

MARKETING | RESEARCH ARTICLE

How Food Vloggers Impact Purchase Intention: A SEM Analysis of Audience Attitudes

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ABSTRACT

Food vloggers increasingly shape consumers' dining and online purchase decisions, yet evidence on how audience attitudes translate into purchase intention remains mixed. This study examines how entertainment value, information value, and enjoyment influence consumer attitudes toward food videos and vloggers, and how these attitudes affect purchase intention. Drawing on Uses and Gratifications Theory, an online survey of 110 food vlog follower respondents was analyzed using Structural Equation Modeling (SEM) via AMOS. Results indicate that entertainment value enhances attitudes toward vloggers, while information value strengthens attitudes toward food videos. Enjoyment did not significantly affect attitudes toward videos, and information value did not significantly affect attitudes toward vloggers. Positive attitudes toward both videos and vloggers significantly increased purchase intention. The study highlights the importance of distinguishing between content and content creator evaluations in digital marketing. Practically, combining informative and entertaining content can enhance persuasive impact and audience trust. Future research should consider longitudinal, experimental, and diverse demographic approaches to improve generalizability.

Keywords: Food Vlogger, Entertainment Value, Information Value, Purchase Intention, Attitude Toward Food Videos, Attitude Toward Food Vloggers.

JEL Code: M31, M37, M39

I. Introduction

Purchase intention, or buying intention, refers to an individual's tendency, desire, and likelihood to purchase a particular product or brand in the future, reflecting a conscious plan and deliberate effort in the purchasing decision process (Saputro, 2023). It is a central construct in consumer behavior studies and a key predictor of actual buying behavior. Consumers' attitudes, experiences, and trust in brands influence their purchase intentions, highlighting the relevance of this concept in digital marketing contexts (Gultom et al., 2025). Previous studies have shown mixed results regarding the factors shaping attitudes toward food-related videos. While Oktaviani et al. (2024) suggest that interaction value enhances attitudes, Tarigan et al. (2025) report no significant effect. To address this inconsistency, the present study focuses on enjoyment as the main independent variable, considering its proven positive influence on consumer attitudes and subsequent purchase decisions (Wahyuni & Masnita, 2025). Food vlogger content functions not only as promotional media but also as a social reference that guides everyday culinary choices (Nur et al., 2023). The current study



expands Katz's perspective by positioning audiences as evaluators who connect their viewing experiences with real purchasing contexts. Viewers observe how vloggers describe taste, hygiene, and price, then compare those messages with their own expectations before forming purchase intentions. This evaluation process explains why attitudes toward videos become crucial mediating variables. Digital-native consumers tend to seek assurance that the content matches actual product reality. Therefore, food vlogs function as experiential simulations prior to purchase. The distinction between cognitive and affective motivations becomes a unique perspective in this research. The present study further elaborates that enjoyment is tested as a replacement for interaction value in order to address empirical inconsistencies found in previous studies. Audiences may interact minimally with the platform yet still experience strong pleasure while watching the content. This pleasure shapes impressions of the creator and gradually builds trust. Trust toward the vlogger subsequently contributes to purchase intention, even when attitudes toward the video remain stable. This mechanism provides a clearer explanation of influencer-based food marketing models. Demographic characteristics further strengthen the contextual relevance of the findings. The sample, dominated by young males and students, represents cohorts that frequently rely on online recommendations for quick meals. They access food-related videos several times per week, making vlogger messages part of their routine decision-making processes (Made et al., 2024).

Productive groups such as employees and entrepreneurs also constitute a considerable proportion of the respondents, indicating that they possess real purchasing power. These groups tend to treat food vlogs as practical culinary guides after working hours. Consequently, the findings meaningfully reflect technology-driven lifestyles. The robustness of the measurement model provides methodological confidence. All constructs demonstrate very high convergent validity and reliability, indicating that respondents interpreted the measurement items consistently. The technical explanations have been streamlined to help readers understand that reliable instruments reduce estimation errors in Structural Equation Modeling (SEM). Strong indicators of entertainment and informational value also demonstrate that audiences clearly differentiate between these two aspects. This finding supports the need to distinguish attitudes toward videos from attitudes toward vloggers. With adequate measurement quality, the structural relationships can be interpreted more reliably. Therefore, the use of SEM as the analytical technique is justified. Contradictory findings among motivational variables underline the importance of critical discussion. Entertainment value fails to influence attitudes toward food videos significantly, yet it strongly affects attitudes toward food vloggers, indicating that hedonic elements are more closely associated with the creator than with the content itself. On the other hand, informativeness significantly improves attitudes toward food videos (ATFV) but not attitudes toward food vloggers (ATFVL), suggesting that audiences perceive factual information as more reflective of products than of creators (Aini et al., 2025). Enjoyment alone is insufficient to alter evaluations without cognitive value. The present study explains these contradictions more comprehensively rather than merely summarizing them, thereby contributing greater analytical depth to the literature. The implications for marketing strategy also emerge clearly from the proposed model. Food companies and restaurants should collaborate with vloggers who can deliver both engaging entertainment and strong informational content. Viewers require detailed descriptions before deciding to try certain dishes or visit specific locations. A favorable attitude toward food videos acts as the primary pathway to purchase intention, while attitudes toward food vloggers serve as reinforcing factors. The present study further clarifies that these findings may guide practitioners in designing more effective digital marketing campaigns. The integration of affective enjoyment with cognitive cues is therefore highly recommended. Thus, the study provides valuable contributions to both academic research and marketing practice.

