
The Effect of Content Marketing and Online Customer Reviews on Purchase Intention Through Customer Trust as an Intervening Variable on Food and Beverage Products in Mojokerto

Renanda Auresty Faradita ¹, Nurhadi ²

Abstract:

This research aims to examine the influence of content marketing on online customer reviews towards purchase intention through customer trust among followers of the Instagram account @kulineran.mjk. This study adopts an associative quantitative research design utilizing the Partial Least Square analysis technique with smartPLS 4.0 software. The sample size comprises 160 respondents determined using the Slovin formula and non-probability sampling method, specifically purposive sampling. Data collection was conducted via questionnaires through direct messages. The findings indicate that content marketing significantly affects customer trust, online customer reviews significantly influence customer trust, customer trust significantly impacts purchase intention, content marketing significantly affects purchase intention, online customer reviews significantly affect purchase intention, content marketing significantly influences purchase intention through customer trust, and online customer reviews significantly impact purchase intention through customer trust. While prior research has identified the relationship between these factors, this study strengthens understanding by employing more sophisticated analytical methods and exploring deeper complexities within them. Thus, this research makes a significant contribution to enriching the literature on digital marketing and consumer behavior on social media platforms.

Keywords: Content Marketing, Online Customer Review, Purchase Intention, Customer Trust

1. Introduction

The advancement of technology has drastically changed the business landscape, forcing entrepreneurs to continually adapt to ongoing changes. Nowadays, success is not solely determined by the quality of products or services offered but also by how well they can leverage technology to enhance their competitiveness. In this digital era, social media has become the primary foundation for marketing strategies, serving as an extremely effective platform to reach a wider audience (Rahadi, 2017; Johan et al., 2022). Data from a Hootsuite survey (We Are Social) regarding the Main Reasons for Using Social Media, in early January 2023, showed that Indonesian society is highly active on social media, with nearly half of users utilizing the internet to seek information, including specific product or service details (Riyanto, 2023).

One emerging marketing strategy is content marketing, where the content presented aims not only to promote products or services but also to provide added value to the audience (Wilson, 2019; Purwanto & Sahetapy, 2022). This content includes various useful information, including reviews and opinions from users who have used the products (Mawa & Cahyadi, 2021). The phenomenon of online customer reviews is becoming increasingly important in shaping consumer trust and purchase decision-making. Data from the Hootsuite survey indicates that positive reviews can instill trust

in consumers and further stimulate purchasing interest.

One sector showing positive growth is the culinary sector, even amidst the Covid-19 pandemic. The Ministry of Industry notes that this sector continues to grow significantly from year to year (Dataindustri, 2023). East Java province, with cities like Surabaya, Malang, and Mojokerto, is known as a bustling culinary hub (News, 2023). In Mojokerto, Car Free Day activities are one of the main attractions that draw many visitors from various regions. The existence of technology, particularly social media platforms like Instagram, has enabled culinary businesses in the area to expand their promotional reach to a broader audience (Antaranews, 2023).

One popular culinary Instagram account in Mojokerto is @kulineran.mjk, which has successfully attracted the attention of thousands of followers with engaging content about local cuisine. This account not only engages in direct promotions (hard selling) but also provides useful information, reviews, and interactions with its followers. However, despite having many followers, the presence of negative reviews and customer complaints indicates that consumer trust is not always fulfilled. This underscores the importance of the quality of content and interactions built by the account.

Therefore, this research aims to investigate the influence of content marketing and online customer reviews on purchase intention through consumer trust on the Instagram account @kulineran.mjk. By understanding how content marketing and online customer reviews affect consumer perceptions and trust, this study can provide valuable insights for culinary entrepreneurs and marketers in improving their marketing strategies. Thus, it is hoped that this will enhance the quality of interactions with followers, strengthen consumer trust, and ultimately increase the purchase intention of products or services promoted by the @kulineran.mjk account.

