



The Influence of Digital Promotion Strategies on Consumer Purchase Intentions for Culinary Products at Kampoeng Lauk Palangka Raya

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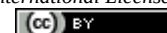
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Abstract

The increasing reliance on digital media has transformed how consumers search for information, evaluate products, and make purchase decisions, especially in the food and beverage industry. Local culinary businesses must now adapt to a digital environment where effective promotional strategies can determine their competitiveness and sustainability. In response to this shift, this study examines the effectiveness of digital promotion strategies in influencing consumer purchase intention, with Kampoeng Lauk Palangka Raya serving as the case study. A quantitative approach was employed by distributing structured questionnaires to consumers exposed to Kampoeng Lauk's digital marketing efforts through social media and online platforms. Multiple linear regression analysis assessed the influence of various digital strategies, including social media content, endorsements, and paid advertisements, on consumer behavior. The results indicate that digital promotion strategies have a statistically significant impact on purchase intention. Among the variables, informative and engaging social media content was the most influential factor in motivating consumers to consider purchasing. These findings emphasize the importance of using digital tools strategically to build customer interest and brand loyalty. The study recommends that small and medium-sized culinary enterprises (SMEs) develop creative, audience-tailored content and utilize digital analytics to refine their marketing efforts. Ultimately, this research contributes to the growing discourse on digital marketing in the local business context and provides actionable insights for culinary entrepreneurs aiming to compete in a dynamic digital marketplace.

Keywords: *Consumer Behavior, Digital Marketing Effectiveness, Purchase Decision-Making, Small and Medium Enterprises, Social Media Engagement.*

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1. Introduction

In the digital era, promotional strategies have transformed rapidly with the rise of digital platforms that shape consumer behavior. Digitalization offers culinary businesses broader market reach and effective communication through personalized messages. Social media, paid ads, and interactive campaigns dominate this space [1]. This shift is particularly relevant in Palangka Raya, where businesses like Kampoeng Lauk actively leverage digital platforms, although the impact on purchase intention still lacks empirical study.

Purchase intention—an essential aspect of consumer behavior—is influenced by trust, perception, and promotion exposure [2]. In the culinary sector, visual appeal and emotional connection are key. Studies like Wijaya and Pertiwi show that digital advertising can increase purchase intention among youth by up to 35% [3]. Whether this applies to Kampoeng Lauk's consumers in Palangka Raya remains to be examined.

Kampoeng Lauk is a culinary destination known for its natural ambiance and active digital presence on Instagram, Facebook, and TikTok. Its visual content and promotional strategies align with findings from Hootsuite about social media's dominance in culinary promotions across Southeast Asia [4]. However, regional studies—especially outside major cities—are limited, making this case relevant and timely.

Digital promotion reflects a shift to two-way communication where consumers are active participants [5]. It includes content marketing, influencer collaboration, and targeted advertising. Although widely used, many businesses still lack an understanding of its behavioral impact. This research addresses that gap through structured analysis.

Prior research by Kusuma and Wulandari in urban contexts confirmed the positive effect of digital promotion on customer growth and sales [6]. Yet Palangka Raya presents different dynamics—digital literacy, consumer patterns, and infrastructure vary. Kampoeng Lauk, with its readiness and data availability, offers a valuable case. Engagement is key in digital promotion. Content that appeals emotionally and visually increases consumer interaction and buying intent [7]. Kampoeng Lauk's tactics—seasonal campaigns and user-generated content—merit systematic evaluation. As Bilgin noted, perceived quality shaped by digital ads influences trust and purchase decisions, making this aspect central to the current study [8].

Post-pandemic behavior changes also reinforce the role of digital promotion. Deloitte reported that over 60% of Indonesian consumers now consult online reviews before choosing food outlets [9]. For Kampoeng Lauk, digital presence now shapes customer decisions more than ever.

This study is academically significant as it explores a geographical and cultural context rarely studied. Most literature focuses on metropolitan areas. In contrast, local MSMEs in regions like Palangka Raya face unique limitations yet contribute to the national digital economy. The findings will support businesses and policymakers alike.

A quantitative questionnaire will assess how digital promotion influences purchase intention at Kampoeng Lauk. The Theory of Planned Behavior frames the analysis, focusing on attitude, social norms, and perceived control—all potentially shaped by digital exposure [10]. Trust, risk perception, and previous experience are also considered. Lim et al. emphasize the distinction between spontaneous and planned purchases, relevant in a digital environment [11]. Data from Kampoeng Lauk will enhance validity and contextual understanding.