II. Literature Review and Hypothesis Development

Uses and Gratifications (U&G) Theory views audiences as active users who deliberately choose, use, and interpret media to satisfy their psychological and social needs. These needs may include obtaining information, seeking entertainment, developing or reinforcing personal identity, maintaining social

relationships, or temporarily escaping from everyday stress. Unlike traditional communication models that portray audiences as passive recipients, U&G Theory emphasizes that individuals actively evaluate and select media platforms that best fulfill their desired gratifications (Ujung et al., 2024). The theory also highlights that media consumption experiences differ among individuals because each person's motivations and expectations shape the way they engage with media. In today's digital environment—characterized by social media, online videos, and streaming platforms—U&G Theory remains highly relevant for explaining how interactive features, content styles, and entertainment value influence user behavior and satisfaction. Purchase intention refers to a consumer's likelihood of engaging in a future purchase based on their evaluation of a product or service. Entertainment value reflects the extent to which content provides enjoyment, amusement, and pleasurable experiences that encourage continuous audience engagement. Information value describes consumers' perceptions of the usefulness of content, particularly its ability to provide accurate and relevant information that supports decision-making processes. Enjoyment is defined as a positive emotional response experienced when users feel pleased, entertained, or satisfied while interacting with digital content. Attitude toward food videos represents viewers' overall evaluations of food-related content, which are shaped by their perceptions of the video's quality, attractiveness, and value (Song et al., 2023). Meanwhile, attitude toward food vloggers reflects audiences' evaluations of food content creators, including their credibility, personality, and attractiveness, all of which influence viewers' responses and behaviors.

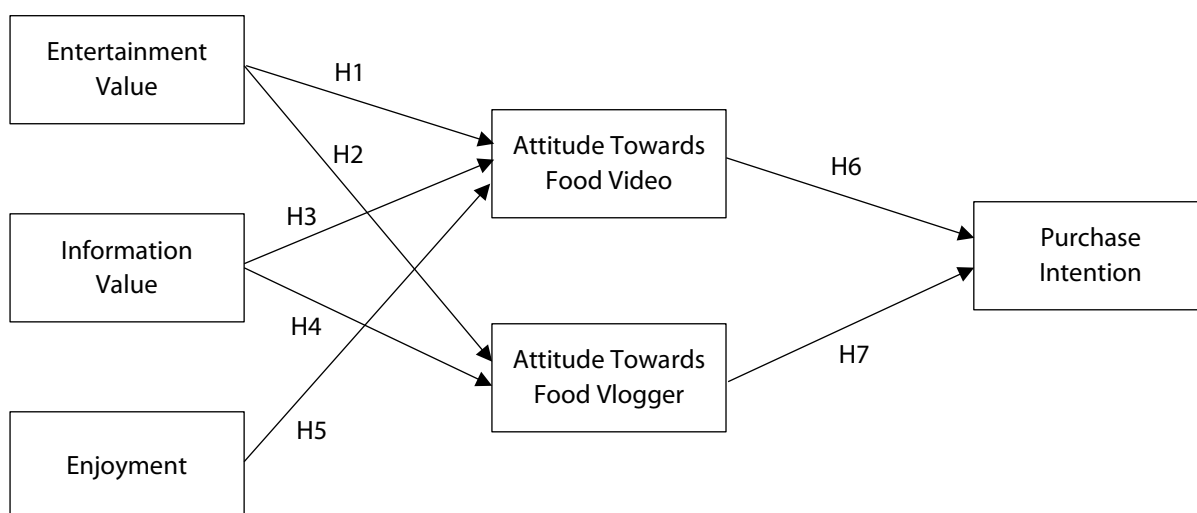


Figure 1. Conceptual Framework

The conceptual framework illustrates the hypothesized relationships among the study variables. Entertainment value, information value, and enjoyment are proposed as independent variables influencing audience attitudes toward both food videos and food vloggers. In turn, these attitudes are hypothesized to affect purchase intention. Specifically, H1, H3, and H5 represent the relationships between entertainment value, information value, and enjoyment and attitudes toward food videos, while H2, H4, and H5 represent their effects on attitudes toward food vloggers. Finally, H6 and H7 represent the direct effects of attitudes toward food videos and attitudes toward food vloggers on purchase intention. This framework highlights the mediating role of audience attitudes in translating the perceived value and enjoyment of food-related content into consumers' purchase intentions. This study aims to enhance the understanding of purchase intention by examining the factors that shape consumers' attitudes toward food videos and food vloggers. It emphasizes how entertainment value, information value, enjoyment, and attitudes toward both the content and its creator collectively influence consumers' willingness to purchase after watching food-related video content (Schouten et al., 2020). The present study explicitly builds upon previous research by offering a more critical

model that emphasizes affective motivation rather than solely interaction-based value, thereby contributing uniquely to the literature on digital media and influencer marketing. Understanding these relationships is important for academics in refining audience behavior theories and for practitioners in designing more effective marketing strategies within the food industry. The study also acknowledges that previous research has generally provided limited critical analysis and has rarely discussed methodological limitations, which the current study addresses through clearer conceptualization and more comprehensive hypothesis development. Empirical evidence from several international studies consistently demonstrates that entertainment-based content significantly shapes audience attitudes toward food videos.

