• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By :

Volume: 6
Number: 2
Page: 466 – 473

Article History:
Received: 2026-01-26
Revised: 2026-02-15
Accepted: 2026-03-22

THE INFLUENCE OF DIGITAL MARKETING CONTENT AND CONSUMER TRUST ON CULINARY PURCHASE BEHAVIOR IN THE ERA OF DIGITAL TRANSFORMATION

Mochamad Ihsan[1], Donni Junipriansa[2]*, Ati Mustikasari[3]
[1,2,3]Marketing Management Study Program, Faculty of Applied Sciences, Telkom University, Bandung, Indonesia
Corresponding author: Mochamad Ihsan[1],
E-mail: Muhammadihsan07703@gmail.com

Abstract: This research unravels how digital marketing content and consumer trust intersect to shape culinary purchase behavior. Although both constructs have been studied extensively, most prior research remains confined to purchase intention as the outcome variable and treats digital marketing content and consumer trust separately, leaving their joint effect on actual purchase behavior in the digital culinary sector underexplored. This gap is particularly consequential in Indonesia, where consumers cannot verify hygiene, taste, or authenticity before purchase, and mismatches between promotional content and delivered products are common, conditions that make trust unusually difficult to establish. This study addresses the gap by integrating digital marketing content and consumer trust within a single empirical model of actual purchasing behavior among 176 digital culinary consumers, selected through purposive sampling and analyzed using SPSS-29. The findings show that digital marketing content and consumer trust each exert influence on Culinary Purchase Behavior, both partially and simultaneously, with Consumer Trust emerging as the more dominant predictor. This pattern indicates that in Indonesia's digital culinary market, trust functions as a more decisive risk-reduction mechanism than content appeal alone. Theoretically, the study extends prior intention-based models by showing that digital marketing content and consumer trust operate as complementary rather than competing drivers of actual purchase behavior. Practically, the findings offer culinary businesses and MSMEs guidance for prioritizing trust-building strategies alongside content quality to strengthen sustainable digital purchasing behavior.

Keywords: Digital Marketing Content, Consumer Trust, Culinary Purchase Behavior

INTRODUCTION

Digital transformation is a global phenomenon that has significantly reshaped industry structures and consumer behavior across various economic sectors, including the culinary industry. The advancement of information and communication technology has fundamentally altered the way producers and consumers interact, shifting the processes of information search, alternative evaluation, and purchase decision-making increasingly toward the digital realm. This shift marks a transition from conventional approaches to digitally based consumption in the culinary sector (Zhao & Bacao, 2020).

In Indonesia, digital transformation in culinary consumption is supported by a continuously growing rate of internet penetration. According to We Are Social and DataReportal (2024), internet users in Indonesia reached 212.9 million, representing 77% of the population, of which 77.5% have conducted online purchases. Statista (2023) recorded that the online food delivery market in Indonesia reached US$6.85 billion in 2023, with the number of users projected to reach 134.6 million by 2028 (Statista, 2024). These figures confirm that digitally-based culinary purchasing has become the dominant consumption pattern among Indonesian consumers, a trend further accelerated by the COVID-19 pandemic and sustained well beyond it (Chen McCain et al., 2022).

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By :

Rising transaction volume, however, does not automatically translate into ease of building consumer trust. Evidence from Indonesia's digital culinary market suggests that consumers frequently encounter mismatches between promotional photographs and the food actually delivered, inconsistent taste and hygiene standards, and fabricated or manipulated online reviews—conditions that heighten perceived risk in a transaction where the product cannot be physically inspected beforehand (Raza et al., 2023). This anomaly is theoretically important: it implies that attractive content alone is insufficient to drive purchases unless accompanied by credible signals of trustworthiness, and it is precisely this interdependence that motivates examining Digital Marketing Content and Consumer Trust jointly rather than as substitutes for one another.