Finally, the study responds to a practical gap. Businesses often rely on superficial digital metrics, lacking clarity on ROI. This research aims to determine whether digital promotion boosts purchase intention and offers actionable insights for more effective strategies. In sum, this study explores how digital promotional strategies influence consumer purchase intention in the regional culinary sector through the case of Kampoeng Lauk Palangka Raya. It offers theoretical and practical contributions to marketing, especially in understudied local contexts within Indonesia's evolving digital economy.

2. Research Methods

This study used a quantitative approach with an explanatory research design. The main aim was to examine the effect of digital promotion strategies (independent variable) on consumers' purchase intention (dependent variable) toward Kampoeng Lauk's culinary products in Palangka Raya. An explanatory design was chosen because the study tested causal relationships between variables through clearly formulated and measurable hypotheses [12].

The population consisted of consumers who had previously purchased Kampoeng Lauk's products and were aware of the business's digital promotion efforts through social media platforms such as Instagram, Facebook, or TikTok. The sample was selected using purposive sampling based on specific criteria: (1) respondents were at least 18 years old, (2) lived in Palangka Raya, and (3) actively used social media. The sample size was determined using Slovin's formula with a 5% margin of error, resulting in a minimum of 100 respondents to ensure adequate data for statistical analysis [13].

Data collection was carried out using both online and offline questionnaires. The instrument used a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire had two main sections. The first section measured indicators of digital promotion strategies, such as promotion frequency, visual quality, clarity of information, interactivity, and customer testimonials. The second section measured indicators of purchase intention, including willingness to buy, interest in buying, and plans to purchase soon.

Before data analysis, validity and reliability tests were conducted to ensure that the instrument could accurately and consistently measure the research variables. The validity test used Pearson Product-Moment correlation, while the reliability test used Cronbach's Alpha, where values equal to or greater than 0.7 were considered reliable [14]. Valid and reliable data were then analyzed using simple linear regression to determine how digital promotion strategies affected consumer purchase intention. Before regression, classical assumption tests—including normality, heteroscedasticity, and multicollinearity tests—were performed to check the model's suitability. The regression analysis included the coefficient of determination (R^2), t-test (partial), and F-test (simultaneous) to assess the significance of the relationship between variables.

All data processing and statistical analysis were conducted using SPSS version 26. The results were expected to provide empirical insights into the strength of the influence of digital promotion strategies on consumer purchase intentions. These findings would also serve as a foundation for practical recommendations to help culinary businesses improve their digital marketing strategies.

This study was also guided by the Theory of Planned Behavior [15], which suggests that attitude, subjective norms, and perceived behavioral control influence behavioral intention. In this context, digital promotion strategies were assumed to influence consumers' attitudes toward the product and increase their perception of ease and benefit in purchasing.

The digital promotion strategy variable (X) was broken down into five key dimensions: promotion frequency, visual quality, clarity of information, interactivity, and customer testimonials. Each dimension represented a core element of digital promotion that could influence consumers' perceptions and responses toward Kampoeng Lauk's culinary products. For example, appealing visual content and clear information were expected to build a positive brand image, while interactive features were designed to stimulate emotional engagement. The indicators developed for each dimension allowed for a structured and quantitative measurement of the effectiveness of digital promotion strategies within the local culinary business context.

Meanwhile, the consumer purchase Intention variable (Y) consisted of three main dimensions: interest, willingness to buy, and personal reference. Each dimension was represented by two indicators reflecting the consumers' intention and commitment to purchase. These statements were carefully designed to capture psychological and behavioral responses from exposure to digital promotions. Each indicator was measured numerically using the Likert scale to support statistical analysis and hypothesis testing. By mapping these relevant and well-defined indicators, the study could accurately evaluate how effectively digital strategies influenced purchase intention in the specific setting of Kampoeng Lauk Palangka Raya.

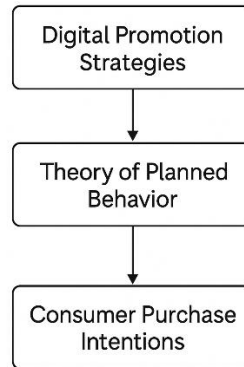


Figure 1. Flow of Research Framework

3. Results and Discussion

3.1. Demographic Data

The demographic analysis revealed that most respondents were female (57%), suggesting that women are more interested in culinary products offered by Kampoeng Lauk and are more responsive to digital promotional content. The dominant age group was 21 to 30 (52%), indicating that the primary market comprises young adults in their productive years. Regarding educational background, 50% of the respondents held a diploma (D3) or undergraduate (S1) degree, which reflects a relatively good level of digital literacy. This level of literacy allows them to understand and respond more effectively to the digital promotion strategies implemented by Kampoeng Lauk.