Luong and Ho (2023) found that engaging and enjoyable elements within food vlogs enhance viewers' affective responses, leading to more favorable evaluations of the content. Similarly, previous studies have shown that entertaining and visually appealing video presentations stimulate greater viewer involvement, which subsequently strengthens attitudes toward food-related videos. Supporting this perspective, Nguyen et al. (2024) reported that entertaining food-vlogger content positively contributes to viewers' attitudes, although certain interaction-based elements may produce mixed effects. In addition, Sokolova and Kefi (2020) confirmed that enjoyable and emotionally appealing influencer content increases emotional engagement, which plays an important role in shaping positive audience attitudes toward the media they consume. Entertainment value refers to the extent to which audiences perceive content as enjoyable, amusing, and capable of providing a pleasant viewing experience. It has been identified as an important factor in shaping positive attitudes toward both media content and content creators (Lee & Watkins, 2016). In the context of vlogging, studies indicate that entertaining content triggers feelings of enjoyment and stronger emotional engagement, thereby enhancing audiences' positive evaluations of vloggers and the content they produce (Siahaan & Brina, 2024). Recent research on food vloggers similarly reveals that valuable and entertaining food-vlogging content positively influences viewers' attitudes toward both the videos and the vloggers themselves (Luong & Ho, 2023). Purchase intention has long been recognized as a crucial link between consumer attitudes and actual buying behavior, particularly in the food and beverage sector, where decisions are often experiential and emotionally driven. The growth of social media has transformed the way consumers develop purchase intentions, as audiences increasingly rely on influencer narratives before choosing restaurants or specific dishes.

Marketing scholars argue that purchase intention emerges from accumulated exposure to brand information, perceived usefulness, and affective satisfaction obtained from digital content (Thendywinaryo et al., 2021). In digital environments, purchase intention is influenced not only by product attributes but also by the credibility and attractiveness of the communicator delivering the message. The dominance of online reviews has made purchase intention a more dynamic construct because viewers continuously compare multiple information sources within a short period of time. This situation explains why attitudes toward food videos demonstrate a strong influence on purchase intention, reaffirming that favorable evaluations of content can directly stimulate planned dining behavior. Entertainment value is frequently highlighted in influencer marketing literature as an important element that attracts audience attention and encourages repeated viewing of vlogger channels. Audiences perceive entertaining food vlogs as a form of leisure activity that reduces the cognitive effort required to process promotional messages. The literature also emphasizes that entertainment fosters parasocial interaction, making viewers feel emotionally connected to vloggers they have never personally met. Such emotional closeness encourages audiences to trust recommendations, even when the perceived product risk is relatively high. Information value represents the utilitarian dimension of food-vlogger content and includes the clarity of taste descriptions, price transparency, and location details that help audiences make efficient consumption choices. Digital consumers, especially students and young workers represented in the sample, tend to evaluate videos based on how useful the information is for actual consumption planning (Filzatullah & Riofita, 2024). Communication theory explains that informative cues enhance perceived control because viewers feel better equipped with knowledge before visiting restaurants. This reasoning aligns with the significant relationship between information value and attitudes toward food

videos identified in the goodness-of-fit model. Previous studies suggest that high-quality information increases cognitive engagement and supports rational justification for purchase decisions.

The absence of a significant effect of information value on attitudes toward food vloggers has also been discussed by scholars who argue that informativeness is more strongly associated with the message itself than with the creator. Enjoyment is conceptualized as an affective response experienced during media consumption and differs from the structured entertainment value embedded in content design. Some scholars regard enjoyment as an intrinsic emotional state that may fluctuate depending on individual circumstances and viewing situations. The literature notes that audiences within productive age groups often perceive enjoyment as a complementary benefit after their informational needs have been fulfilled (Tyas & Hutagaol, 2021). Emotional gratification alone is considered insufficient to alter overall evaluations of videos without strong utilitarian support. These arguments suggest that the non-significant finding regarding enjoyment does not contradict existing theory but instead confirms the importance of integrating affective and cognitive dimensions. Attitude toward food videos refers to viewers' overall evaluations of the message, including perceptions of relevance, clarity, and visual attractiveness. Communication researchers argue that such attitudes are formed through the systematic processing of cues provided by vloggers and brands. Positive attitudes encourage behavioral confidence and reduce uncertainty when audiences consider trying new dishes. The strong relationship between attitudes toward food videos and purchase intention identified in the SEM model is widely supported by previous digital marketing studies (Abednego et al., 2021). Scholars explain that favorable evaluations of content increase the likelihood of visiting restaurants and sharing recommendations with others. Therefore, attitudes toward food videos are positioned as a central outcome variable connecting media exposure to actual economic behavior. Based on the literature discussed above, each hypothesis in this study is directly derived from the identified empirical findings and their potential limitations, thereby ensuring a logical connection between prior evidence and the proposed conceptual framework.

