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FOOD VLOGGERS, DIGITAL MARKETING AND CULINARY PURCHASE SATISFACTION

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ABSTRACT

Rapid technological developments have changed the way businesses are run, with digital marketing through social media becoming increasingly important. In Indonesia, social media plays a big role in purchasing decisions, supported by the high number of users reaching 167 million in 2023. This study explores the impact of food vloggers, digital marketing, and customer trust on consumer buying interest and decisions at Becol Serangan Restaurant and Pan Kuncung Restaurant in Denpasar, Bali. With the Theory of Planned Behavior (TPB) approach, this study uses a sample of 96 respondents collected through an online survey. The results of the study show that food vloggers, digital marketing, and customer trust have a positive and significant influence on buying interest and purchase decisions. In addition, buying interest also mediates the influence of food vloggers and digital marketing on purchasing decisions. This shows that effective promotion through food vloggers and digital marketing, as well as high trust from customers, can increase consumer buying interest and purchasing decisions. The results of this study underscore the importance of the right marketing strategy and customer trust in influencing consumer behavior, especially in the culinary industry in Bali.

KEYWORDS *Food vloggers, Digital Marketing, Culinary Purchase Satisfaction.*

INTRODUCTION

Today, every industry is feeling the impact of the rapid advancement of technology. As a result, internet marketing has grown by leaps and bounds. In today's world, social media platforms are an integral part of our daily lives, whether to communicate, gather information, or make purchases. By 2023, 167 million people in Indonesia will be active on social media, according to data from https://dataindonesia.id. Around 60.4% of the total Indonesian population falls into this category. Every year, more and more people join various social networking platforms. Here's a graph of the number of social media users in Indonesia from 2015 to 2023 in more detail.

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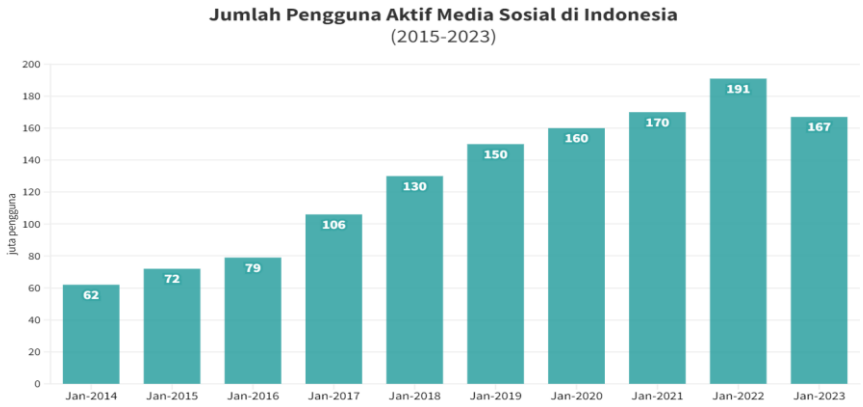

Figure 1. 1 Number of Active Social Media Users in Indonesia 2015-2023
Source: https://dataindonesia.id

The high number of social media users today is due to social media being a means to find information in various fields, such as economics, politics, law, social, and culture. Social media allows consumers to find the latest news quickly, making ecommerce the best way to reach clients and collect accurate data. One example of social media utilization in e-commerce is the use of food vloggers who promote food products through video reviews that include details of the restaurant's location, menu, atmosphere, taste, and price.

The phenomenon of food vloggers or content creators who focus on food content has become a popular trend among internet users. Food vloggers create videos about their eating experiences, explore culinary spots and provide detailed reviews. These videos often feature food with attractive layouts and tantalizing shots, which can generate instant buying interest among viewers.

Food vloggers act as culinary reviewers who influence consumers' perceptions of food or places to eat. Their reviews and recommendations can trigger purchase interest, especially if the vlogger has high trustworthiness and reputation. They also often incorporate lifestyle elements and culinary tendencies in their content, build emotional bonds with viewers, and interact through comments on social media, which can strengthen purchase intent.

Food vloggers have a significant impact on consumer interest and decisions in choosing where to eat. Through creative content, they influence culinary tastes and create a desire to try new culinary experiences. The trust built by food vloggers can guide consumers' decisions in choosing where to eat.

Consumer interest and decisions to buy food products are also influenced by digital marketing efforts. In the digital era, digital marketing has become a major force in influencing consumer buying interest and purchasing decisions. Digital strategies allow companies to segment and target with precision, deliver relevant messages, and create engaging experiences through multimedia content. Direct interaction with consumers on social media builds trust and influences purchase intent.

In addition to external influences, internal factors such as customer trust in the company's offerings also play a role in shaping purchase interest and decisions. Trust is the foundation of the relationship between consumers and brands, which grows from long-term relationships and consistency in product quality, service, and communication. Consumer reviews and recommendations from trusted sources, as

well as collaboration with influencers, can increase consumer trust and purchase intention.

Based on the results of previous research, the variables of food vloggers and digital marketing play an important role in the food industry by influencing customers' choices and arousing their interest in making purchases. However, these empirical results make it clear that the relationship model between these variables has weaknesses. So, the purpose of this study is to see how consumer interest and purchase decisions are influenced by food vloggers, digital marketing, and customer trust.

The review of previous research relevant to this research summarizes several studies that show the influence of various variables on consumer purchasing decisions. Atmaja et al. (2022) found that experiential marketing, electronic service quality, and electronic word of mouth have a positive and significant effect on purchasing decisions in Lazada e-commerce in Denpasar City. Anggraini and Hwa (2022) show that digital food influencers can generate customer buying interest through effective product reviews. Masyithoh and Novitaningtyas (2021) revealed that digital marketing significantly influences Tokopedia consumers' purchase intention, with the website as the most significant indicator. Warpindyastuti et al. (2022) state that word of mouth has a positive and significant influence on purchase intention for Scarlett Whitening products. Caniago and Rustanto (2022) found that service quality has a significant effect on consumer buying interest in MSMEs in Jakarta, with an effect of 55.3%. Lestari and Novitaningtyas (2021) show that product variety and service quality positively influence customer repurchase intentions at Coffeeville-Oishi Pan Magelang, although service quality is not significant. These studies underscore the importance of various factors in influencing consumer interest and purchasing decisions, which are relevant to the focus of this research.

Based on the background described, this study formulates several problems, namely the effect of food vloggers, digital marketing, and customer trust on purchase intention and consumer purchasing decisions. In addition, this study also examines whether consumer buying interest mediates the influence of food vloggers and digital marketing on purchasing decisions. The purpose of this study is to analyze these relationships and understand the role of consumer purchase intention as a mediator. This research is significant because it can add to the evidence supporting the planned behavior hypothesis, help businesses understand customer behavior, and explain why certain actions are taken by consumers in reaction to certain stimuli.