2. Theoretical Background

Marketing

Nowadays marketing is very important for business people and entrepreneurs. Marketing is done to find out demand and to meet consumer needs. According to Kotler dan Keller dalam Saleh & Said (2019:1) Marketing is creating, delivering, and providing value to customers in order to manage relationships that generate benefits for both the company and other parties involved. Meanwhile, according to Abdullah dan Tantri dalam Masdaini & Hemayani (2022) Marketing is a series of business activities designed to set prices, promote, and distribute goods and services that are able to fulfill current and future consumer desires.

Content Marketing

According to Yusuf et al. (2020) content marketing is a content creation strategy with the intention of influencing consumer purchasing behavior, both with the aim of encouraging them to buy a product and to influence the purchasing decisions taken. According to Wilson dalam Purwanto & Sahetapy (2022) content marketing is an effort to create quality content aimed at the target audience with the aim that they understand the message and purpose to be conveyed. According to Milhinhos dalam C. D. Amalia (2020) content marketing indicators are relevance, accuracy,

value, easy to understand, easy to find, consistent.

Online Customer Review

Ningsih dalam K. Amalia & Nurlinda (2022) states that online customer review is one of the stages in making purchasing decisions, apart from being in the form of comments left by consumers, it can also be in the form of content made to online media. According to Park & Lee dalam Mulyati & Gesitera (2020) OCR includes positive and negative information on products from companies submitted by consumers through social media such as the advantages and disadvantages of a product. If the reviews given by consumer experience are positive and then consumers will also be interested in the product. According to Dzulqarnain (2019) there are five indicators of online customer reviews including perceived usefulness, source credibility, argument credibility, valance, and volume of reviews.

Customer Trust

According to Rofiq dalam Azhari & Nurhadi (2022) trust is a relationship that comes from the beliefs of the person he trusts. Sumarwan dalam Mulyati & Gesitera (2020) states that customer trust in the product is reflected in the attributes and benefits offered, reflecting the consumer's view of his trust in the product. This is in line with Mowen dan Minor dalam Mulyati & Gesitera (2020) which states that customer trust is the overall information of their knowledge about an object, including products, individuals, business entities, and everything that is given trust. Consumer trust can be increased through marketers' awareness of effective communication, openness, increasing positive information received by consumers, and through the comfort and satisfaction provided. Indicators of customer trust according to Robbins & Judge dalam Yunikartika & Harti (2022) are integrity, competence, consistency, loyalty, openness.

3. Methodology

This research employs quantitative research with an associative approach. Quantitative approach utilizes the positivism philosophical framework to analyze specific populations and samples, as well as to test pre-established hypotheses, while the associative approach is a method that utilizes two or more variables to understand their relationship or influence on each other. The variables used in this study are Content Marketing as variable X1, Online Customer Review as variable X2, Purchase Intention as variable Y, and Customer Trust as variable Z.

The population studied in this research consists of all active followers of the Instagram account @kulineran.mjk, with a total of 53.1k or 53,100 followers. Determining the sample size using the Slovin formula resulted in a calculation of 160 active followers of Instagram @kulineran.mjk. Sampling technique was conducted using Non-Probability Sampling method, which does not allow every member of the population to become part of the sample. Additionally, the sampling method employed Purposive Sampling technique, which involves selecting data sources based on specific considerations or criteria. The sample criteria set for this study are individuals who actively access the Instagram account @kulineran.mjk in the past month, especially those located in the Mojokerto area. They are aged 17 and above, assumed to be mature and independent in providing responses to the

researcher.

Data collected consist of both primary and secondary data obtained from questionnaire responses (primary) and references from books, journals, previous research articles, and relevant theories (secondary). Data collection was conducted using three techniques: questionnaires, literature review, and online research. Data analysis was performed using Structural Equation Modeling - Partial Least Square (SEM-PLS), which is a method of analysis that combines structural approach, factor analysis, and path analysis. The steps involved in the PLS method include validity testing, reliability testing, SEM-PLS analysis, development of path analysis model, evaluation of structural equation model, and hypothesis testing.

4. Empirical Findings/Result

1. Measurement Model (Outer Model)

In this study, the outer model analysis was carried out through testing convergent validity, discriminant validity, and reliability.