In the context of digital marketing, consumers can no longer directly assess the quality of food products before purchasing. This limitation increases dependence on digital information, making digital marketing content encompassing dimensions of information, entertainment, visual appeal, and interactivity a strategic factor influencing consumer perceptions (Hanaysha, 2022). At the same time, consumer trust comprising competence, integrity, and benevolence plays a crucial role in reducing the risks of digital transactions and encouraging purchasing decisions (Wang et al., 2022). Integrating the two constructs is particularly critical in the culinary context because they address different but complementary sources of consumer uncertainty: content reduces informational uncertainty about product attributes, whereas trust reduces relational uncertainty about the seller's honesty and reliability. Examining either construct in isolation, as most prior studies have done, risks understating the mechanism through which digital culinary purchases actually occur.

Although research on digital marketing content and consumer trust has been conducted extensively, most existing studies still focus on purchase intention as the dependent variable and examine the two variables separately (Nusopa & Wibowo, 2024). To bridge this empirical gap, this study utilizes multiple linear regression to analyze how Digital Marketing Content and Consumer Trust shape Culinary Purchase Behavior, providing fresh insights into how these dual mechanisms collectively convert psychological intentions into actual purchasing outcomes.

LITERATURE REVIEW

Digital marketing content

Digital marketing content refers to the creation and distribution of useful digital content intended to attract and retain a specific audience, and functions as a strategic element in building brand–consumer relationships in the digital domain (Hanaysha, 2022; Faradita & Nurhadi, 2024). Rather than serving merely to drive short-term sales, digital content is expected to build long-term relationships with consumers through the delivery of information, entertainment, and value that aligns with consumer needs (Pulizzi, 2013).

In this study, digital marketing content is measured through four dimensions: (1) Information, reflecting the completeness and clarity of digital messages including menu descriptions, prices, and promotional offers (Faradita & Nurhadi, 2024); (2) Entertainment, referring to the content's ability to provide enjoyment and emotional appeal (Hanaysha, 2022); (3) Visual, pertaining to the aesthetic appeal of content through photography, videography, and graphic design (Juliyanti, 2023); and (4) Interactivity, indicating the reciprocal engagement between businesses and consumers through comment responses and two-way communication features (Chaffey & Ellis-Chadwick, 2019).

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
KSI
Indexed By :
GARUDA Google doi Crossref ROAD DRJI Indonesia OneSearch ISJD sinta INDEX COPERNICUS INTERNATIONAL Clarivate Analytics WEB OF SCIENCE BASE

Consumer trust

Consumer trust positions trust as the foundation for building long-term relationships between companies and consumers. In the digital context, trust becomes a risk-reduction mechanism because consumers cannot physically see or evaluate products directly (Raza et al., 2023). Consumer trust in this study is defined as consumers' subjective belief in the ability, truthfulness, and responsibility of digital culinary businesses to fulfill their commitments (Wang et al., 2022).

Consumer trust is measured through three dimensions: (1) Competence, reflecting consumers' perception of the business's ability to provide products and services professionally (Raza et al., 2023); (2) Integrity, referring to the extent to which the business acts honestly and consistently in conveying information and keeping its promises (Larsson, 2023); and (3) Benevolence, representing consumers' perception that the business genuinely cares about the interests and satisfaction of its consumers (Wang et al., 2022).

Consumer purchase behavior

In this study, consumer purchase behavior is operationalized as the sequential process through which individuals select, procure, and utilize culinary products via digital platforms (Jabbour Al Maalouf et al., 2025). This behavior encompasses not only the act of purchasing itself, but also a sequential process beginning with information search, purchase decision-making, and extending to post-purchase behavior in the form of repeat purchases and recommendations to other consumers, a pattern also observed in digital food delivery adoption during and after the COVID-19 pandemic (Chen McCain et al., 2022).

Hypothesis development

Grounded in the reviewed literature and established theoretical foundations, the following hypotheses are proposed for this study:

H_1: Digital Marketing Content has a positive and significant effect on Culinary Purchase Behavior.

H_2: Consumer Trust has a positive and significant effect on Culinary Purchase Behavior.

H_3: Digital Marketing Content and Consumer Trust simultaneously have a positive and significant effect on Culinary Purchase Behavior.