Hypothesis

Based on the above framework, the hypothesis can be formed as follows:

H1 : ***Food Vloggers*** **have a positive and significant effect on consumer buying interest**

H2 : ***Digital marketing*** **has a positive and significant effect on consumer buying interest**

H3: Customer trust has a positive and significant effect on consumer buying interest

H4 : *Food Vloggers* have a positive and significant effect on purchasing decisions.
H5 : *Digital marketing* has a positive and significant effect on consumer buying interest
H6: Customer trust has a positive and significant effect on purchasing decisions
H7: Consumer buying interest has a positive and significant effect on purchasing decisions
H8 : Consumer buying interest can mediate the influence of *food vloggers* on purchasing decisions.
H9 : Consumer buying interest can mediate the effect of *digital marketing* on purchasing decisions.

RESEARCH METHODS

This research was conducted in three restaurant locations, namely Becol Serangan Restaurant, Sambel Becek Blayu Tabanan Restaurant, and Sate Marlin Bu Ribu Sengkidu Karangasem Restaurant. The population used in this study were consumers of the three restaurants. This population is important in determining the sample size that will be used in the study.

The sampling method used is convenience sampling, which is a non-probability sampling method. The sample was selected randomly and consisted of consumers who had and had not made a purchase. To determine the sample size, Cochran's formula was used which resulted in a minimum sample size of 96 respondents. This number is in the range of 95-190 samples determined based on the number of indicators in the study.

The data used in this study consisted of quantitative data measured or calculated directly and primary data obtained directly from respondents through questionnaires. The questionnaire uses a semantic differential scale with a score of 1 to 10 to measure respondents' opinions or answers.

The assessment instruments in this study include validity and reliability tests. The validity test is conducted to ensure the instrument can accurately measure variable data. Statements are considered valid if the relevance coefficient $r \geq 0.30$. The reliability test is conducted to measure the consistency of the variable, with a Cronbach's Alpha value of more than 0.6 considered reliable.

Data analysis was performed using Partial Least Square (PLS) to analyze the relationship between independent and dependent variables. PLS was chosen because it does not require the assumption of normal distribution and can be applied to any data scale. The PLS measurement model includes convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. The structural model is evaluated through the R-Square coefficient, Predictive relevance (Q2), and Goodness of Fit (GoF).

Path diagram is used to visualize the cause-and-effect relationship between exogenous and endogenous variables. PLS analysis helps assess the significant

influence between variables with the criterion of t-statistics >1.64 to declare a significant relationship.

RESULTS AND DISCUSSION

Profile of Research Respondents

Respondents who participated in this study were 96 (ninety-six) consumers of Becol Serangan Restaurant, and Pan Kuncung Sanur Restaurant. The profile of respondents who participated was mostly female, as many as 52 people or (54.2%). When viewed from age, most of them are 26-32 years old, as many as 48 (50%), the rest are 18-25 years old as many as 33 people (34.4%), 33-39 years old as many as 9 people (9.4%) and over 39 years old as many as 6 people (6.3%). Judging from the employment status, most of the respondents were already working, as many as 80 people (83.3%) and only 16 people (16.7%) were not working.

Model Testing

Testing the Measurement Model (Outer Model) Variable

The measurement model (outer model) is intended to determine the relationship between latent variables and indicators that form latent constructs. Measurement model testing is done through validity and reliability testing.

a. Construct Reliability Testing

Reliability test is conducted to prove the accuracy, consistency and accuracy of the instrument in measuring constructs (Ghozali & Latan, 2015). With regard to using Cornbach's alpha to test construct reliability, it will produce a lower value, so it is recommended to use composite reliability (Ghozali and Latan, 2015). The rule of thumb commonly used to assess construct reliability is that the composite reliability value must be greater than 0.7, for confirmatory research. Values between 0.6-0.7 are still acceptable for explanatory research. The rule of thumb commonly used to assess factor loading is that the value must be greater than 0.7. Excluded if the construct development stage and measurement scale or research instrument development, a loading value of 0.4-0.5 is considered sufficient. The results of the composite reliability test appear in Table 1.

Table 1. Construct Validity and Reliability Testing Results

Variable Name	Item Code / Indicator	Loading Factor	AVE	Composite Reliability (CR)	Cronbach's alpha
Food Vlogger (X1)	X1.1	0.702	0.565	0.710	0.713
	X1.2	0.726			
	X1.3	0.822			
Digital Marketing (X2)	X2.1	0.746	0.621	0.802	0.795
	X2.2	0.804			
	X2.3	0.859			
	X2.4	0.736			

Customer trust (X3)	X3.1	0.796	0.643	0.726	0.722
	X3.2	0.848			
	X3.3	0.758			
Purchase Intention (Y1)	Y1.1	0.771	0.596	0.775	0.774
	Y1.2	0.769			
	Y1.3	0.755			
	Y1.4	0.791			
Purchase decision (Y2)	Y2.1	0.724	0.601	0.835	0.834
	Y2.2	0.768			
	Y2.3	0.770			
	Y2.4	0.822			
	Y2.5	0.792			

Source: Appendix 4

Table 1 shows that the loading factor value of each indicator is greater than 0.7, so it can be said that the reliability of each indicator has been met and the Average Variance Extracted (AVE) value of each construct is greater than 0.5. Thus it can be concluded that the indicators used are able to measure constructs accurately. Table 4.2 also shows that the composite reliability (CR) and Cronbach's Alpha values of all constructs are greater than 0.7, thus the consistency and accuracy of the instrument in measuring the constructs of this study are proven.

b. Construct Validity Testing

Furthermore, construct validity testing is carried out by testing discriminant validity. Discriminant validity relates to the principle that measures (manifest variables) of different constructs should not be highly correlated. The method used to test discriminant validity in this study is to compare the square root of the AVE for each construct with the correlation value between constructs and models (Ghozali & Latan, 2015). Good discriminant validity is indicated by the square root of the AVE for each construct being greater than the correlation between constructs in the model. Table 2 shows the correlations among latent variables with square roots of average variances extracted (AVEs).