Regarding customer behavior, the highest frequency of visits was 2 to 3 times per month (48%), demonstrating a relatively strong sense of loyalty among Kampoeng Lauk's consumers. As for digital platforms, Instagram emerged as the most widely used social media channel (71%), followed by Facebook and TikTok. This finding implies that Instagram offers the most significant potential for reaching and influencing consumers, particularly in shaping their purchase intentions. These patterns are a foundation for evaluating which digital promotion channels and content types are most effective for Kampoeng Lauk's management team.

Table 1. Demographic and Behavioral Analysis of Kampoeng Lauk Consumers

Aspect	Results
Gender	The majority are female (57%)
Dominant Age Group	21–30 years old (52%) – indicating the primary market is young adults in their productive years
Educational Background	Diploma (D3) or Bachelor's Degree (S1) (50%) – reflecting good digital literacy
Frequency of Visits	2–3 times per month (48%) – showing relatively high consumer loyalty
Most Popular Digital Platform	Instagram (71%), followed by Facebook and TikTok.
Strategic Implications	Instagram has the most significant potential for promotion and influencing consumer purchase intentions.

3.2. Instrument Validity and Reliability

Before conducting regression analysis, the validity and reliability of the research instrument were tested using SPSS version 26. The questionnaire comprised 16 items, including 10 indicators for the digital promotion strategy variable (X) and 6 for consumer purchase intention (Y). To test validity, the Pearson Product-Moment correlation method was applied. An item was considered valid if its correlation value (r count) exceeded the critical value of 0.197, given the sample size of 100 and a significance level of 0.05. The results showed that all items had significant correlations with their respective total scores, with r values ranging from 0.429 to 0.645. These results confirm that each item was valid and accurately measured the intended dimensions of digital promotion strategies and consumer purchase intentions.

Reliability testing was conducted using Cronbach's Alpha, with a minimum threshold of 0.70. The digital promotion strategy variable showed a Cronbach's Alpha value of 0.823, while the consumer purchase intention variable yielded a value of 0.801. Both values indicate a high level of internal consistency, meaning that the questionnaire was a reliable instrument. These results ensured that the instrument was suitable for further inferential analysis, including regression and hypothesis testing.

Table 2. Instrument Validity and Reliability

Aspect	Results
Item	16 (10 indicators X, six indicators Y)
Validity	$r = 0.429-0.645$ (valid)
X Reliability	Cronbach's Alpha = 0.823
Y Reliability	Cronbach's Alpha = 0.801
Conclusion	Valid and reliable instruments

3.3. Hypothesis testing

Classical assumption tests were conducted to ensure that the data met the requirements for multiple linear regression. The normality test, performed using the Kolmogorov–Smirnov method and supported by histogram and normal P–P plot observations, yielded a significance value of 0.087, indicating that the residuals were normally distributed. Multicollinearity testing showed that all tolerance values were above 0.1 and all VIF values were below 10, indicating no multicollinearity among the independent variables. The Glejser test for heteroscedasticity confirmed that all significance values were above 0.05, demonstrating the absence of heteroscedasticity. These results confirmed that the data satisfied all multiple linear regression analysis assumptions.

Following the assumption testing, a multiple linear regression was conducted to assess the effect of five dimensions of digital promotion strategy—promotion frequency, visual quality, clarity of information, interactivity, and consumer testimonials—on consumer purchase intention. The regression model was significant, with an F value of 15.273 and a significance level 0.000. This indicates that the five dimensions, when taken together, significantly influence consumer purchase intention. Among these, visual quality had the highest beta coefficient ($\beta = 0.226$), suggesting that it has the most substantial impact on consumer decision-making. The coefficient of determination (R^2) was 0.526, with an adjusted R^2 of 0.496, meaning that the digital promotion strategy variables could explain approximately 49.6% of the variation in consumer purchase intention. The remaining 50.4% was likely influenced by external factors such as price, service quality, or individual consumer preferences. These findings highlight the strategic importance of digital marketing, especially visually engaging content, as a key driver of purchase intention in the local culinary sector.