A. Convergent Validity Test (*Convergent Validity*)

The convergent validity test aims to assess the validity of the relationship between indicators and constructs or latent variables. The loading factor value or outer loadings are used to measure convergent validity, where values > 0.70 are considered valid. In addition, Average Variance Extracted (AVE) is used as an indicator of validity, with a validation level of 0.50.

Table 1 Results of Outer Loadings Factor Value

Variable	Indicator	Loadings	Description
<i>Content Marketing (X1)</i>	X1.1 = Relevance	0.743	Valid
	X1.2 = Accuracy	0.766	Valid
	X1.3 = Valuable	0.744	Valid
	X1.4 = Easy to Understand	0.786	Valid
	X1.5 = Easy to Find	0.800	Valid
	X1.6 = Consistent	0.741	Valid
<i>Online Customer Review (X2)</i>	X2.1 = Perceived Usefulness	0.840	Valid
	X2.2 = Source Credibility	0.768	Valid
	X2.3 = Argument Credibility	0.762	Valid
	X2.4 = Valance	0.772	Valid
	X2.5 = Volume Of Review	0.757	Valid
<i>Purchase Intention (Y)</i>	Y.1 = Transactional interest	0.875	Valid
	Y.2 = Referential interest	0.865	Valid
	Y.3 = Preferential interest	0.828	Valid
	Y.4 = Explorative interest	0.839	Valid
<i>Customer</i>	Z.1= Integrity	0.819	Valid
	Z.2 = Competence	0.852	Valid
	Z.3 = Consistency	0.832	Valid

<i>Trust (Z)</i>	Z.4 = Loyalty	0.799	Valid
	Z.5 = Openness	0.833	Valid

Source: Data Processed by the Author, 2024

Based on the results of Table 1. shows that all indicators measured using SmartPLS, all variables have outer loadings greater than 0.70, indicating good validity.

Table 2 AVE Value of Convergent Validity

Indicator Variable	AVE Value	Description
Content Marketing (X1)	0.584	Valid
Online Customer Review (X2)	0.609	Valid
Purchase Intention (Y)	0.725	Valid
Customer Trust (Z)	0.684	Valid

Source: Data Processed by the Author, 2024

Based on the results of Table 2, it shows that all AVE values exceed 0.50, indicating that the measured constructs have an adequate level of validity.

B. Discriminant Validity Test

The discriminant validity test aims to determine the value of the discriminant factor in a research construct, so that it will obtain a larger and significant number between the loading value of the construct in question and the loading value of other constructs. To test discriminant validity can be seen through the cross loading value. Where if the cross loading value in each indicator is greater than the cross loading value of other latent variables, the test on cross loading can meet the discriminant validity criteria or can be said to be valid.

Table 3 Discriminant Validity Test Results (Cross Loading)

Indicator Variable	Content Marketing (X1)	Online Customer Review (X2)	Purchase Intention (Y)	Customer Trust (Z)	Description
X1.1	0.743	0.521	0.555	0.541	Valid
X1.2	0.766	0.457	0.531	0.561	Valid
X1.3	0.744	0.584	0.543	0.588	Valid
X1.4	0.786	0.580	0.516	0.561	Valid
X1.5	0.800	0.472	0.497	0.415	Valid
X1.6	0.741	0.419	0.469	0.448	Valid
X2.1	0.603	0.840	0.656	0.701	Valid
X2.2	0.472	0.768	0.578	0.563	Valid
X2.3	0.494	0.762	0.624	0.576	Valid
X2.4	0.510	0.772	0.538	0.557	Valid
X2.5	0.516	0.757	0.495	0.558	Valid
Y.1	0.589	0.694	0.875	0.709	Valid
Y.2	0.602	0.615	0.865	0.630	Valid
Y.3	0.562	0.589	0.828	0.661	Valid
Y.4	0.572	0.635	0.839	0.619	Valid

Z.1	0.538	0.566	0.613	0.819	Valid
Z.2	0.552	0.663	0.637	0.852	Valid
Z.3	0.586	0.629	0.675	0.832	Valid
Z.4	0.594	0.649	0.585	0.799	Valid
Z.5	0.571	0.639	0.669	0.833	Valid

Source: Data Processed by the Author, 2024

Based on Table 3, it shows that all cross loading values of each variable indicator are higher than the cross loading values of other latent variables, indicating adequate discriminant validity.