Table 2. Results of Discriminant Validity Testing Constructs

Construct	Food Vlogger	Customer Trust	Purchase Decision	Purchase Intention	Digital Marketing
Food Vlogger	**0.752**				
Customer Trust	0.716	**0.802**			
Purchase Decision	0.743	0.763	**0.776**		
Purchase Intention	0.697	0.698	0.745	**0.772**	
Digital Marketing	0.712	0.702	0.763	0.708	**0.788**

Source: Appendix 4

Table 2 shows that discriminant validity for the constructs of food vloggers, digital marketing, customer trust, purchase intention and purchase decisions has been fulfilled. This is evident from the AVE root value in the diagonal column (bolded value) purchase intention (Y1) = 0.772, purchase decision (Y2) 0.776, food

vlogger (X1) = 0.752, digital marketing (X2) = 0.788 and customer trust (X3) = 0.802 greater than the correlation between dimensions in the same column.

Inner Model Testing

Structural model analysis or inner model using SmartPLS follows Sholihin and Ratmono (2021) by using a step-wise approach in testing. Structural model testing consists of two stages, namely, the first stage of testing the structural model Purchase intention (Y1) mediates the influence of Food Vloggers (X1), digital marketing (X2) and customer trust (X3) on purchasing decisions (Y2). The second stage of testing the structural model of the direct effect of Food Vlogger (X1) on purchasing decisions (Y2), digital marketing planning (X2) on purchasing decisions (Y2) and customer trust (X3) on purchasing decisions (Y2).

a. Inner Model Testing Stage I

The first stage of structural model testing Purchase intention (Y1) mediates the influence of Food Vloggers (X1), Digital marketing (X2) and customer trust (X3) on purchasing decisions (Y2). Structural model testing is carried out using SmartPLS, the output results appear in Figure 1.

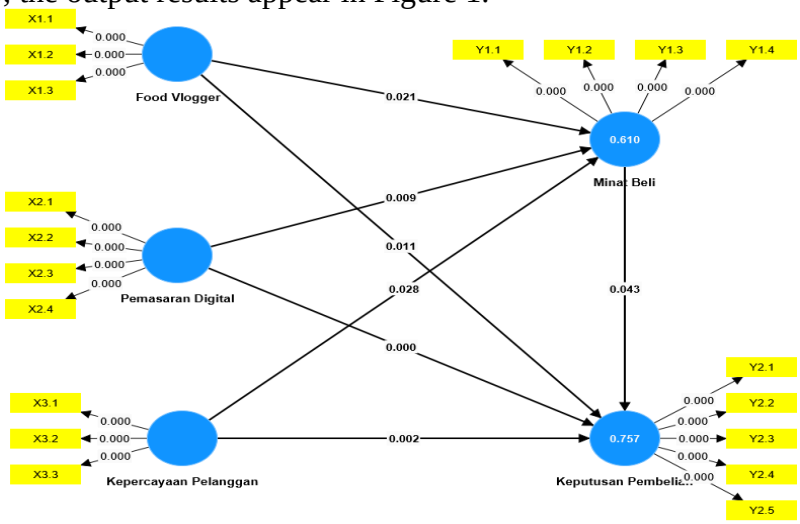

Figure 1. SmartPLS Output of Structural Model Testing Phase I
(Source: Appendix 5)

R-square shows what percentage of the variance of endogenous constructs can be explained by exogenous constructs or predictors. Next, look at the value of Q^2 predictive relevance or often called predictive sample reuse. Q^2 predictive relevance is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 3 presents the R-Square and Q-Squared values.

Table 3. R-Squared Value

Variables	R-Squared
Purchase intention	0,610
Purchase decision	0,757

Source: Appendix 5

Table 3 shows the R-square value of the purchase interest variable of 0.610 and the purchase decision variable of 0.757. The higher the R-square value, the greater the ability of the exogenous variables to be explained by the endogenous variables so that the better the structural equation. Apart from using R-square, the goodness of fit of the model is also measured using Q-Square predictive relevance for structural models, measuring how well the observed values are generated by the model and also the parameter estimates. A Q-square value > 0 indicates the model has predictive relevance; conversely, if the Q-Square value = 0 indicates the model lacks predictive relevance. Q-Square calculation is done with the formula:

$Q^2 = 1 - (1-R1^2) (1-R2)^2$

$= 1- (1- 0,610) (1- 0,757)$

$= 1- (0,390) (0,243)$

$= 1 - 0,0948$

$= 0,9052$

The results of the calculation of Q Square Predictive Relevance (Q^2) show a value of 0.9052, which means that the model shows good observation, where 90.52% of the relationship between variables can be explained by the model, while the rest (9.48%) is an error factor or other factors that are not included in the research model. Evaluation of the inner model as measured by Q Square Predictive Relevance (Q^2) above shows that the model formed by constructs that have a very good model category.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 4 presents the path coefficient of the direct effect of food vloggers, digital marketing and customer trust on purchase intention as well as the direct effect of food vloggers, digital marketing, customer trust and purchase intention on purchasing decisions.

Table 4 presents the coefficient values, t-statistic values and P-values as follows.

Table 4. Coefficient Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Food Vlogger -> Purchase Decision	0.227	2.539	0.011
Food Vlogger -> Purchase Intention	0.268	2.313	0.021
Customer Trust -> Purchase Decision	0.238	3.118	0.002
Customer Trust -> Purchase Intention	0.283	2.191	0.028
Purchase Intention -> Purchase Decision	0.184	2.024	0.043
Digital Marketing -> Purchase Decision	0.333	4.416	0.000
Digital Marketing -> Purchase Intention	0.318	2.612	0.009

Source: Appendix 5

Table 4 shows the relationship path as follows:

1. The effect of food vloggers on buying interest has a coefficient value of 0.268 with a p-value of 0.021 <0.05, this means that it is significant at 5%.
2. The effect of digital marketing on purchase intention has a coefficient value of 0.318 with a p-value of 0.009 <0.05, this means it is significant at 5%.
3. The effect of customer trust on purchase intention has a coefficient value of 0.283 with a p-value of 0.028 <0.05, this means it is significant at 5%.
4. The effect of food vloggers on purchasing decisions has a coefficient value of 0.227 with a p-value of 0.011 <0.05, this means that it is significant at 5%.
5. The effect of digital marketing on purchasing decisions has a coefficient value of 0.333 with a p-value of 0.000> 0.05, this means that it is significant at 5%.
6. The effect of customer trust on purchasing decisions has a coefficient value of 0.238 with a p-value of 0.002 <0.05. this means significant at 5%.
7. The effect of buying interest on purchasing decisions has a coefficient value of 0.184 with a p-value of 0.043 <0.05, this means that it is significant at 5%.

b. Inner Model Testing Phase II

1) The Effect of Food Vloggers on Purchasing Decisions Through Purchase Intention

The second stage of structural model testing is carried out to test the direct effect of Food Vloggers on purchasing decisions with purchase intention as mediation. Structural model analysis was carried out using SmartPLS, the output results appear in Figure 2.

