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**DIGITAL MARKETING CONTENT AND CONSUMER TRUST EFFECTS ON ONLINE CULINARY PURCHASE BEHAVIOR**

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**Abstract:**

This study examines how digital marketing content and consumer trust shape online culinary purchase behavior in the context of rapid digital transformation. The research focused on consumers who search for culinary information and buy food products through social media and online food-delivery platforms, including GoFood, GrabFood, and ShopeeFood. Because the total population was unidentified, the minimum sample was estimated using Cochran's formula, while respondents were selected purposively based on prior exposure to culinary marketing content and experience purchasing culinary products through digital media. Data were collected from 176 respondents through an online questionnaire and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression with IBM SPSS Statistics 29. The results show that digital marketing content has a positive and significant effect on culinary purchase behavior, and consumer trust also has a positive and significant effect. Simultaneously, both predictors explain most of the variance in purchasing behavior, indicating that content quality and trust operate as mutually reinforcing mechanisms in digital culinary transactions. These findings imply that culinary businesses should combine informative, visually appealing, and interactive content with transparent service, consistent product delivery, and responsive communication to strengthen consumer purchasing behavior in digital channels.

**Keywords:** Digital Marketing Content; Consumer Trust; Culinary Purchase Behavior; Digital Transformation; Online Food Delivery

**INTRODUCTION**

Digital transformation has reconfigured the interaction between businesses and consumers across many sectors, including culinary services. In the digital marketplace, consumer search, product comparison, and purchase decisions increasingly occur through social media, marketplace interfaces, and food-delivery applications rather than through direct physical encounters. This development has shifted culinary consumption from a conventional service experience into a digitally mediated decision process in which consumers depend heavily on online information before completing a transaction (Zhao & Bacao, 2020).

The Indonesian context illustrates the urgency of this phenomenon. We Are Social and DataReportal (2024) reported that Indonesia had 212.9 million internet users in 2024, equal to approximately 77% of the national population, and a large proportion of those users had already conducted online purchasing activities. The online food-delivery sector has also expanded substantially, with Statista (2023, 2024) estimating a market value of US\$6.85 billion in 2023 and continued user growth toward 2028. These conditions show that digital channels have become a central infrastructure for culinary purchasing behavior.



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In online culinary transactions, consumers usually cannot taste, smell, or directly inspect products prior to purchase. As a result, digital marketing content becomes a proxy for product quality through information accuracy, entertainment value, visual presentation, and interactive communication (Hanaysha, 2022; Juliyanti, 2023). Trust is equally critical because it reduces perceived transaction risk and helps consumers believe that culinary providers are competent, honest, and concerned with customer satisfaction (Raza et al., 2023; Wang et al., 2022).

Previous studies have examined digital content, consumer trust, and purchasing decisions, yet much of the literature still emphasizes purchase intention or analyzes these constructs separately. Empirical work that jointly investigates digital marketing content and consumer trust in relation to actual culinary purchase behavior in Indonesia remains limited (Faradita & Nurhadi, 2024; Nusopa & Wibowo, 2024). Therefore, this study aims to analyze the partial and simultaneous effects of digital marketing content and consumer trust on online culinary purchase behavior using multiple linear regression.

## METHODS

This research used an explanatory quantitative design with a survey approach to test the effects of Digital Marketing Content (X1) and Consumer Trust (X2) on Culinary Purchase Behavior (Y). The population consisted of culinary consumers who had searched for food-related information, viewed culinary marketing content, and purchased culinary products through digital channels such as social media and online food-delivery applications. Because the total population was unknown, Cochran's formula was applied with a 95% confidence level, an estimated proportion of 0.5, and a 10% margin of error, producing a minimum sample of 96.04 respondents, rounded to 100; in practice, 176 valid responses were collected using purposive sampling. Data were obtained through an online structured questionnaire using a five-point Likert scale. Digital Marketing Content was measured using the dimensions of information, entertainment, visual quality, and interactivity; Consumer Trust was measured through competence, integrity, and benevolence; and Culinary Purchase Behavior was measured through information search, purchase decision, repeat purchase, and recommendation. The data were processed with IBM SPSS Statistics 29 through Pearson validity testing, Cronbach's Alpha reliability testing, classical assumption testing, multiple linear regression, partial t-tests, simultaneous F-test, and coefficient of determination analysis (Cochran, 1977; Creswell & Creswell, 2018; Ghozali, 2021; Sekaran & Bougie, 2020).

**Table 1. Research Variable Operationalization**

Variable	Dimension	Item Code	Scale
Digital Marketing Content (X1)	Information	X1.1, X1.2	Likert 1-5
	Entertainment	X1.3, X1.4	Likert 1-5
	Visual	X1.5, X1.6	Likert 1-5
	Interactivity	X1.7, X1.8	Likert 1-5
Consumer Trust (X2)	Competence	X2.1, X2.2	Likert 1-5
	Integrity	X2.3, X2.4	Likert 1-5
	Benevolence	X2.5, X2.6	Likert 1-5
Culinary Purchase Behavior (Y)	Information Search	Y1	Likert 1-5
	Purchase Decision	Y2, Y3	Likert 1-5
	Repeat Purchase	Y4	Likert 1-5



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Recommendation

Y5

Likert 1-5

Source: Developed by the researcher, 2026

## RESULT AND DISCUSSION

**Validity and reliability** The validity test compared each item correlation coefficient with the r-table value. With 176 respondents, degrees of freedom of 174, and a 5% significance level, the r-table value was 0.148. All instrument items exceeded this threshold, indicating that the questionnaire items were valid. Reliability testing also indicated strong internal consistency, as the Cronbach's Alpha values for Digital Marketing Content, Consumer Trust, and Culinary Purchase Behavior were all above 0.900.