Table 3. Hypothesis Testing and Linear Regression

Aspect	Results
Classical Assumption	Normal
Regression Model	Significance ($F=15.273$; $p=0.000$)
X Dimension	5 dimensions of digital promotion strategy
Strongest Variable Influence	Visual quality ($\beta = 0.226$)
R^2 / Adj. R^2	0.526/0.496

3.4 Key Findings

The multiple linear regression analysis results revealed that all five dimensions of the digital promotion strategy significantly influence consumer purchase intention. However, the degree of contribution from each dimension varies. Visual quality emerged as the most influential factor, with the highest beta coefficient ($\beta = 0.226$, $p = 0.004$). This finding underscores the critical role of appealing visual content, such as appetizing food photos, vibrant colors, and aesthetic design, in attracting consumer interest and stimulating purchase intention.

Following visual quality, clarity of information ($\beta = 0.197$, $p = 0.015$) and consumer testimonials ($\beta = 0.189$, $p = 0.023$) were also found to have moderate yet significant effects. These results suggest that consumers not only respond to visual appeal but also value clear, concise product information and credible feedback from other customers. Testimonials serve as a form of social proof that enhances consumer confidence in making purchasing decisions.

Meanwhile, promotion frequency ($\beta = 0.163$, $p = 0.040$) and interactivity ($\beta = 0.144$, $p = 0.045$) had lower levels of influence, although their effects were still statistically significant. The relatively lower impact of interactivity indicates that, in the context of Kampoeng Lauk, consumers may not place as much importance on interactive features such as polls, likes, or comment sections compared to visual and informational aspects.

These findings suggest that the effectiveness of digital promotion in the culinary sector, especially for Kampoeng Lauk, relies heavily on high-quality visuals supported by clear information and authentic consumer testimonials. Therefore, business managers are advised to produce visually engaging content while ensuring the promotional

messages remain informative and trustworthy. Strengthening these elements will likely enhance consumer engagement and ultimately increase purchase intention.

Table 4. Beta Coefficients and Significance of Digital Promotion Strategy Dimensions

Digital Promotion Strategy Dimension	Beta Coefficient (β)	Significance (p)	Influence Rank
Visual Quality	0,226	0,004	Highest influence (1)
Clarity of Information	0,197	0,015	Moderate influence (2)
Consumer Testimonials	0,189	0,023	Moderate influence (3)
Promotion Frequency	0,163	0,040	Low influence (4)
Interactivity	0,144	0,045	Lowest influence (5)

3.5 Visual Quality as the Dominant Factor Influencing Purchase Intention

Visual quality emerged as this study's most influential dimension of digital promotion strategies. This finding underscores the persuasive power of visual elements in culinary product promotion, such as appetizing food photos, engaging short videos, and neat layout designs. These results align with Lee and Chae, who found that high-quality visual content significantly enhances consumers' perceptions of food appeal and purchase intentions [16]. In today's highly visual digital era, consumers often trust what they see before purchasing.

In digital marketing, visual aesthetics form the first point of contact between a brand and its consumers. Kampoeng Lauk, by prioritizing menu visualization and ambiance portrayal on social media, has met the expectations of modern visual-oriented consumers. This is supported by Dong et al, who confirmed that food imagery on platforms like Instagram triggers emotional "food cravings" that encourage purchasing behavior [17]. Thus, visual content serves not only as an aesthetic element but also as a psychological marketing strategy.

Visual appeal holds significant weight in a local context such as Palangka Raya, mainly as most consumers belong to younger, social-media-active generations. Millennials and Gen Z are more drawn to images and videos than plain text. According to Narang and Shankar, these age groups exhibit a strong visual-centric behavior, making them more easily influenced by attractive product presentations [18]. Therefore, local culinary businesses must invest in visual branding strategies to remain competitive and relevant in digital markets.

However, it is essential to ensure that visual quality does not become misleading. Overly polished visuals that fail to match the real product may negatively affect consumer trust. As Bernarto et al (2019) noted, consumers deceived by promotional visuals are less likely to remain loyal to a brand [19]. Thus, balancing aesthetics with visual honesty is crucial for building sustainable purchase intention.

In conclusion, visual quality in digital promotion strategies is a key persuasive tool that strongly influences consumer purchasing decisions. Kampoeng Lauk effectively enhances consumer interest and drives purchase behavior by showcasing products in an appealing yet realistic manner. This insight holds practical value for other MSMEs seeking to optimize their visual branding strategies in a competitive digital environment.