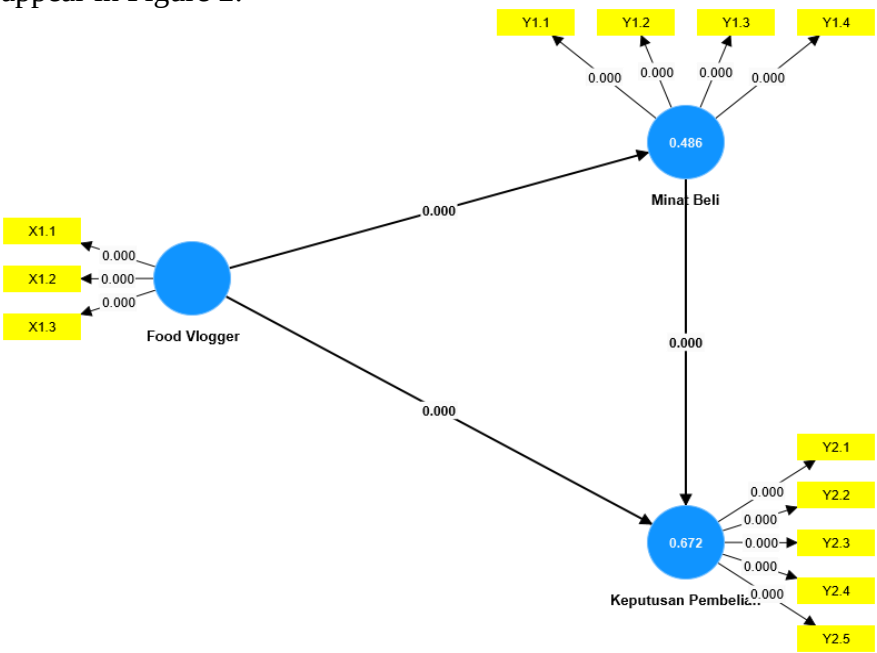

Figure 2. SmartPLS Output of Structural Model Testing Phase II
(Source: Appendix 6)

The structural model analysis follows Latan & Ghozali (2017) which begins by looking at the coefficient of determination using R-square which shows what percentage of the variance of endogenous constructs can be explained by exogenous constructs or predictors. [2]Furthermore, see the predictive relevance Q value or often called predictive sample reuse, which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 5 presents the R-Square and Q-Squared values.

Table 5. R-Squared Value

Variables	R Value [2]
(1)	(2)
Purchase intention	0,486
Purchase decision	0,872

(Source: Appendix 6)

Table 5 shows the R-square value of the purchase interest variable of 0.486 and the purchase decision variable of 0.872. The higher the R-square value, the greater the ability of the exogenous variables to be explained by the endogenous variables so that the better the structural equation. Apart from using R-square, the goodness of fit of the model is also measured using Q-Square predictive relevance for structural models, measuring how well the observed values are generated by the model and also the parameter estimates. A Q-square value > 0 indicates the model has predictive relevance; conversely, if the Q-Square value = 0 indicates the model lacks predictive relevance. Q-Square calculation is done with the formula:

Q^2 = 1 - (1-$R1^2$) (1-R2)^2

= 1- (1- 0,486) (1- 0,672)

= 1- (0,514) (0,328)

= 1 - 0,169

= 0,831

The results of the calculation of Q Square Predictive Relevance (Q^2) show a value of 0.831, which means that the model shows good observation, where 83.1% of the relationship between variables can be explained by the model, while the rest (16.9%) is an error factor or other factors that are not included in the research model. Evaluation of the inner model as measured by Q Square Predictive Relevance (Q^2) above shows that the model formed by constructs that have a very good model category.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the effect between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 6 presents the path coefficient of the direct influence of Food Vloggers on purchase intention and purchase decisions.

Table 6 presents the coefficient values, statistical t values and P values as follows.

Table 6. Coefficient Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value

Food Vlogger -> Purchase Decision	0.476	4.961	0.000
Food Vlogger -> Purchase Intention	0.697	13.030	0.000
Purchase Intention -> Purchase Decision	0.414	4.307	0.000

(Source: Appendix 6)

Table 6 shows the relationship path as follows:

1. The effect of food vloggers on buying interest has a coefficient value of 0.697 with a p-value of 0.000 <0.05, this means that it is significant at 5%.
2. The effect of food vloggers on purchasing decisions has a coefficient value of 0.476 with a p-value of 0.000 <0.05, this means that it is significant at 5%.
3. The effect of buying interest on purchasing decisions has a coefficient value of 0.414 with a p-value of 0.000 <0.05, this means that it is significant at 5%.

2) The Effect of Digital Marketing on Purchasing Decisions Through Purchase Intention

The second stage of structural model testing is carried out to test the direct effect of digital marketing on purchasing decisions with purchase intention as mediation. Structural model analysis was carried out using SmartPLS, the output results are shown in Figure 3.

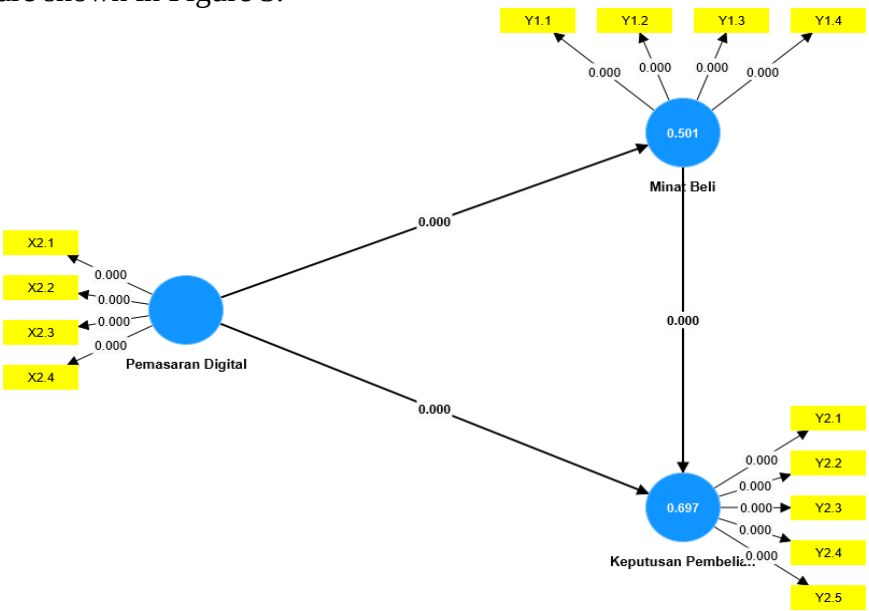

Figure 3. SmartPLS Output of Structural Model Testing Phase II
(Source: Appendix 6)

The structural model analysis follows Latan & Ghozali (2017) which begins by looking at the coefficient of determination using R-square which shows what

percentage of the variance of endogenous constructs can be explained by exogenous constructs or predictors. [2]Furthermore, see the predictive relevance Q value or often called predictive sample reuse, which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 7 presents the R-Square and Q-Squared values.

