefore, business communication is not only useful for conveying information but is also crucial for building long-term relationships with customers.

Thus, it is clear that business communication is crucial for maintaining consumer trust in an era of disruption. Businesses must continuously improve the quality of their communication due to changes in technology and consumer behavior. Clear, transparent, and responsive communication can help companies build a positive image and maintain customer loyalty. Therefore, to face business challenges in today's digital

era, it is important to consider the importance of business communication in maintaining consumer trust.

Research Method

This research employed a literature review with a qualitative descriptive approach. The data used were secondary data obtained from journals, scientific articles, and other sources related to business communication, consumer trust, and the era of disruption. Data collection techniques involved gathering and reviewing various references relevant to the research topic. Furthermore, the data was analyzed using content analysis to understand the role of business communication in maintaining consumer trust in the era of disruption. This method was chosen because it provides a clear picture of the importance of business communication based on previously published research and literature.

Results and Discussion

1. Business Communication in the Era of Disruption

To achieve specific goals, companies convey information to business partners, consumers, and other stakeholders through business communication. Due to the rapid development of digital technology in the era of disruption, business communication has undergone significant changes. Companies no longer rely solely on face-to-face communication, but also utilize various digital media to convey information to consumers (Aulia & Aravik, 2025). These changes increase speed, convenience, and the ability to reach a wider audience. Therefore, to remain competitive and adapt to changing times, business communication has become a crucial element that companies must pay attention to. (Beralldy & Muhammadiyah, 2023)

The development of digital technology has changed the way businesses communicate with customers. Businesses can interact directly with customers without the constraints of time and place thanks to the existence of instant messaging applications, marketplaces, social media, and websites. Companies can use these media to disseminate information about products, services, and promotions. Furthermore, customers can more easily provide criticism, suggestions, and feedback. This allows for

more active two-way communication than with conventional communication methods. Therefore, digital technology provides businesses with the opportunity to connect more closely with customers. (Aprilia et al., 2023)

Consumer information-seeking behavior has also changed during the era of disruption. Before making a purchase, customers typically seek information through the internet and social media (Aji, et.al, 2026). They compare products, read user reviews, and consider a company's reputation. With this shift in behavior, organizations must be more proactive in providing accurate and accessible information. Businesses can help meet customers' information needs and increase consumer trust through effective business communications. Therefore, a company's communication strategy must adapt to technological advances and current customer needs.

Business communications are crucial for building a company's image and reputation, as well as serving as a means of conveying information. Inaccurate or misleading information can lead to consumer distrust and damage a company's reputation (Rafli, et.al, 2025). Conversely, information delivered clearly, consistently, and transparently can build consumer trust in a company. In the internet age, public opinion can easily influence a business's image. Therefore, to maintain customer trust, companies must maintain the quality of their communications.

Thus, it is clear that business communications are crucial for navigating the era of disruption. Companies must be able to maximize digital technology to better interact with consumers. Good communication not only helps companies convey information but also strengthens relationships with customers and increases trust. Companies that are able to adapt and respond to technological developments will more easily adapt to changes in the business environment and remain competitive amidst technological advancements. (Mia Nurmiara, 2023).

2. The Role of Business Communication in Maintaining Consumer Trust

A company's success depends heavily on consumer trust. Consumers in the era of disruption have greater access to a wide variety of information, making them more discerning in choosing goods and services. Therefore, to ensure customers feel confident in the information provided, businesses must communicate openly, honestly, and transparently. Effective communication can help reduce customer doubts and increase their confidence in the company. Therefore, business communication is an important way to grow and maintain consumer trust. (Hutajulu et al., 2024). Business communication helps companies connect with customers and build trust. Companies can understand customer needs, expectations, and feedback through active communication. A well-established relationship will make customers feel valued and cared for. Customer trust tends to increase when companies can respond to customer questions and complaints quickly and appropriately. This shows that effective communication can strengthen long-term relationships between companies and consumers. (Bagus et al., 2023)

Social media is an effective business communication tool for maintaining customer trust because it allows businesses to interact directly with customers and convey information quickly and widely. Consistent and easy-to-understand information can also enhance a company's positive image in the eyes of customers. Effective business communication influences customer loyalty (Safitri & Aravik, 2025). Consumers who trust a company are more likely to make repeat purchases and recommend their products to others. Conversely, misunderstandings can arise due to poor communication, which can erode customer trust. Therefore, organizations must ensure they communicate effectively through accurate information, responsive service, and ongoing interaction. In this way, businesses can maintain long-term consumer loyalty. (Setiawan Fau, 2024)

Business communication is crucial for maintaining consumer trust in an era of disruption. Companies can build strong relationships with customers by using transparent, responsive, and customer-focused communication. The trust built through good communication not only increases customer satisfaction but is also a vital asset for

companies to remain competitive and survive in the market.