Table 4 AVE Value of Discriminant Validity Test

Variable	AVE Value	Standard	Description
Content Marketing (X1)	0.764	> 0,50	Valid
Online Customer Review (X2)	0.780	> 0,50	Valid
Purchase Intention (Y)	0.852	> 0,50	Valid
Customer Trust (Z)	0.827	> 0,50	Valid

Source: Data Processed by the Author, 2024

Based on Table 4, it shows that all AVE values exceed 0.50, indicating that the discriminant validity of the variables meets the necessary criteria.

C. Reliability Test

The reliability test is used to measure the consistency and accuracy of latent variables. The reliability test can be seen through the variability of the Cronbach's alpha value and the composite reliability value. The expected Cronbach's alpha and composite reliability values are > 0.7.

Table 5 Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability	Description
Content Marketing (X1)	0.858	0.859	Valid
Online Customer Review (X2)	0.839	0.846	Valid
Purchase Intention (Y)	0.874	0.876	Valid
Customer Trust (Z)	0.885	0.885	Valid

Source: Data Processed by the Author, 2024

Based on Table 5, it shows that all variables have Cronbach's alpha and composite reliability values greater than 0.7, indicating good consistency and accuracy in measurement..

2. Measurement Model (Inner Model)

This inner model is measured using the R² (R-Square) determination coefficient test.

A. R Square Test (R²)

Testing the R square value aims to explain the extent to which the variability of exogenous variables significantly affects the endogenous variables. The R square

value is divided into several criteria including R Square of 0.67 which means strong, 0.33 which means moderate, and 0.19 which means weak.

Table 6 R Square Test Results (R2)

Variable (Construct)	R Square (R2)	Criteria
Purchase intention (Y)	0.673	Kuat
Customer trust (Z)	0.638	Kuat

Source: Data Processed by the Author, 2024

Based on Table 6, it shows that R2 for purchase intention is 0.673 and for customer trust is 0.638. This indicates that 67.3% of the variability in purchase intention is influenced by content marketing and online customer reviews, while 63.8% of the variability in customer trust is influenced by the same two factors. The practical implication of these findings is the importance of focusing on content marketing strategies and managing online customer reviews to improve both variables.

B. Estimasi Path Coefficients

Path coefficient to test the latent construct influence relationship of a study. Path coefficients can be seen through the T-statistics value and the P-Values value. T-statistics value > 1.96 and P-value < 0.05 . The results of the research analysis between variables can be seen from Figure 4