Table 7. R-Squared Value

Variables	R Value [2]
Purchase intention	0,501
Purchase decision	0,697

(Source: Appendix 6)

Table 7 shows the R-square value of the purchase interest variable of 0.501 and the purchase decision variable of 0.697. The higher the R-square value, the greater the ability of the exogenous variables to be explained by the endogenous variables so that the better the structural equation. Apart from using R-square, the goodness of fit of the model is also measured using Q-Square predictive relevance for structural models, measuring how well the observed values are generated by the model and also the parameter estimates. A Q-square value > 0 indicates the model has predictive relevance; conversely, if the Q-Square value = 0 indicates the model lacks predictive relevance. Q-Square calculation is done with the formula:

Q^2 = 1 - (1-$R1^2$) (1-R2)^2
= 1- (1- 0,501) (1- 0,697)
= 1- (0,499) (0,303)
= 1 - 0,151
= 0,849

The results of the calculation of Q Square Predictive Relevance (Q^2) show a value of 0.849, which means that the model shows good observation, where 84.9% of the relationship between variables can be explained by the model, while the rest (15.1%) is an error factor or other factors that are not included in the research model. Evaluation of the inner model as measured by Q Square Predictive Relevance (Q^2) above shows that the model formed by constructs that have a very good model category.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 8 presents the path coefficient of the direct effect of Food Vloggers on purchase intention and purchase decisions.

Table 8 presents the coefficient values, statistical t values and P values as follows.

Table 8. Coefficient Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Purchase Intention -> Purchase Decision	0.369	4.566	0.000
Digital Marketing -> Purchase Decision	0.532	7.988	0.000

Digital Marketing -> Purchase Intention	0.708	13.727	0.000

(Source: Appendix 6)

Table 8 shows the relationship path as follows:

1. The effect of digital marketing on purchase intention has a coefficient value of 0.708 with a p-value of 0.000 <0.05, this means it is significant at 5%.
2. The effect of digital marketing on purchasing decisions has a coefficient value of 0.532 with a p-value of 0.000 <0.05, this means that it is significant at 5%.
3. The effect of buying interest on purchasing decisions has a coefficient value of 0.369 with a p-value of 0.000 <0.05, this means that it is significant at 5%.

3) The Effect of Customer Trust on Purchasing Decisions Through Purchase Intention

The second stage of structural model testing is carried out to test the direct effect of customer trust on purchasing decisions with purchase intention as mediation. Structural model analysis was carried out using SmartPLS, the output results are shown in Figure 4.4.

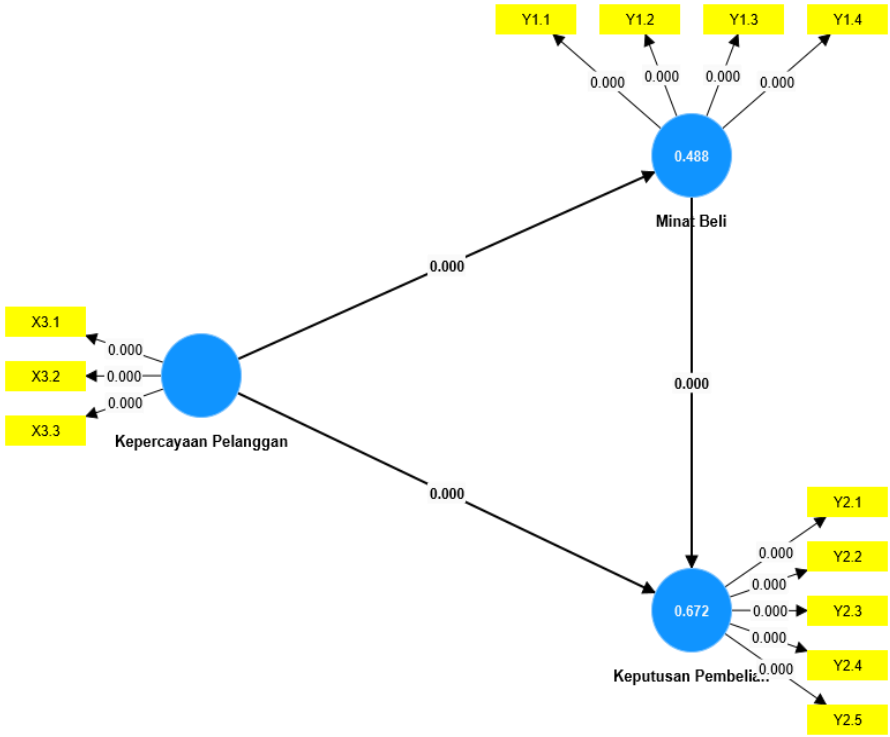

Figure 4. SmartPLS Output of Structural Model Testing Phase II
(Source: Appendix 6)

The structural model analysis follows Latan & Ghozali (2017) which begins by looking at the coefficient of determination using R-square which shows what percentage of the variance of endogenous constructs can be explained by exogenous

constructs or predictors. [2]Furthermore, see the predictive relevance Q value or often called predictive sample reuse, which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 9 presents the R-Square and Q-Squared values.