H1 : Entertainment value positively influences attitude toward food video.

H2 : Entertainment value positively influences attitudes toward the food vlogger.

Informative content leads viewers to perceive creators as more credible and increases their level of satisfaction because they believe they are receiving valuable and useful information (Muda & Hamzah, 2021). In food vlogs, clear and relevant information helps audiences better understand culinary products and experiences, which improves their evaluation of the video content (Luong & Ho, 2023). Detailed information regarding quality, price, and authenticity also encourages more positive attitudes toward the content (Chen & Dermawan, 2020). High informational value signals expertise and credibility, thereby strengthening audiences' positive attitudes toward influencers (Ujung et al., 2024). When influencers provide helpful and honest information, they are perceived as more authentic, which increases audience acceptance and positive perceptions (Schouten et al., 2020). Delivering relevant and valuable information encourages viewers to regard influencers as trustworthy sources, ultimately fostering favorable attitudes toward them (Fauzi, 2024). Audiences also tend to favor influencers who educate them because they are perceived as more credible and professional. Accordingly, the greater the informational value delivered by a food vlogger, the more positively viewers will perceive the vlogger as a trustworthy source of information. Based on this theoretical perspective, the following hypothesis is proposed:

H3 : Information value positively influences attitudes toward the food video.

H4 : Information value positively influences attitudes toward the food vlogger.

People tend to enjoy videos more when they are entertaining, and this enjoyment leads them to evaluate the viewing experience more positively and increases their intention to continue watching similar content. Enjoyment is considered a key driver of positive attitudes toward videos because feelings of

happiness and entertainment make media consumption more satisfying. Emotion-focused food tourism videos that emphasize fun and enjoyment generate more favorable attitudes and stronger behavioral intentions than videos that are purely informational (Chi et al., 2022). Similarly, when viewers experience enjoyment and vicarious pleasure while watching mukbang content, they tend to evaluate the videos more positively and express a stronger intention to continue watching similar content. In other words, the greater the enjoyment audiences experience while watching food vlogs, the more positive their attitudes toward the videos will be. Based on this theoretical perspective, the following hypothesis is proposed:

H5 : Enjoyment has a positive effect on attitude toward food video.

A positive attitude toward a media object directly influences behavioral intentions because individuals who evaluate something favorably are generally more motivated to act in accordance with that attitude. A positive attitude toward videos featuring food products also serves as an important link between viewers' perceptions of the content and their intention to purchase, as engaging and enjoyable videos make audiences more interested in trying the featured products. When viewers evaluate food videos positively, they are more likely to develop an intention to purchase the products recommended by vloggers (Nguyen et al., 2024). Similarly, a positive attitude toward influencer content increases purchase intention because emotional connection and trust in the message encourage audiences to follow the recommendations provided. Consequently, the more favorable audiences' attitudes toward food videos are, the greater their likelihood of developing purchase intentions toward the products featured in those videos. A favorable attitude toward an influencer also strengthens parasocial relationships and trust, which in turn directly enhance purchase intention (Schouten et al., 2020). When audiences hold positive attitudes toward an influencer, they are more willing to accept the influencer's product recommendations because they perceive the influencer as a credible and relevant source of information (Marquerette et al., 2023). A positive attitude toward a content creator further mediates the relationship between influencer credibility and purchase intention, as trust in and liking for the vlogger increase consumers' motivation to purchase the reviewed products (Dewanthi, 2024). Likewise, when audiences perceive influencers as professional and honest, they are more likely to follow the consumption behaviors suggested in digital content (Putriani et al., 2023). Accordingly, as audiences' attitudes toward a food vlogger become more positive, their tendency to develop purchase intentions toward the promoted products also increases. Based on this rationale, the following hypotheses are proposed:

H6 : Attitude toward food videos positively influences purchase intention.

H7 : Attitude toward the food vlogger positively influences purchase intention.

Despite the valuable insights of previous studies, several limitations should be noted, such as reliance on narrowly focused samples, limited consideration of contradictory findings, and insufficient attention to rapidly evolving social media trends. These aspects may affect the generalizability and current relevance, which further justify conducting the present study.

III. Research Method

The respondents in this study consisted of individuals who watched food vlogger content on online platforms such as YouTube, Instagram, TikTok, and Facebook three to four times per week and had either purchased a recommended food product or intended to do so in the near future. The study initially screened participants using an online questionnaire to confirm their frequency of watching food vlogs and their purchasing experience, ensuring that only respondents with relevant experience proceeded to the main survey. This approach ensured that respondents were able to provide credible insights regarding vlogger credibility, content quality, and the influence of these factors on purchase intentions in digital food marketing.