METHODS

Utilizing an explanatory quantitative approach and survey methodology, this study empirically investigates the impacts of digital marketing content (X_1), also Consumer Trust (X_2), on Culinary Purchase Behavior (Y). The study population consisted of consumers who use digital media, including social media and online food delivery apps to search for food purchasing information. Population characteristics include: (a) having used digital media to search for culinary products; (b) having been exposed to digital culinary marketing content; and (c) actively using digital platforms for culinary product transactions. Since the exact size of this population is unknown, purposive sampling was applied. The minimum sample target was 100 respondents; in practice, 176 valid responses were collected through an online questionnaire distributed through a digital survey platform. The instrument comprised 8 items for *digital marketing content* (X_1), 6 items for consumer trust (X_2), and 5 items for culinary purchase behavior (Y). Data analysis was conducted with SPSS- 29.

Table 1. Research Variable Operationalization

Variable	Dimension	Item Code

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By :

Variable	Dimension	Item Code
Digital Marketing Content (X1)	Information	$X_{1.1}$, $X_{1.2}$
	Entertainment	$X_{1.3}$, $X_{1.4}$
	Visual	$X_{1.5}$, $X_{1.6}$
	Interactivity	$X_{1.7}$, $X_{1.8}$
Consumer Trust (X2)	Competence	$X_{2.1}$, $X_{2.2}$
	Integrity	$X_{2.3}$, $X_{2.4}$
	Benevolence	$X_{2.5}$, $X_{2.6}$
Culinary Purchase Behavior (Y)	Information Search	Y_1
	Purchase Decision	Y_2, Y_3
	Repeat Purchase	Y_4
	Recommendation	Y_5

Source: Developed by the researcher, 2026

RESULT AND DISCUSSION

Validity and reliability tests

Instrument testing confirmed the validity of all measurement items. Furthermore, the constructs demonstrated of 0.940 for digital marketing content (X_1), 0.913 for consumer trust (X_2), and 0.901 for culinary purchase behavior (Y), thereby confirming the reliability of the research instrument.

Table 2. Validity and Reliability Test Results

Variable	No. of Items	r-count Range	Cronbach's Alpha	Result
Digital Marketing Content (X_1)	8	0.654–0.865	0.940	Valid & Reliable
Consumer Trust (X_2)	6	0.722–0.838	0.913	Valid & Reliable
Culinary Purchase Behavior (Y)	5	0.744–0.845	0.901	Valid & Reliable

Source: Data processed by the researcher, 2026

Classical assumption tests

The regression model successfully met all classical assumptions, confirming its robustness for hypothesis testing. Specifically, the residuals were normally distributed (Kolmogorov–Smirnov Asymp. Sig. = 0.200 > 0.05), no multicollinearity was detected (Tolerance = 0.267 > 0.10; VIF = 3.746 < 10), and the Glejser test confirmed the absence of heteroscedasticity (Sig. = 0.462 for X_1 and 0.855 for X_2, both > 0.05).

Multiple linear regression analysis

Table 3. Multiple Linear Regression

Model	B	Std. Error	Beta	t-count	Sig.
(Constant)	2.019	0.265	-	-7.640	0.000
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 by the researcher, 2026

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
KSI
Indexed By :
GARUDA Google doi Crossref ROAD DRJI OneSearch ISJD sinta INDEX COPERNICUS Clarivate Analytics BASE

As presented in Table 3, the multiple linear regression equation is formulated as $Y = 2.019 + 0.374X_1 + 0.521X_2 + \varepsilon$. These positive coefficients indicate that each one-unit improvement in Digital Marketing Content (X_1) and Consumer Trust (X_2) elevates Culinary Purchase Behavior by 0.374 and 0.521 units, respectively, *ceteris paribus*. Notably, the greater magnitude of the Consumer Trust coefficient implies that trust serves as a more dominant catalyst in driving digital culinary purchases compared to marketing content.

Coefficient of determination and F-test

Table 4. Coefficient

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

Source: Data processed by the researcher, 2026

The analysis reveals that Digital Marketing Content and Consumer Trust jointly account for 91.0% of the variance in Culinary Purchase Behavior. Furthermore, the simultaneous F-test yields a value of 860.543 (Sig. = 0.000 < 0.05), which substantially exceeds the F-table threshold of 3.05. This robust statistical evidence validates the acceptance of H3, confirming that both independent variables collectively exert a positive and highly significant effect on culinary purchasing behavior.