Table 9. R-Squared Value

Variables	R Value [2]
Purchase intention	0,488
Purchase decision	0,672

(Source: Appendix 6)

Table 9 shows the R-square value of the purchase interest variable of 0.488 and the purchase decision variable of 0.672. The higher the R-square value, the greater the ability of the exogenous variables to be explained by the endogenous variables so that the better the structural equation. Apart from using R-square, the goodness of fit of the model is also measured using Q-Square predictive relevance for structural models, measuring how well the observed values are generated by the model and also the parameter estimates. A Q-square value > 0 indicates the model has predictive relevance; conversely, if the Q-Square value = 0 indicates the model lacks predictive relevance. Q-Square calculation is done with the formula:

$Q^2 = 1 - (1-R1^2)(1-R2)^2$

$= 1- (1- 0,488) (1- 0,672)$

$= 1- (0,512) (0,328)$

$= 1 - 0,168$

$= 0,832$

The results of the calculation of Q Square Predictive Relevance (Q^2) show a value of 0.832, which means that the model shows good observation, where 83.2% of the relationship between variables can be explained by the model, while the rest (16.8%) is an error factor or other factors that are not included in the research model. Evaluation of the inner model as measured by Q Square Predictive Relevance (Q^2) above shows that the model formed by constructs that have a very good model category.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 10 presents the path coefficient of the direct effect of Food Vloggers on purchase intention and purchase decisions.

Table 10 presents the coefficient values, statistical t values and P values as follows.

Table 10. Coefficient Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Customer Trust -> Purchase Decision	0.477	6.209	0.000
Customer Trust -> Purchase Intention	0.698	11.281	0.000

Purchase Intention -> Purchase Decision	0.412	4.708	0.000

(Source: Appendix 6)

Table 10 shows the relationship path as follows:

1. The effect of customer trust on purchase intention has a coefficient value of 0.698 with a p-value of 0.000 <0.05, this means it is significant at 5%.
2. The effect of customer trust on purchasing decisions has a coefficient value of 0.477 with a p-value of 0.000 <0.05, this means that it is significant at 5%.
3. The effect of buying interest on purchasing decisions has a coefficient value of 0.412 with a p-value of 0.000 <0.05, this means that it is significant at 5%.

c. Inner Model Testing Phase III

1) Direct Effect of Food Vloggers on Purchasing Decisions

The third stage of testing the inner model is carried out to test the direct effect of food vloggers on purchasing decisions. Structural model or inner model analysis is carried out using SmartPLS. The SmartPLS output results of the relationship model are shown in Figure 4.5.

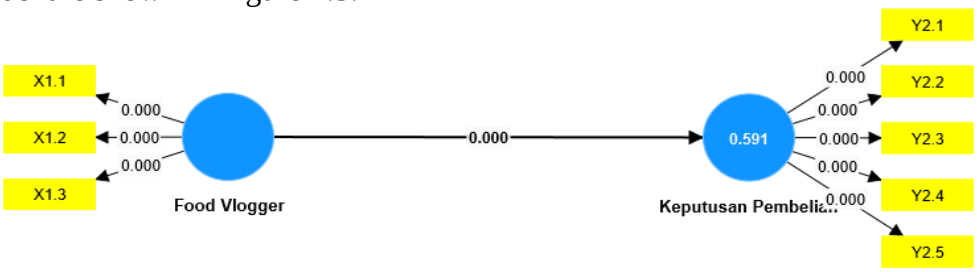

Figure 5. SmartPLS Output of Stage III Structural Model Testing
(Source: Appendix 7)

Analysis of the structural model or inner model, the direct effect of food vloggers on purchasing decisions, following the opinion of Latan & Ghozali (2017). The analysis begins by looking at the percentage of variance explained by the latent variable R-Square as the predictive power of the structural model. The R-Square value indicates the percentage of variance in exogenous variables that can be explained by the hypothesized endogenous variables. Furthermore, see the R-Squared value which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 11 presents the R-Square value.

Table 11. R-Squared Value

Variables	R Value ^{2}
Purchase decision	0,591

(Source: Appendix 7)

Table 11 shows that the R-Squared value (R^2) of the purchasing decision variable is 0.591 (59.1%). The value of R^2 purchasing decisions of 59.1% means that food vloggers are able to explain purchasing decisions by 59.1%.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the

hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 12 presents the path coefficient of the direct effect of food vloggers on purchasing decisions.

Table 12 presents the coefficient values, statistical t values and P values as follows.

Table 12. Coefficient
Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Food Vlogger -> Purchase Decision	0.769	16.571	0.000

(Source: Appendix 7)

Table 12 shows that the path of food vlogger influence on purchasing decisions has a coefficient value of 0.769 with a p-value of 0.000 <0.05, this means that it is significant at 5%.

2) The Direct Influence of Digital Marketing on Purchasing Decisions

The third stage of inner model testing is carried out to test the direct effect of digital marketing on purchasing decisions. Structural model or inner model analysis is performed using SmartPLS. The SmartPLS output results of the relationship model are shown in Figure 6.

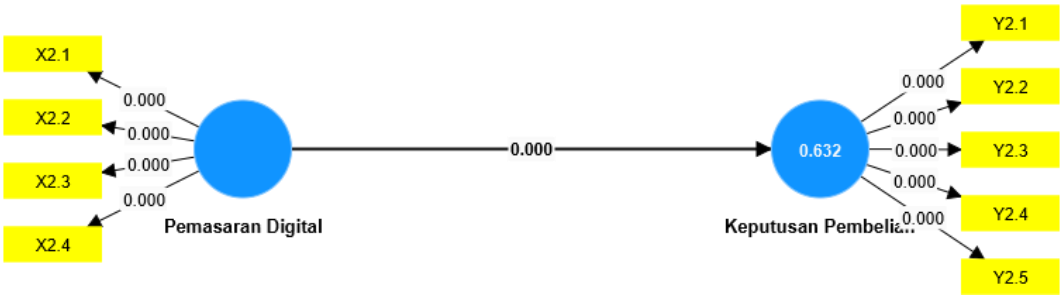

Figure 6. SmartPLS Output of Stage III Structural Model Testing
(Source: Appendix 7)

Analysis of the structural model or inner model, the direct effect of digital marketing on purchasing decisions, follows the opinion of Latan & Ghozali (2017). The analysis begins by looking at the percentage of variance explained by the latent variable R-Square as the predictive power of the structural model. The R-Square value shows the percentage of variance in exogenous variables that can be explained by the hypothesized endogenous variables. Furthermore, see the R-Squared value which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 13 presents the R-Square value.

Table 13. R-Squared Value

Variables	R Value ^{2}
Purchase decision (Y2)	0,632

(Source: Appendix 7)

Table 13 shows that the R-Squared value (R^2) of the purchasing decision variable is 0.632 (63.2%). The R value^2 of purchasing decisions is 63.2%, meaning that digital marketing is able to explain purchasing decisions by 63.2%.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 14 presents the path coefficient of the direct influence of Food Vloggers on purchasing decisions.

Table 14 presents the coefficient values, statistical t values and P values as follows.