Of the 110 respondents, 68 were male (61.8%) and 42 were female (38.2%). In terms of occupation, 50 respondents were students (45.5%), 43 were employees (39.1%), 14 were entrepreneurs (12.7%), and 13 belonged to other occupational categories (11.8%). This demographic profile highlights the younger and digitally active audience segment targeted in this study. The study also tested the validity and reliability of the measurement items. Pearson correlation coefficients for all items were ≥ 0.195 , with Sig. (2-tailed) values ≤ 0.05 , confirming the validity of the instruments. In addition, Cronbach's Alpha values were ≥ 0.6 , indicating satisfactory internal consistency. This research employed Structural Equation Modeling (SEM) using AMOS software to examine both direct and mediated relationships among latent variables. SEM was briefly described as a multivariate statistical technique that is suitable for simultaneously testing relationships among constructs, thereby making the methodology more accessible to readers unfamiliar with the approach (Creswell, 2020). The analysis included preliminary assessments of dataset quality and instrument performance, followed by structural model evaluation using Goodness-of-Fit indices such as CMIN/DF, RMSEA, CFI, TLI, NFI, AIC, and ECVI.

The variables used in this study were selected based on both their conceptual and empirical relevance to the main objective, namely examining the influence of vlogger credibility and content quality on consumers' purchase intentions in digital environments. Vlogger credibility was selected because previous studies have shown that perceptions of credibility, including the expertise and attractiveness of content creators, significantly influence consumer decision-making in digital marketing (Sudirjo et al., 2023). Content quality was included as a key variable because it determines the extent to which the information presented by the vlogger is perceived as reliable, understandable, and capable of generating positive audience perceptions. Purchase intention was selected as the primary dependent variable because this study focuses on the practical outcome of consumer interactions with digital content, namely actual or intended purchasing behavior. Therefore, the selection of these variables was grounded not only in theoretical literature but also in the practical context of consumers who regularly engage with food vlogger content. Furthermore, the selection of variables was aligned with the application of Structural Equation Modeling (SEM), which enables the simultaneous examination of direct and mediated relationships. Vlogger credibility and content quality, as exogenous variables, were designed to measure both their individual and combined effects on consumers' purchase intentions, thereby providing more comprehensive insights. The validity and reliability of the measurement instruments ensured that each item accurately and consistently captured the intended constructs, thereby enhancing the credibility of the findings. Respondent demographics were also considered as additional contextual factors because age, gender, and occupational background may influence perceptions of vloggers and their content, which in turn may affect purchase intention. By clarifying the rationale behind the selection of variables, this study demonstrates a strong theoretical, practical, and methodological foundation, thereby strengthening the interpretation and relevance of the findings.

Table 1. Correlations, Measures of Validity, and Reliability

Constructs	Items	Pearson Correlation	Sig. (2-tailed)	Cronbach's Alpha
Entertainment Value	The food vlogger videos I watch are very entertaining.	0.915	0.000	0.958
	Food video content makes me feel happy and entertained.	0.933	0.000	
	The food videos shown are not boring to watch.	0.932	0.000	
Information Value	Food videos provide useful information about food products.	0.897	0.000	0.939

Constructs	Items	Pearson Correlation	Sig. (2-tailed)	Cronbach's Alpha
	I gain new knowledge about food or restaurants from these videos.	0.916	0.000	
	The information provided by the vlogger helps me understand the quality of the product.	0.901	0.000	
Enjoyment	Watching food vlogger videos makes me feel relaxed and happy.	0.870	0.000	0.935
	I enjoy watching food vlogger videos as a form of daily entertainment.	0.883	0.000	
Attitude Toward Food Videos	I have a positive impression of the food videos I watch.	0.921	0.000	0.956
	I like the visual presentation and narration in food videos.	0.930	0.000	
	The videos increase my interest in the food being reviewed.	0.910	0.000	
	I find the food videos interesting and worth watching again.	0.902	0.000	
Attitude Toward Food Vloggers	I like the personality of the food vloggers I watch.	0.927	0.000	0.955
	I believe that food vloggers provide honest and reliable reviews.	0.838	0.000	
	I feel comfortable watching videos from these food vloggers.	0.936	0.000	
	I have a favorable opinion of the food vloggers I follow.	0.937	0.000	
Purchase Intention	I plan to buy food products recommended by vloggers.	0.839	0.000	0.949
	After watching food vlogger videos, I am interested in trying the food being reviewed.	0.930	0.000	
	I am interested in visiting the restaurants featured in the videos.	0.890	0.000	
	I consider vlogger recommendations before purchasing food products.	0.863	0.000	