**Table 2. Validity and Reliability Test Results**

Variable	No. of Items	r-count Range	r-table	Cronbach's Alpha	Result
Digital Marketing Content (X1)	8	0.654-0.865	0.148	0.940	Valid and reliable
Consumer Trust (X2)	6	0.722-0.838	0.148	0.913	Valid and reliable
Culinary Purchase Behavior (Y)	5	0.744-0.845	0.148	0.901	Valid and reliable

**Classical assumption tests** the classical assumption tests show that the regression model satisfied the required statistical assumptions. The Kolmogorov-Smirnov significance value of 0.200 indicates normally distributed residuals. The tolerance value of 0.267 and VIF value of 3.746 indicate that multicollinearity was not detected. Furthermore, the Glejser test significance values for Digital Marketing Content and Consumer Trust were greater than 0.05, confirming the absence of heteroscedasticity.

**Table 3. Classical Assumption Test Results**

Test	Statistic	Value	Conclusion
Normality	Asymp. Sig. (K-S)	0.200	Normally distributed (> 0.05)
Multicollinearity	Tolerance X1 and X2	0.267	No multicollinearity (> 0.10)
	VIF X1 and X2	3.746	No multicollinearity (< 10)
Heteroscedasticity	Sig. X1 (Glejser)	0.462	No heteroscedasticity (> 0.05)
	Sig. X2 (Glejser)	0.855	No heteroscedasticity (> 0.05)

**Regression model and hypothesis testing** the multiple linear regression analysis produced the equation  $Y = -2.019 + 0.374X1 + 0.521X2$ . The coefficient for Digital Marketing Content indicates that improvement in content quality increases culinary purchase behavior when trust is held constant. The coefficient for Consumer Trust is higher, suggesting that trust contributes more strongly to the dependent variable than content quality in this model.

**Table 4. Multiple Linear Regression Coefficients**

Model	B	Std. Error	Beta	t-count	Sig.
Constant	-2.019	0.265	-	-7.640	0.000



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Digital Marketing Content (X1)	0.374	0.049	0.374	7.665	0.000
Consumer Trust (X2)	0.521	0.066	0.600	7.945	0.000

Source: Data processed with IBM SPSS Statistics 29, 2026

**Table 5. Simultaneous Test and Coefficient of Determination**

R	R Square	Adjusted R Square	F-count	Sig.
0.954	0.910	0.909	860.543	0.000

Source: Data processed with IBM SPSS Statistics 29, 2026

The F-test result shows an F-count of 860.543, which is higher than the F-table value of 3.05, with a significance level of 0.000. Therefore, digital marketing content and consumer trust simultaneously have a positive and significant effect on culinary purchase behavior. The R Square value of 0.910 indicates that both predictors explain 91.0% of the variation in culinary purchase behavior, while the remaining 9.0% is explained by other variables outside this model.

The partial test also supports the proposed hypotheses. Digital Marketing Content has a significant effect on Culinary Purchase Behavior, as indicated by a t-count of 7.665, exceeding the t-table value of 1.974, with a significance value of 0.000. Consumer Trust also has a significant effect, as indicated by a t-count of 7.945 and a significance value of 0.000. These results confirm that H1, H2, and H3 are accepted.

## Discussion

The significant effect of Digital Marketing Content demonstrates that online culinary consumers rely on the quality of digital presentation when evaluating products. Informative menu descriptions, price clarity, promotional details, attractive visuals, and interactive communication help compensate for the lack of direct product inspection in online food purchasing. This result is consistent with Hanaysha (2022), Juliyanti (2023), Faradita and Nurhadi (2024), and Nusopa and Wibowo (2024), who show that content quality supports engagement, trust formation, and purchasing decisions in digital marketing environments.

Consumer Trust also significantly influences Culinary Purchase Behavior and shows a larger coefficient than Digital Marketing Content. This finding indicates that trust is not merely a supporting factor but a central determinant in digital culinary transactions. Consumers are more likely to purchase when they believe that sellers provide accurate information, deliver products as promised, maintain transaction security, and respond responsibly to complaints. This interpretation aligns with Wang et al. (2022), Raza et al. (2023), Zhao and Bacao (2020), and Wen et al. (2022), who emphasize trust as a risk-reduction mechanism in online food services.

The simultaneous effect suggests that content and trust should not be treated as isolated marketing instruments. In practice, strong digital content attracts attention and provides product cues, while trust converts that attention into purchasing behavior. Culinary businesses, particularly SMEs, should therefore integrate visually persuasive content with transparent communication, consistent product quality, and responsive customer service to strengthen consumer decisions in digital channels.

## CONCLUSION



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This study concludes that Digital Marketing Content has a positive and significant effect on Culinary Purchase Behavior. Content that is informative, entertaining, visually attractive, and interactive encourages consumers to search for information, make purchase decisions, repeat purchases, and recommend culinary products through digital channels. Consumer Trust also has a positive and significant effect and appears as the more dominant predictor in the model, indicating that competence, integrity, and benevolence are essential in strengthening digital culinary transactions. Simultaneously, Digital Marketing Content and Consumer Trust explain 91.0% of the variation in Culinary Purchase Behavior, confirming that both constructs are highly relevant to online culinary consumption.

Culinary businesses and SMEs are advised to improve content quality through accurate menu information, consistent visual identity, product photography or video, and interactive engagement with consumers. At the same time, they should strengthen trust by ensuring consistency between promotional content and actual product quality, maintaining service reliability, and responding quickly to consumer complaints. Future studies may extend this model by incorporating platform service quality, consumer satisfaction, perceived ease of use, or perceived risk as mediating or moderating variables, and by applying Structural Equation Modeling or mixed methods to obtain deeper explanatory power.

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