Table 14. Coefficient
Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Digital Marketing -> Purchase Decision	0.795	25.335	0.000

(Source: Appendix 7)

Table 14 shows that the path of digital marketing influence on purchasing decisions has a coefficient value of 0.795 with a p-value of 0.000 <0.05, this means it is significant at 5%.

3) Direct Effect of Customer Trust on Purchasing Decisions

The third stage of inner model testing is carried out to test the direct effect of customer trust on purchasing decisions. Structural model or inner model analysis is carried out using SmartPLS. The SmartPLS output results of the relationship model are shown in Figure 7.

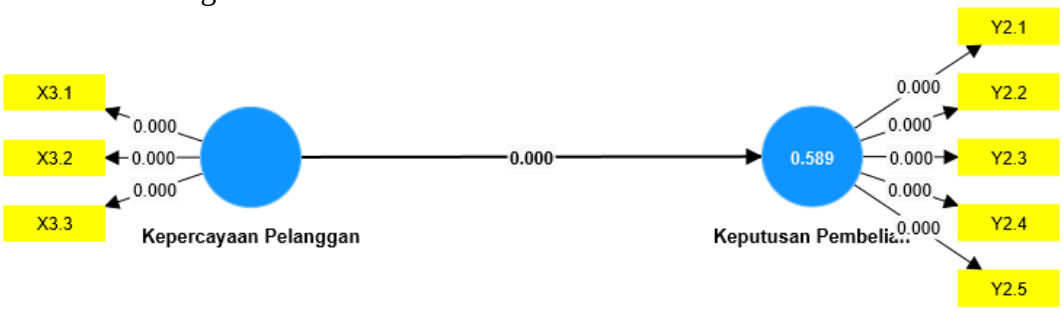

Figure 7. SmartPLS Output of Stage III Structural Model Testing
(Source: Appendix 7)

Analysis of the structural model or inner model, the direct effect of customer trust on purchasing decisions, follows the opinion of Latan & Ghozali (2017). The analysis begins by looking at the percentage of variance explained by the latent variable R-Square as the predictive power of the structural model. The R-Square value indicates the percentage of variance in exogenous variables that can be explained by the hypothesized endogenous variables. Furthermore, see the R-Squared value which is used to see the predictive validity or relevance of exogenous latent variables on endogenous variables. Table 15 presents the R-Square value.

Table 15. R-Squared Value

Variables	R Value [2]
Purchase decision	0,589

(Source: Appendix 7)

Table 15 shows that the R-Squared value (R^2) of the purchasing decision variable is 0.589 (58.9%). [2]The R value of the purchasing decision of 58.9% means that customer trust is able to explain purchasing decisions by 58.9%.

The last step in testing the structural model is to see the significance value of the "p" value. The aim is to determine the influence between variables based on the hypothesis being built. The significance value used is two-tailed, with a p-value of 0.05 (5% significance level). Table 16 presents the path coefficient of the direct influence of Food Vloggers on purchasing decisions.

Table 16 presents the coefficient values, statistical t values and P values as follows.

Table 16. Coefficient
Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Customer Trust -> Purchase Decision	0.767	20.644	0.000

(Source: Appendix 7)

Table 16 shows that the path of influence of customer trust on purchasing decisions has a coefficient value of 0.767 with a p-value of 0.000 <0.05, this means that it is significant at 5%.

Testing the Mediation Effect

Mediation testing was conducted to determine the effect of food vloggers and digital marketing on purchase intention through customer trust using SmartPLS. The testing process follows the stages of Baron and Kenny (1986), Hair et al. (2017), and Kock (2014). The first step is to estimate the direct effects of food vloggers, digital marketing, and customer trust on purchasing decisions, all of which are significant at 5%. The second step is to estimate the indirect effects using the triangle PLS-SEM model. The results show that food vloggers, digital marketing, and customer trust have a significant indirect influence on purchasing decisions through purchase intention. A form of partial mediation was found in all variables, indicating that these variables can influence purchasing decisions directly without going through purchase intention.

Furthermore, to confirm the mediating role of purchase intention, testing using VAF was carried out. Table 17 shows the VAF of the effect of food vloggers on purchasing decisions through purchase intention of 27.3%, which means that partial mediation occurs. Table 18 shows the VAF of the effect of digital marketing of 24.7%, also indicating partial mediation. Table 4.20 shows the VAF of the effect of customer trust of 27.3%, which again shows partial mediation. This means that food vloggers, digital marketing, and customer trust can influence purchasing decisions directly without involving the purchase intention variable. This study confirms the importance of food vloggers, digital marketing, and customer trust in influencing consumer purchasing decisions directly and indirectly.

Table 17. Calculation of VAF The Effect of Food Vloggers on Purchasing Decisions Through Purchase Intention

Description	Results
Indirect effect = 0.697 x 0.414 X1 → Y1 = 0.697; Y1 → Y2 = 0.414	0,289
Direct effect = 0.769 X1 → Y2 (without including Y1 as a mediating variable)	0,769
Total effect = (0.289 + 0.769)	1,058
$\text{VAF} = \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh total}} = \frac{0,289}{1,058}$	0,273

(Source: Data processed 2024)

Table 17 of the test results shows the VAF value = 0.273 or 27.3%. According to Hair et al. (2017) a VAF value of 27.3% can be concluded that partial mediation occurs. This means that the food vlogger variable is able to directly influence the purchasing decision variable without going through or involving the purchase intention variable.

Table 18. Calculation of VAF The Effect of Digital Marketing on Purchasing Decisions Through Purchase Intention

Description	Results
Indirect effect = 0.708 x 0.369 X2 → Y1 = 0.708; Y1 → Y2 = 0.369	0,261
Direct effect = 0.795 X2 → Y2 (without including Y1 as a mediating variable)	0,795
Total effect = (0.261 + 0.795)	1,056
$\text{VAF} = \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh total}} = \frac{0,261}{1,056}$	0,247

(Source: Data processed 2024)

Table 18 of the test results shows the VAF value = 0.247 or 24.7%. According to Hair et al. (2017) a VAF value of 24.7% can be concluded that partial mediation occurs. This means that the digital marketing variable is able to directly influence the purchasing decision variable without going through or involving the purchase intention variable.

Hypothesis Testing

To answer the research questions that have been asked, hypothesis testing is carried out. There are 7 (seven) hypotheses tested in this study. The tool used to test the hypothesis is Structural Equation Modeling (SEM) with the SmartPLS program. The following is a summary of testing each hypothesis as shown in table 19.