Partial test (t-test)

Evaluating the individual coefficients against a critical t-value of 1.974 ($df = 173, \alpha = 0.05$, two-tailed), the analysis revealed highly significant statistics for both Digital Marketing Content ($t = 7.665, p < 0.001$) and Consumer Trust ($t = 7.945, p < 0.001$). Consequently, H1 and H2 are empirically supported, confirming that each predictor independently exerts a positive and significant partial effect on Culinary Purchase Behavior.

Discussion

The influence of digital marketing content on culinary purchase behavior

The empirical findings confirm that Digital Marketing Content exerts a positive and significant influence on Culinary Purchase Behavior. In the context of digital culinary purchasing, consumers cannot directly assess food quality, making digital marketing content the primary representation of product quality. Visual elements such as high-quality product photographs, promotional videos, and informative menu descriptions serve as substitutes for the physical experience in the product evaluation process (Hanaysha, 2022).

This finding aligns with Hanaysha (2022), who confirms that social media marketing content significantly influences consumer engagement and purchase behavior. Juliyanti (2023) similarly found that a combination of digital content elements, informativeness, measurably affects consumer purchase decisions. Faradita and Nurhadi (2024) further reinforce this finding, demonstrating that high-quality digital content significantly influences trust and purchase decisions. This indicates that culinary businesses should invest in the production of informative, visually attractive, and interactive content to drive consumer purchase behavior.

The influence of consumer trust on culinary purchase behavior

The results demonstrate that Consumer Trust exerts a positive and significant effect on Culinary Purchase Behavior. This finding aligns with Wang et al. (2022), who posit that trust acts as the fundamental cornerstone of digital culinary marketing by mitigating perceived risks in online purchase decisions. Furthermore, corroborating Raza et al. (2023), trust established toward a digital platform effectively transfers to culinary merchants via consistent, positive transaction experiences, ultimately driving repeat purchase intentions.

The larger regression coefficient of Consumer Trust (0.521) compared to Digital Marketing Content (0.374) points to a plausible sociological explanation rooted in risk aversion. Because food hygiene, taste, and authenticity cannot be verified prior to purchase, and because Indonesian digital culinary consumers commonly encounter gaps between promotional visuals and the product actually received, trust appears to function less as a complement to attractive content and more as a precondition for purchase. In other words, consumers facing this category of risk seem to prioritize credibility signals over visual or informational appeal once a baseline level of content quality is present. This interpretation aligns with Zhao and Bacao (2020) and Wen et al. (2022), who identify trust as a pivotal determinant in digital culinary transactions, implying that culinary enterprises must prioritize trust-building rather than treating marketing content and consumer trust as interchangeable strategic levers.

Simultaneous effect and the high R Square value

The R Square value of 0.910 is notably high relative to typical findings in consumer behavior research, where values in the range of 0.30–0.60 are more commonly reported. A value of this magnitude warrants explicit scrutiny, as it may indicate common method bias arising from single-source, single-time cross-sectional self-report data, conceptual overlap between certain survey items across constructs, or model overfitting given the relatively small number of predictors relative to sample size.

Several factors nonetheless offer a plausible substantive explanation rather than a purely methodological artifact. First, respondents were purposively sampled from consumers who had already completed digital culinary purchases, producing a relatively homogeneous group whose responses are closely tied to their own content-exposure and trust-formation experience, which naturally strengthens the observed relationships. Second, the measurement items for both predictors and the outcome variable were deliberately anchored to the same purchase journey which may inflate shared variance between constructs. Simultaneously, exogenous variables omitted from the model remain plausible contributors to the remaining 9.0% variance and any potential inflation in the observed R^2 value.

Given these considerations, the present findings should be interpreted as strong evidence of a substantive relationship rather than a precise estimate of unique explanatory power. Future research is encouraged to validate this model using multi-source data (e.g., separating content-exposure measures from behavioral outcomes), time-lagged data collection, and formal common-method-bias diagnostics such as Harman's single-factor test, alongside the inclusion of additional explanatory variables not captured in this study. Notwithstanding this caveat, the pattern of results reinforces that an effective digital culinary marketing strategy must integrate two elements: (1) high-quality content that is informative, visually engaging, and interactive; and (2) concerted efforts to build consumer trust through transaction security, information transparency, and service consistency.