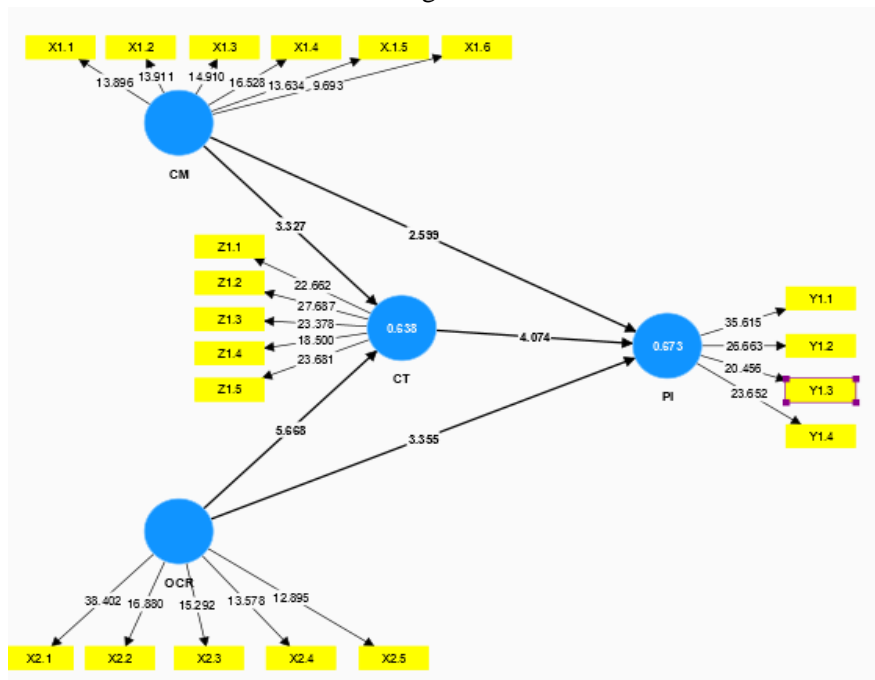


Table 7 Results of Estimated Path Coefficients

Effect	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (/O/STDEV)	P Value
--------	-----------------------	-----------------	----------------------------	-------------------------	---------

CM > CT	0.323	0.337	0.097	3.327	0.001
OCR > CT	0.546	0.531	0.096	5.668	0.000
CT > PI	0.393	0.378	0.097	4.074	0.000
CM > PI	0.207	0.217	0.080	2.599	0.009
OCR > PI	0.308	0.306	0.092	3.355	0.001
CM > CT > PI	0.127	0.126	0.045	2.853	0.004
OCR > CT > PI	0.215	0.202	0.067	3.182	0.001

Source: Data Processed by the Author, 2024

Based on the results of the table above, this indicates that all relationships between variables in this study are statistically significant which states that:

The results of this study indicate that the first hypothesis, content marketing has an effect on customer trust resulting in t-statistics of $3.327 > 1.96$ and p-values of $0.001 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.323.

The results of this study indicate that the second hypothesis, online customer reviews have an effect on customer trust, resulting in t-statistics of $5.668 > 1.96$ and p-values of $0.000 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.546.

The results of this study indicate that the third hypothesis, customer trust has an effect on purchase intention resulting in t-statistics of $4.074 > 1.96$ and p-values of $0.000 < 0.05$.. and a positive influence as evidenced by the original sample value of 0.393.

The results of this study indicate that the fourth hypothesis, content marketing has an effect on purchase intention resulting in t-statistics of $2.599 > 1.96$ and p-values of $0.009 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.207.

The results of this study indicate that the fifth hypothesis, online customer reviews affect purchase intention, produces t-statistics of $3.355 > 1.96$ and p-values of $0.001 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.323.

The results of this study indicate that the sixth hypothesis, content marketing on customer trust through purchase intention produces t-statistics of $2.853 > 1.96$ and p-values $0.004 < 0.05$. as well as a positive influence as evidenced by the original sample value of 0.127.

The results of this study indicate that the seventh hypothesis, online customer reviews have an effect on customer trust through purchase intention resulting in t-statistics of $3.182 > 1.96$ and p-values of $0.001 < 0.05$.. as well as a positive influence as evidenced by the original sample value of 0.215.

Other than that Of all the results previously described, it can be concluded that all results have significant practical implications for marketing practitioners and researchers. Increasing content marketing and online customer review variables can significantly contribute to increasing purchase intention and customer trust. Therefore, marketing strategies focused on content and online review management can help increase transactional interest, customer loyalty, and customer trust.

5. Discussion

The Effect of Content marketing on Customer trust

Based on the research that has been done, namely "Content marketing has a significant effect on customer trust in followers of the @kulineran.mjk Instagram account" can be accepted. These results also support research from Mudzakir (2022) with the title "The Effect of Content marketing and Consumer Trust on Buying Interest in Tiktok Shop". One of the results of his research states that there is a significant influence between content marketing on customer trust.

The Effect of Online Customer Review on Customer Trust

Based on the research that has been done, namely "Online customer reviews have a significant effect on customer trust in followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Mulyati & Gesitera (2020) with the title "The Effect of Online customer reviews on Purchase intention with Trust as Intervening at Bukalapak Online Stores in Padang City". One of the results of his research states that there is a significant influence between online customer reviews on customer trust.