IV. Result and Discussion

Table 2. Goodness-of-Fit Assessment

Types of Measurement	Measurement	Value	Recommended Acceptance Limit	Conclusion
Absolute Fit Measure	P-Value	0.000	≥ 0.05	Poor Fit
	ECVI	3.565	Approaching the saturated value compared to the independent model	Goodness of Fit
	RMSEA	0.086	≤ 0.10	Goodness of Fit
Incremental Fit Measure	IFI	0.963	≥ 0.90	Goodness of Fit
	NFI	0.922	≥ 0.90	Goodness of Fit
	TLI	0.956	≥ 0.90	Goodness of Fit
	CFI	0.963	≥ 0.90	Goodness of Fit
	RFI	0.907	≥ 0.90	Goodness of Fit
Parsimonious Fit Measure	CMIN/DF	1.804	Lower limit = 1, upper limit = 5	Goodness of Fit
	AIC	388.606	Approaching the saturated value compared to the independent model	Goodness of Fit

Table 2 presents the Goodness-of-Fit assessment of the proposed structural model. The evaluation demonstrates that nine out of the ten indices meet the recommended acceptance criteria, indicating that the model is suitable for hypothesis testing. The interpretation of model fit has been clarified from the statement “acceptable because the majority of criteria are satisfied” into a more cautious academic interpretation that emphasizes the specific indices supporting the conclusion. Structural Equation Modeling (SEM) was employed to confirm whether the conceptual relationships among entertainment motivation, information motivation, audience attitudes, and purchase intention were empirically supported.

Table 3. Direct Effect Test

Hypothesis	Relationship	Coefficient	P-Value	Conclusion
H1	ATFV <--- EV	0.067	0.383	Not Supported
H2	ATFVL <--- EV	1.014	0.000	Supported
H3	ATFV <--- IV	0.883	0.000	Supported
H4	ATFVL <--- IV	-0.037	0.432	Not Supported
H5	ATFV <--- E	0.102	0.145	Not Supported
H6	PI <--- ATFV	0.583	0.000	Supported
H7	PI <--- ATFVL	0.270	0.013	Supported

Table 3 presents the testing results of the seven proposed hypotheses. Each hypothesis is interpreted sequentially to maintain coherence between the statistical output and the theoretical explanation. The transitions between the interpretations of each hypothesis have also been improved so that the discussion appears more integrated and directly connected to the numerical findings.

- a. H1 proposes that Entertainment Value positively affects Attitude Toward Food Videos. The coefficient value is 0.067 with a P-Value of 0.383, indicating no significant effect. Therefore, H1 is not supported. This finding suggests that entertainment elements alone are insufficient to shape favorable attitudes toward food videos among digital-native viewers, who tend to prioritize practical considerations.

- b. H2 states that Entertainment Value positively affects Attitude Toward Food Vloggers. The coefficient value of 1.014 with a P-Value of 0.000 indicates a strong and significant effect. Therefore, H2 is supported. Viewers respond positively to humor, expressive delivery, and engaging storytelling by developing favorable attitudes toward the vlogger as a content creator.
- c. H3 proposes that Information Value positively affects Attitude Toward Food Videos. The coefficient value is 0.883 with a P-Value of 0.000, indicating a significant positive effect. Therefore, H3 is supported. Detailed information regarding menus, prices, and locations enhances viewers' positive evaluations of food videos.
- d. H4 posits that Information Value positively affects Attitude Toward Food Vloggers. The coefficient value is -0.037 with a P-Value of 0.432, indicating no significant effect. Consequently, H4 is not supported. This result suggests that informativeness is perceived as a characteristic of the content itself rather than of the vlogger.
- e. H5 states that Enjoyment positively affects Attitude Toward Food Videos. The coefficient value of 0.102 with a P-Value of 0.145 indicates no significant influence. Therefore, H5 is not supported. This finding implies that emotional pleasure while watching videos must be accompanied by additional factors in order to influence audience evaluations.
- f. H6 proposes that Attitude Toward Food Videos positively affects Purchase Intention. The coefficient value is 0.583 with a P-Value of 0.000, indicating a significant effect. Therefore, H6 is supported. Favorable evaluations of food videos encourage viewers to develop intentions to try the promoted food products.
- g. H7 states that Attitude Toward Food Vloggers positively affects Purchase Intention. The coefficient value is 0.270 with a P-Value of 0.013, indicating a statistically significant effect. Therefore, H7 is supported. Positive feelings of liking and trust toward vloggers encourage audiences to follow their recommendations.

The growth of food-vlogger videos on platforms such as YouTube, TikTok, and Instagram has transformed the way consumers evaluate culinary products within digital environments. Audiences approach these videos as active users, which is consistent with Uses and Gratifications Theory, where viewers deliberately select media that provide entertainment and information relevant to their needs. The measurement results presented in Table 1 confirm that respondents hold strong evaluations of vlogger-related constructs, as indicated by Pearson correlation values above 0.83 and Cronbach's Alpha values mostly exceeding 0.93, demonstrating highly valid and reliable instruments. These robust measurements strengthen the credibility of the subsequent SEM analysis because each latent variable is adequately represented by its indicators. Therefore, the dataset provides a solid foundation for examining how content attributes shape audience attitudes. Understanding these mechanisms is essential for predicting purchase intention within the food industry. The model evaluation summarized in Table 2 shows that nine out of the ten Goodness-of-Fit indices satisfy the recommended thresholds, including RMSEA = 0.086, IFI = 0.963, TLI = 0.956, and CMIN/DF = 1.804. Although the P-Value = 0.000 indicates poor fit for one criterion, the dominance of other acceptable indices allows the structural model to be considered adequate for interpretation. This conclusion follows the principle that SEM models should be evaluated holistically rather than based on a single indicator. With an acceptable model fit, the relationships tested in Table 3 can be interpreted as meaningful reflections of audience behavior. Therefore, the study can proceed to analyze both direct effects and mediation pathways.