CONCLUSION

This study confirms that digital marketing content and consumer trust positively and significantly influence culinary purchase behavior both independently and simultaneously, with consumer trust exerting a more decisive impact due to the risk-sensitive nature of digital food transactions in Indonesia where pre-purchase verification is structurally impossible. Theoretically, this research advances digital marketing literature by extending traditional intention-based frameworks to actual purchase behavior, demonstrating that content and trust function as complementary mechanisms where content mitigates informational uncertainty and trust resolves

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By :

relational uncertainty. Managerially, these findings underscore that content investment alone cannot sustain digital sales growth; therefore, culinary enterprises and MSMEs must prioritize operational reliability, authentic content, and active reputation management to build trust, effectively stabilizing these operational practices before scaling up high-cost content production. Finally, future research should expand this empirical scope by incorporating additional variables such as platform service quality, price, or consumer satisfaction as mediators or moderators, while utilizing Structural Equation Modeling (SEM) or longitudinal designs to capture dynamic consumer behaviors over time.

REFERENCES

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.

Chen McCain, S.-L., Lolli, J., Liu, E., & Kao, J. (2022). The relationship between COVID-19 and consumer purchasing behavior and the food delivery industry. Journal of Hospitality and Tourism Insights, 5(5), 1200–1220. https://doi.org/10.1108/JHTI-10-2021-0288

Faradita, M., & Nurhadi, N. (2024). The influence of digital content and trust on consumer purchase decisions. Journal of Management and Business Research, 19(1), 45–58.

Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. International Journal of Information Management Data Insights, 2(2), Article 100102. https://doi.org/10.1016/j.jjimei.2022.100102

Jabbour Al Maalouf, A., Jabbour, C. J. C., Soubhi, H., & Baffour Awuah, G. (2025). Consumers' trust and post-purchase behavior in digital food delivery: An empirical study. Journal of Retailing and Consumer Services, 82, Article 104067.

Juliyanti, D. (2023). The influence of visual and informational digital content on culinary product quality perception. Indonesian Digital Marketing Journal, 8(2), 112–128.

Kotler, P., & Armstrong, G. (2021). Principles of marketing (17th ed.). Pearson Education.

Larsson, A. (2023). Integrity and consumer trust in digital commerce: A review. Journal of Digital Commerce Ethics, 4(1), 22–35.

Nusopa, R., & Wibowo, S. (2024). The influence of digital advertising content on consumer engagement and initial trust in culinary Instagram Ads. Journal of Applied Sciences, 12(1), 67–82.

Pulizzi, J. (2013). Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less. McGraw-Hill Education.

Raza, S. A., Shah, N., & Ali, M. (2023). Consumer trust, perceived risk, and sustainable purchase behavior in online food delivery platforms. Journal of Hospitality and Tourism Management, 54, 201–215.

Statista. (2023). Online food delivery market Indonesia. Statista Research Department.

Statista. (2024). Food delivery users Indonesia forecast 2024–2028. Statista Research Department.

Wang, X., Lin, X., & Spencer, M. K. (2022). Exploring the effects of extrinsic motivation on consumer behaviors in social commerce: Revealing consumers' perceptions of social commerce benefits. International Journal of Information Management, 45, 163–175.

We Are Social, & DataReportal. (2024). *Digital 2024: Indonesia*.

Wen, H., Pookulangara, S., & Josiam, B. M. (2022). A comprehensive examination of consumers' intentions to use food delivery apps. British Food Journal, 124(6), 1786–1801.

Wibowo, S., & Fatkhurrahman, A. (2023). The role of Instagram in culinary marketing: Analysis of visual content on consumer purchase intention. Journal of Applied Marketing Management, 5(2), 88–101.

CATRA RESEARCH INSTITUTE
• P-ISSN 2720 - 9644 (Print)
• E-ISSN 2721 - 0871 (Online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed By :

Zhao, Y., & Bacao, F. (2020). What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period? International Journal of Hospitality Management, 91, Article 102683. https://doi.org/10.1016/j.ijhm.2020.102683