The Effect of Customer Trust on Purchase Intention

Based on the research that has been done, namely "Customer trust has a significant effect on purchase intention on followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Firdaus et al., (2023) with the title "The influence of customer reviews, customer ratings, and celebrity endorsers on buying interest through trust in the online shop Shopee". One of the results of his research states that there is a significant influence between customer trust on purchase intention..

The Effect of Content marketing on Purchase Intention

Based on the research that has been done, namely "Content marketing has a significant effect on purchase intention on followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Mudzakir (2022) with the title "The Effect of Content marketing and Consumer Trust on Buying Interest in Tiktok Shop". One of the results of his research states that there is a significant influence between content marketing on customer trust.

The Effect of Online customer review on Purchase Intention

Based on the research that has been done, namely "Online customer review has a significant effect on purchase intention on followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Mulyati & Gesitera (2020) with the title "The Effect of Online customer

reviews on Purchase intention with Trust as Intervening at Bukalapak Online Stores in Padang City". One of the results of his research states that there is a significant influence between online customer reviews on customer trust.

The Effect of Content Marketing on Purchase Intention Through Customer Trust

The results of this study indicate that the sixth hypothesis, namely "Content marketing has a significant effect on purchase intention through customer trust in followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Mudzakir (2022) titled "The Effect of Content marketing and Consumer Trust on Purchase Interest in Tiktok Shop". One of the results of his research states that there is a significant influence between content marketing on customer trust.

The Effect of Online customer review on Purchase intention through Customer trust

The results of this study indicate that the seventh hypothesis, namely "Online customer review has a significant effect on purchase intention through customer trust in followers of the @kulineran.mjk Instagram account" can be accepted. The results of this study also support research from Putri & Widodo (2022) with the title "Analysis of the Effect of Customer Review and Influencer Review with Trust as a Moderating Variable on Purchase intention in E-Commerce (Study on Tokopedia)". One of the results of his research states that there is a significant influence between customer trust on purchase intention.

6. Conclusion

Based on the results of the research conducted, it can be concluded that content marketing and online customer reviews have a significant influence on purchase intention and customer trust on the Instagram account @kulineran.mjk. This finding underscores the importance of content-based marketing strategies and customer review management in enhancing transactional interest and customer trust in the online culinary business context. The theoretical implications confirm the relationships described in the literature regarding the significant role of content marketing and customer reviews in shaping consumer perceptions and trust. On a practical level, this research provides valuable insights for marketing practitioners and online culinary business operators, highlighting that investment in relevant content and effective customer review management can increase interaction with followers, strengthen customer trust, and ultimately boost the purchase intent of products or services promoted by the @kulineran.mjk account. Thus, this study not only contributes academically to understanding consumer behavior in the digital marketing context but also offers practical insights that can be utilized to enhance the overall performance of online culinary businesses.

Furthermore, the authors also suggest in this research to further investigate factors that may moderate the relationship between content marketing, customer reviews, consumer trust, and purchase intent, as well as to expand the research to various other online culinary accounts to validate findings and gain a broader understanding of digital marketing strategies in the culinary industry.

References:

- Amalia, C. D. (2020). The Effect of Content Marketing on Instagram Stories @Lcheesefactory on Consumer Purchase Interest. *Jom Fisip*, 7(1), 1–11.
- Amalia, K., & Nurlinda, R. (2022). The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention. *Sibatik Journal*, 1(11), 2383–2398. <https://doi.org/https://doi.org/10.54443/sibatik.v1i11.353>
- Antaranews. (2023). "Car Free Day" in Surabaya was held simultaneously in four locations. <https://jatim.antaranews.com/berita/670554/car-free-day-di-surabaya-digelar-serentak-di-empat-lokasi>
- Azhari, S. P., & Nurhadi. (2022). Ease of Use, Risk, and Consumer Trust on Repurchase Intention on the Shopee Online Shopping Site. *Journal Administrasi Bisnis (JAB)*, 12(2), 132–138. <https://ejournal.unsrat.ac.id/v3/index.php/jab/article/view/47638>
- Dataindustri. (2023). *Growth of the Food and Beverage Industry, 2011-2023*. <https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>
- Dzulqarnain, I. (2019). *The Effect of Online Customer Review Features on Product Purchasing Decisions at the Shopee Marketplace*. 18.
- Firdaus, M., Aisyah, S., & Farida, E. (2023). The influence of customer reviews, customer ratings, and celebrity endorsers on purchase intention through trust in the online shop Shopee. *Entrepreneurship Business Manajemen Akuntansi (E-BISMA)*, 4(1), 67–83. <https://doi.org/10.37631/ebisma.v4i1.874>
- Johan, Maradonald, & Mukyandi, M. R. (2022). The influence of Instagram Social Media on Consumer Purchase Interest in @Basoacicuankiaa in Sepatan Tangerang. *Scientific Journal of Management, Economics and Business*, 1(2), 1–5. <https://doi.org/10.51903/jimeb.v1i2.331>
- Masdaini, E., & Hemayani, A. D. (2022). Analysis of Purchasing Decisions of Nilang Coffee Shop Consumers. *Jurnal Terapan Ilmu Ekonomi*, 2(1), 20–28. <https://doi.org/https://doi.org/10.5281/jtiemb.v2i1.4673>
- Mawa, S. F., & Cahyadi, I. F. (2021). The Effect of Price, Online Customer Review and Rating on Purchase Intention at Lazada. *Journal of Islamic Business and Management*, 9(2), 253–278. <https://doi.org/10.21043/bisnis.v9i2.11901>
- Mudzakir, S. (2022). *The Effect of Content Marketing and Consumer Trust on Purchase Interest in Tiktok Shop (Case Study of Tik-Tok Social Media Users in Jakarta)*. 43.
- Mulyati, Y., & Gesitera, G. (2020). The Effect of Online Customer Reviews on Purchase Intention with Trust as Intervening at Bukalapak Online Stores in Padang City. *Journal Maksipreneur*, 9(2), 178–180.
- Mulyati, Y., & Gesitera, G. (2020). The Effect of Online Customer Review on Purchase Intention with Trust as Intervening at Bukalapak Online Store in Padang City. *Journal Maksipreneur: Management, Cooperatives, and Entrepreneurship*, 9(2), 173–194. <https://doi.org/10.30588/jmp.v9i2.538>
- News, P. (2023). *East Java's culinary treasures include Ponorogo with its chicken satay*. <https://ponorogo.pikiran-rakyat.com/ragam/amp/pr-3137391769/kabupaten-dan-kota-surganya-kuliner-di-jawa-timur-ada-ponorogo-dengan-sate-ayamnya?page=all>
- Purwanto, Y., & Sahetapy, W. L. (2022). The Influencer of Content Marketing and Influencer Endorsers on Purchase Intention at Somethinc Skincare Brand. *Agora*,

10(1), 1–6.

- Putri, N. Z., & Widodo, T. (2022). Analysis of the Effect of Customer Review and Influencer Review with Trust as a Moderating Variable on Purchase Intention in E-Commerce (Study on Tokopedia). *E-Proceeding of Management*, 9(3), 1308–1315.
- Riyanto, A. D. (2023). Hootsuite (We are Social): Indonesian Digital Report 2023. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>
- Saleh, M. Y., & Said, M. (2019). Marketing Concepts and Strategies. In M. S. Sobirin, S.S. (Ed.), *CV Sah Media* (1st ed., Vol. 3).
- Yunikartika, L., & Harti. (2022). The Effect of Social Media Marketing and Electronic Word Of Mouth (E-WOM) on Culinary Purchase Interest Through Trust as an Intervening Variable on Instagram Account @carubanmangan. *Journal of E-Bis (Economics-Business)*, 6(1), 212–230. <https://doi.org/10.37339/e-bis.v6i1.897>
- Yusuf, R., Hendrayati, H., & Wibowo, L. A. (2020). The Effect of Shopee Marketing Content on Customer Purchasing Decisions. *Journal of Education Management and Social Sciences*, 1(2), 506–515. <https://doi.org/10.38035/JMPIS>