The first finding presented in Table 3 reveals that Entertainment Value does not significantly influence Attitude Toward Food Videos (ATFV \leftarrow EV, $P = 0.383$, Coefficient = 0.067). This finding indicates that viewers may enjoy the humorous or expressive style of vloggers without necessarily translating those feelings into more favorable evaluations of the video itself. Respondents, who are predominantly students and young workers, appear to perceive entertainment as an initial attraction rather than a primary evaluation criterion. In contrast, hypotheses related to the creator demonstrate different patterns, suggesting that audiences distinguish between enjoyment derived from the content and the usefulness of the content itself. This result

highlights the importance of differentiating attitudes toward videos and attitudes toward vloggers as separate constructs. Consequently, marketing strategies that rely solely on hedonic stimulation may be insufficient to strengthen attitudes toward food videos. A contrasting result is shown in the second relationship, where Entertainment Value strongly influences Attitude Toward Food Vloggers (ATFVL \leftarrow EV, $P = 0.000$, Coefficient = 1.014). The magnitude of this coefficient in Table 3 suggests that entertaining delivery styles foster feelings of liking, comfort, and parasocial closeness toward the influencer. Viewers who perceive videos as enjoyable are more likely to develop emotional attachment to the vlogger, even if their attitudes toward the videos themselves remain unchanged. This mechanism is reasonable because influencer marketing relies heavily on personality-driven communication. The indicators presented in Table 1, such as "not boring" and "makes me happy," directly support this interpretation. Therefore, entertainment value becomes a strategic asset for strengthening attitudes toward food vloggers and maintaining follower loyalty.

The analysis of informativeness provides a clearer explanation of cognitive mechanisms, as Information Value significantly influences Attitude Toward Food Videos (ATFV \leftarrow IV, $P = 0.000$, Coefficient = 0.883). This result in Table 3 demonstrates that detailed information regarding menus, prices, and product quality helps audiences evaluate videos more positively. Respondents within productive age groups rely on digital platforms for quick dining decisions, making informative content directly relevant to their utilitarian needs. The high item correlations in Table 1, all above 0.89, further reinforce that participants genuinely gain knowledge from these videos. Therefore, informativeness becomes the primary driver of attitudes toward food videos rather than enjoyment. This finding emphasizes that food-vlogger videos function as decision-support tools for consumers. However, Information Value does not significantly affect Attitude Toward Food Vloggers (ATFVL \leftarrow IV, $P = 0.432$, Coefficient = -0.037). The negative and non-significant coefficient shown in Table 3 indicates that audiences perceive informativeness as a characteristic of the content rather than as an inherent attribute of the creator. Viewers may appreciate the information presented while still evaluating the vlogger based on factors such as authenticity and attractiveness. This distinction explains why H4 is not supported even though H3 is supported. Therefore, the discussion should further elaborate on influencer characteristics beyond informational cues. Recognizing this distinction contributes to the conceptual refinement of the study.

Enjoyment, as an independent variable, also demonstrates a limited effect on Attitude Toward Food Videos (ATFV \leftarrow E, $P = 0.145$, Coefficient = 0.102). The path coefficient presented in Table 3 suggests that emotional relaxation alone is insufficient to substantially alter audience evaluations of videos. Audiences require convincing visuals and credible narratives in addition to emotional enjoyment. This finding aligns with the argument that enjoyment should be integrated with cognitive value to effectively influence evaluations. The novelty of this study in replacing interaction value with enjoyment becomes particularly relevant because it tests whether pure affective responses can independently function as motivational drivers. The empirical evidence indicates that enjoyment serves more as a secondary benefit than as a dominant determinant. Most importantly, attitudes significantly enhance Purchase Intention, as demonstrated by the relationship between Attitude Toward Food Videos and Purchase Intention (PI \leftarrow ATFV, $P = 0.000$, Coefficient = 0.583) in Table 3. When viewers perceive videos as engaging and informative, they are more likely to intend to try the reviewed food products or visit the restaurants featured in the videos. The reliable indicators in Table 1, such as "considering recommendations before buying," with correlations above 0.83, support the argument that audiences genuinely rely on vloggers in real purchasing decisions. The SEM analysis confirms that Attitude Toward Food Videos acts as a strong mediating variable between motivational factors and Purchase Intention. Therefore, improving the informational quality of videos is crucial for marketers.