Table 19. Summary of Research Hypothesis Testing Results

Hypothesis	Testing Results	Conclusion
First hypothesis (H1):	Coefficient 0.268, P value = 0.021 < 0.05	Accepted

Hypothesis	Testing Results	Conclusion
Food vloggers have a positive and significant effect on consumer buying interest		
Second hypothesis (H2): Digital marketing has a positive and significant effect on consumer buying interest	Coefficient 0.318, P value = 0.009 < 0.05	Accepted
Third hypothesis (H3): Customer trust has a positive and significant effect on consumer buying interest	Coefficient 0.283, P value = 0.028 <0.05	Accepted
Fourth hypothesis (H4): Food vloggers have a positive and significant effect on purchasing decisions	Coefficient 0.227, P value = 0.011 < 0.05	Accepted
Fifth hypothesis (H5): Digital marketing has a positive and significant effect on consumer buying interest	Coefficient 0.333, P value = 0.000 < 0.05	Accepted
Sixth hypothesis (H6): Customer trust has a positive and significant effect on purchasing decisions	Coefficient 0.238, P value = 0.002 < 0.05	Accepted
Seventh hypothesis (H7): Consumer buying interest has a positive and significant effect on purchasing decisions	Coefficient 0.184, P value = 0.043 < 0.05	Accepted
Eighth hypothesis (H8): Consumer buying interest can mediate the influence of food vloggers on purchasing decisions	VAF value = 27.3% is between 20%-80%	Partial Mediation
Ninth hypothesis (H9): Consumer buying interest can mediate the effect of digital marketing on purchasing decisions	VAF value = 24.7% is between 20%-80%	Partial Mediation
Tenth hypothesis (H10): Consumer buying interest can mediate the effect of customer trust on purchasing decisions	VAF value = 27.3% is between 20%-80%	Partial Mediation

(Source: Data processed 2024)

Discussion

The Effect of Food Vloggers on Buying Interest

With a coefficient of 0.021 and a P value of = 0.021 <0.05, it can be concluded that food vloggers have a positive and significant influence on purchase intention. This study supports the findings of Syaharani and Laksana (2022) who found a positive correlation between interest in buying food and audience reactions to food vlogger content. Donnelli (2023) states that consumers tend to make purchases after

seeing support from credible food vloggers. Saksama (2023) revealed that generation Z followers of the TikTok account @javafoodie are not affected by the quality of food vloggers' arguments, while Donneli (2023) and Wardani (2021) found a significant positive correlation between food vlogger content and purchase intention.

The Effect of Digital Marketing on Purchase Intention

With a coefficient of 0.318 and a P value of = 0.009 <0.05, digital marketing has a positive and significant effect on purchase intention, supporting the accepted hypothesis. This finding is in line with the research of Masyithoh and Novitaningtyas (2021) which shows that digital marketing increases consumers' propensity to buy. Az-Zahra & Sukmalengkawati (2022) and Nisa and Sudarwanto (2022) also found that digital marketing significantly increases purchase intention.

The Effect of Customer Trust on Purchase Intention

The test results in a coefficient of 0.283 and a P value of = 0.028 <0.05, indicating that customer trust has a positive and significant effect on purchase intention. This finding supports theory and previous research such as Istri et al. (2018), who found that purchase intention is positively correlated with the level of trust in the supplier. Chairunnisa et al. (2022) and Mulqi et al. (2021) also state that trust has a significant influence on purchase intention.

The Effect of Food Vloggers on Purchasing Decisions

Statistical analysis produces a coefficient of 0.227 and a P value of = 0.011 <0.05, indicating that food vloggers have a positive and significant influence on purchasing decisions. This finding is supported by Safitri et al. (2023) which shows that reviews from credible food vloggers increase consumer purchasing decisions. Research by Chang and Utami (2022) also shows that credible food vloggers influence consumer shopping decisions.

The Effect of Digital Marketing on Purchasing Decisions

With a coefficient of 0.333 and a P value of = 0.000 <0.05, digital marketing has a positive and significant effect on purchasing decisions. This supports the findings of Lucyantoro & Rachmansyah (2018) that digital marketing increases consumer purchasing decisions. Putri and Marlien (2022) and Muafidah and Sulistyowati (2021) also found that digital marketing has a positive influence on purchasing decisions.

The Effect of Customer Trust on Purchasing Decisions

The statistical test produces a coefficient of 0.238 and a P value of = 0.002 <0.05, indicating that customer trust has a positive and significant effect on purchasing decisions. These results are in line with the research of Sandy et al. (2020) and Hakim et al. (2021) which found that consumer trust significantly influences purchasing decisions.

The Effect of Purchase Intention on Purchasing Decisions

With a coefficient of 0.184 and a P value of = 0.043 <0.05, there is a positive and significant influence between purchase intention and purchase decision. This

study supports the findings of Fasha et al. (2022) and Othysalonika et al. (2022) which show that purchase intention has a significant effect on purchasing decisions.

The Role of Purchase Intention in Mediating the Effect of Food Vloggers on Purchasing Decisions

With a VAF value of 27.3%, it can be concluded that food vloggers influence purchasing decisions without going through purchase intention. This finding is in line with research by Donnelli (2023) and Wardani (2021) which shows a positive correlation between food vlogger content and purchase intention.

The Role of Purchase Intention in Mediating the Effect of Digital Marketing on Purchasing Decisions

With a VAF value of 24.7%, it can be concluded that digital marketing influences purchasing decisions without going through purchase intention. This finding is in line with the research of Masyithoh and Novitaningtyas (2021) and Az-Zahra & Sukmalengkawati (2022) which show that digital marketing increases purchase intention.

The Role of Purchase Intention in Mediating the Effect of Customer Trust on Purchasing Decisions

With a VAF value of 27.3%, it can be concluded that customer trust affects purchasing decisions without going through purchase intention. This research is in line with the findings of Rahmawati (2021) and Yulianto & Soesanto (2019) which show that trust strongly influences purchasing decisions.

CONCLUSIONS

Based on the results of research and discussion, it is concluded that food vloggers, digital marketing, and customer trust have a positive and significant influence on purchase intention and consumer purchasing decisions. The better the content created by food vloggers, the higher consumer buying interest. Effective digital marketing also increases purchase intention and purchase decisions. Customer trust in a brand or product plays an important role in increasing purchase intention and purchase decisions. Purchase interest also directly affects purchasing decisions. In addition, food vloggers, digital marketing, and customer trust are able to influence purchasing decisions directly without going through the purchase interest variable.

This study has limitations in terms of research variables which only include food vloggers, digital marketing, and customer trust. Future research is recommended to use other variables besides these three variables to get more comprehensive results.

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