3.6 The Role of Clear Information in Reducing Consumer Doubt

Beyond visual quality, the clarity of information also significantly influences consumer purchase intention. This highlights that successful digital promotions must be visually appealing and capable of delivering accurate, complete, and easily understandable information. Consumers seek details such as pricing, menus, location, and ordering procedures to feel confident purchasing. As Weiss et al. emphasize, clear information enhances perceived value and reduces uncertainty in decision-making [20].

Clarity of information is also closely tied to brand trust. Consumers feel more at ease and confident in the product when they receive transparent and detailed information. Kampoeng Lauk has successfully utilized social media to convey such details through captions, content descriptions, and story highlights. This finding is supported by another study that found that relevant and clear information reinforces consumer confidence in product quality [21].

Clear information is crucial in the food and beverage (F&B) industry since the products are directly consumed. Details regarding ingredients, prices, promotions, and operating hours are essential in shaping consumer expectations. Incomplete or inaccessible information often leads potential buyers to overlook the product entirely. Chowdhury identified a lack of information as a primary obstacle in online food marketing [22].

Conversely, overly complex or excessive information may confuse consumers and reduce interest. Thus, Kampoeng Lauk should continue developing promotional content that is both informative and concise. Visual tools such as bullet points, infographics, and short narratives can effectively communicate key messages, especially to digital audiences with limited attention spans.

By providing clear, complete, and easily accessible information, Kampoeng Lauk has successfully reduced consumer uncertainty and fostered stronger purchase intentions. This approach demonstrates that transparency in information is not only a business obligation but also a competitive strategy in digital marketing.

3.7 The Role of Clear Information in Reducing Consumer Doubt

Customer testimonials also significantly influenced purchase intention, highlighting the importance of user-generated content in establishing social proof. Consumers tend to trust the experiences of others over a brand's claims. Testimonials in the form of reviews, photos, or customer videos help build an authentic image and strengthen product credibility. This finding aligns with Chevalier and Mayzlin, who demonstrated that positive testimonials substantially boost purchase conversion in digital marketing [23].

In practice, Kampoeng Lauk has leveraged customer testimonials by reposting stories, featuring comments, and showcasing customer reviews on posts. This strategy proves effective because consumers are likelier to trust a product others have tried and recommended. Gunawan also argues that testimonials generate a positive social influence that drives purchasing behavior, especially in personal product categories like food [24].

The strength of testimonials also lies in their emotional and narrative aspects. When customers share their stories, these experiences create emotional connections with potential new buyers. This is reinforced by Tajfel and Turner's social identity theory, which posits that individuals tend to follow the decisions of groups they identify with [25]. Kampoeng Lauk has built a culinary brand image that appeals to various segments by featuring testimonials from a diverse customer base.

However, businesses must ensure that displayed testimonials are authentic and not fabricated. Today's consumers are susceptible to fake or overly scripted testimonials. As Filieri et al. note, authenticity is a key determinant in the effectiveness of online testimonials [26]. Therefore, maintaining genuine, experience-based customer stories is essential.

In summary, customer testimonials are vital in enhancing purchase intention in digital promotions. Kampoeng Lauk can further capitalize on this strategy by encouraging greater user engagement and consistently featuring authentic testimonials. With strong social validity, consumers are more likely to purchase even before experiencing the product firsthand.

3. Conclusion

This study confirms that digital promotion strategies significantly influence consumer purchase intention toward Kampoeng Lauk's culinary products in Palangka Raya. All analyzed dimensions—promotion frequency, visual quality, information clarity, interactivity, and customer testimonials—positively contribute to purchase intention, emphasizing the relevance and effectiveness of digital approaches in today's consumer landscape.

Visual quality emerged as the most influential factor, underscoring the need for high-quality food photography, aesthetic layout, and consistent branding, especially for engaging younger, social-media-savvy consumers. Additionally, transparent and accessible information enhances consumer trust and reduces decision-making uncertainty, while authentic customer testimonials offer social proof that reinforces purchase confidence.

These findings suggest that effective digital promotion requires a well-integrated approach, combining visual appeal, transparent information, and active consumer engagement. Kampoeng Lauk's current practices reflect this synergy and provide a valuable model for other culinary MSMEs. Future efforts may focus on structured, data-informed strategies and digital literacy support to strengthen local culinary businesses in a competitive digital marketplace.

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