3. Challenges of Business Communication in the Era of Disruption

Due to the era of disruption, companies face many challenges in business communication. Businesses must be able to convey messages accurately because developments in digital technology accelerate the flow of information. Even small errors can spread through social media and affect public perception of the company. Therefore, companies must be more careful in managing their communications to avoid misunderstandings that could harm the company's reputation. (Saputra et al., 2025)

Changing consumer characteristics, especially among the younger generation who use digital media more frequently, pose a major challenge. Modern consumers tend to want information that is fast, concise, and easy to understand. They also expect companies to respond to their questions and complaints quickly. If a business cannot meet customer expectations, customers may switch to competitors who are perceived as friendlier and more responsive. (Yulianti Fajar, 2023)

Increasing business competition in the digital world is another challenge. More and more businesses are using digital platforms and social media to communicate with their customers, meaning they must compete to provide quality products and services. If companies fail to establish engaging and consistent communication, they will struggle to maintain customer attention and trust. (Nurmiarani et al., 2023). Furthermore, negative opinions spread through digital media threaten companies. If customer issues are not handled effectively, they can become public knowledge and impact the company's reputation. Therefore, to maintain reputation and consumer trust, companies must use responsive, honest, and problem-solving communication methods.

Businesses must continuously adapt to technological advances and changes in consumer behavior due to these issues. To maintain customer trust and increase competitiveness in the era of disruption, effective communication is crucial. Companies can leverage challenges to build stronger relationships with customers through effective communication.

4. Effective Business Communication Strategy

Companies must develop communication strategies that adapt to technological advances and consumer behavior in the era of disruption. Utilizing various online platforms to interact with clients is one approach. Proper use of digital technology can help businesses improve communication and build better relationships with customers. Applications such as instant messaging, social media, and websites enable companies to convey information quickly and reach more customers. (Fadillah, 2024)

Companies must communicate clearly and consistently in addition to utilizing digital technology (Andini & Aravik, 2026). Honesty is key to maintaining a company's reputation because transparency in conveying information can enhance a company's credibility and strengthen customer trust. In the digital age, consumers can more easily verify information, so information must be accurate. (Milah & Shihabudin, 2025)

Increasing consumer interaction and engagement is the next strategy. Companies must provide opportunities for customers to submit criticism, questions, and suggestions through various available communication channels. Active interaction can help companies understand customer needs and build closer relationships with them. The more customer engagement a company has, the greater its chances of maintaining customer trust and loyalty. (Tawaqal et al., 2024)

Furthermore, companies must respond quickly to customer complaints and issues because this demonstrates their concern for their needs. Delays in responding to issues can lead to dissatisfaction and undermine customer trust. Therefore, companies must have a responsive communication system so that any issues can be resolved quickly and efficiently.

An effective business communication strategy must prioritize the use of digital technology, information transparency, customer engagement, and responsiveness to

consumer needs. Implementing such a strategy can help businesses build strong relationships with customers and maintain customer trust in an increasingly changing business environment.

Conclusion

The discussion concludes that business communication is crucial for maintaining customer trust in the era of disruption. With the advancement of digital technology, the way businesses interact with customers has changed, necessitating faster, more transparent, and more responsive communication. Through effective communication, businesses can convey information clearly, build strong relationships with customers, and enhance their reputation and image.

Furthermore, the use of digital media is a crucial approach to supporting business communication in today's era. Businesses that can manage communication effectively will more easily gain customer trust and loyalty. Conversely, ineffective communication can lead to misunderstandings and undermine customer trust.

Therefore, companies must continue to keep up with technological advances and utilize effective communication methods to maintain consumer trust and increase their competitiveness amidst increasingly fierce business competition.

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