Similarly, Attitude Toward Food Vloggers significantly influences Purchase Intention (PI \leftarrow ATFVL, $P = 0.013$, Coefficient = 0.270). Although the coefficient is smaller than the ATFV pathway, the significance reported in Table 3 indicates that liking and trusting the influencer still motivate audiences to follow product recommendations. Emotional connection with vloggers strengthens audiences' willingness to purchase the promoted food products. This mechanism reflects the importance of creator credibility in digital food marketing. Consequently, both forms of attitude jointly contribute to predicting Purchase Intention. Overall,

the mixed findings presented in Table 3 highlight the need for deeper investigation into how digital-native audiences interpret food-vlogger content. The present study contributes a new perspective by emphasizing enjoyment and by clearly distinguishing attitudes toward videos from attitudes toward vloggers, while also acknowledging limitations related to sample size and demographic imbalance. These findings provide important implications for future research, particularly the need to employ larger and more balanced samples and to consider rapidly evolving social media trends that may affect the relevance of the proposed model (Safitri et al., 2023). For practitioners, the results emphasize that informative content and personality-driven entertainment should be integrated to effectively enhance consumer purchase intentions within the digital food industry.

V. Conclusion

Purchase intention in the context of digital food marketing is strongly influenced by audience attitudes toward both food videos and food vloggers. The structural results presented in Table 3 show that Attitude Toward Food Videos has the strongest effect on Purchase Intention, with a coefficient of 0.583 and a significant p-value, indicating that favorable evaluations of video quality, relevance, and credibility directly motivate consumers to make purchasing decisions. Attitude Toward Food Vloggers also exerts a significant positive influence on Purchase Intention, with a coefficient of 0.270, demonstrating that emotional attachment, liking, and trust toward the creator reinforce consumers' willingness to follow culinary recommendations. Entertainment Value significantly enhances attitudes toward food vloggers, with a very high coefficient of 1.014, while Information Value significantly improves attitudes toward food videos, with a coefficient of 0.883. These findings confirm that audiences apply different evaluative standards to media content and influencers. However, Enjoyment was not found to significantly influence Attitude Toward Food Videos, and Information Value did not significantly affect Attitude Toward Food Vloggers, revealing important empirical contradictions. These mixed findings indicate that hedonic gratification is primarily associated with the influencer's persona, whereas utilitarian gratification is more closely associated with the video content itself. Building upon Uses and Gratifications (U&G) Theory, this study confirms that audiences behave as active and rational media users who selectively interpret digital food-vlogger content based on the gratifications they obtain. Viewers do not evaluate entertainment, information, and enjoyment as a single undifferentiated experience; rather, they distinguish cognitive usefulness from affective pleasure before forming attitudes and purchase intentions. The measurement model summarized in Table 1 demonstrates very high validity and reliability across all constructs, ensuring that the indicators accurately represent the latent variables and that respondents provided consistent evaluations. The Goodness-of-Fit evaluation presented in Table 2 further shows that the SEM model satisfies the majority of the recommended acceptance criteria, indicating that the proposed framework is statistically adequate for explaining the mechanisms underlying purchase intention. Therefore, the theoretical assumption that attitudes mediate the relationship between motivations and behavior is empirically supported. These findings reinforce the relevance of U&G Theory within modern social media environments characterized by streaming platforms and short-form video content.

From a practical perspective, this study provides several implications for marketing strategies in the food industry. Restaurants and food brands are encouraged to collaborate with food vloggers who are capable of delivering clear, detailed, and actionable information within their videos because high informational value significantly improves attitudes toward food videos, which subsequently become the strongest predictor of Purchase Intention. Entertaining storytelling, humor, and vivid sensory presentation should also be maintained in order to build favorable attitudes toward food vloggers, as Entertainment Value is shown to be the primary driver of influencer evaluation. The non-significant effect of Enjoyment on attitudes toward food videos suggests that marketers cannot rely solely on hedonic appeal without strengthening credibility and informational quality. Consumers within productive-age groups tend to use food-vlogger content as a form of decision-support simulation prior to purchase; therefore, digital communication strategies should facilitate easy comparisons between online representations and actual product experiences. Consequently, the

integration of cognitive and affective elements becomes crucial for enhancing digital purchase intention. Nevertheless, this study acknowledges several methodological limitations. The cross-sectional SEM design cannot capture how audience attitudes may evolve after prolonged exposure to emerging digital platforms, and the sample size of 110 respondents, which is dominated by young male students, may limit the broader generalizability of the findings to Indonesia's diverse digital consumer population. In addition, the exclusive focus on food vloggers means that the identified behavioral patterns cannot automatically be generalized to other influencer categories. Rapid changes in social media trends, platform algorithms, and content styles may also influence the future relevance of the proposed model. Therefore, future studies are encouraged to replicate this framework using larger, more balanced, and cross-country samples through longitudinal and experimental research approaches. Overall, this study contributes to the consumer behavior literature by demonstrating the distinct roles of Entertainment Value, Information Value, Enjoyment, and dual audience attitudes in shaping Purchase Intention after watching food-vlogger videos.

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