

The Effect Of Valence Of Opinion, Content, And Level Of Trust On Culinary Purchase Decisions In The Ponorogo Area (Case Study of Instagram Followers @ariesskuliner)

Adesti Yusi Milani¹

¹Faculty of Economics and Business, Madiun PGRI University

Key words:	Abstract
Valence of Opinion, Content and Level of Trust.	<i>The aim of this research is to provide empirical evidence regarding the Influence of Valence of Opinion, Content and Level of Trust on Culinary Purchasing Decisions in the Ponorogo Area (Case Study of Instagram Followers @ariesskuliner). This type of research is descriptive research with a quantitative approach. The sample in this study amounted to 398 respondents. The sampling method is using a purposive sampling method. Data collection in this research used a questionnaire distributed via Google form. The data analysis technique in this research uses a test tool in the form of SmartSPSS 25 software. The results of the research prove that Valence of Opinion has no significant influence on purchasing decisions, Content has a positive and significant influence on purchasing decisions, and Level of Trust has a negative and significant influence culinary purchasing decisions in the Ponorogo Region is influenced by Instagram followers @ariesskuliner.</i>
Submission : 30/12/2024	
received : 30/12/2024	
Revision : 31/01/2025	
Accepted : 02/03/2025	
*Corresponding author: adestiyumilani@gmail.com	

1 INTRODUCTION

The culinary industry is a sector that continues to grow rapidly, not only as an integral part of human needs for food consumption, but also as a reflection of culture, innovation and creativity in the process of processing and serving food.(Matondang, 2024). Culinary businesses that carry regional specialties are always in high demand. Not only local residents who like them, but many people from other regions are also often interested in trying the exotic taste of other regional cuisines.(Septian & Handaruwati, 2021). One of the government's efforts to advance culinary in Indonesia is by holding a culinary festival. The culinary festival is an event to show various types of culinary menu development.

Ponorogo, as one of the cities in East Java that is rich in culture and tradition, is also inseparable from the culinary development phenomenon that is currently taking place in Indonesia. Despite having abundant culinary potential, Ponorogo may not have initially received much attention in the national culinary scene.(Tourism, 2019). Ponorogo, as a city with a strong cultural and traditional wealth, offers a variety of unique and appetizing culinary delights. From traditional dishes such as the savory and delicious Ponorogo chicken satay, to modern creations such as the unique Ponorogo corn rice. Each dish reflects a rich and diverse culinary heritage. In addition, Ponorogo is also known for its various typical snacks, from the sweet jenang grendul to the soft serabi notosuman. This culinary diversity reflects the richness of culture and culinary creativity that are an integral part and identity of Ponorogo.(Abdi, 2020).

Along with the development of Ponorogo culinary which continues to increase, social media plays an important role. One of the platforms that is currently developing is Instagram. The use of social media is currently increasingly widespread, one of which is Instagram(Amira & Nurhayati, 2019). With the development of technology and the penetration of social media such as Instagram, the culinary scene in Ponorogo has undergone a significant transformation. Instagram allows food influencers to share interesting photos, culinary reviews, and culinary-related information directly to consumers. Culinary information in Ponorogo can be found through 3 food influencers who review culinary delights in Ponorogo, including ariesskuliner, wisatakulinerponorogo and street_foodponorogo as seen in Table 1.

Table 1 List of Instagram AccountsFood Influencers In Ponorogo

No.	Instagram Account	Number of Followers
1.	ariesskuliner	81.8 thousand
2.	culinary tourism ponorogo	54.7 thousand
3.	street_foodponorogo	52.9 thousand

Source:Data Processed by Researchers (2024)

Based on the data listed in Table 1, the Instagram account "ariesskuliner" stands out as the most followed account by the public with 81.8 thousand followers, followed by "wisatakulinerponorogo" and "street_foodponorogo" with 54.7 thousand and 52.9 thousand followers respectively. With the large number of Instagram followers of "ariesskuliner", its influence on consumer purchasing decisions in the

culinary context is significant, potentially increasing culinary sales in the Ponorogo area.

Based on the purchase decision factors, researchers limit the variables that specifically only take into account three factors, namely Valence of Opinion, Content and Trust Level. Valence of opinion, which refers to the positive or negative attitude given by users to a product or service, has a major influence on consumer perceptions of product quality and value.(Goyette et al., 2010). Online reviews or comments from consumers usually become information for potential customers, and can even become a reference for products they are interested in.(Sagala et al., 2023). So it can be concluded that the selection of the Valence of Opinion variable is due to its significant influence on consumer perception and preference for a culinary product.

Based on information from Instagram food influencer @ariesskuliner, several posts or content have various online reviews or comments. Several comments from buyers who have made purchases of culinary products in Ponorogo provide positive and delicious comments and tag their friends to invite them to buy the culinary. Not only positive reviews, there are several negative comments about the food posted, related to the taste of the food that is not suitable for the tongue and comments about changes in the portion of food sold. From several reviews and comments posted, it will influence the purchasing decisions of other consumers before deciding to buy food recommended by the food influencer. This is in accordance with research(Kim, 2021), which states that customer reviews have a greater impact on purchasing decisions than manufacturer information. There is previous research that states that Valence of Opinion has a positive and significant effect on purchasing decisions.(Adeliasari et al., 2014),(Amil, 2021),(Sagala et al., 2023),(Nursavira & Nurainun, 2022), And(Noviandi, 2021)).

In addition to Valence of Opinion, the second factor that influences purchasing decisions is Content. The type of content published also has a significant impact on purchasing decisions. Interesting, informative, and relevant content can influence consumer interest and trust in a product or service.(Goyette et al., 2010). The reason researchers chose the content variable is because the type of content published by the Instagram account @ariesskuliner plays an important role in influencing consumer interest and trust in a culinary product. This will later have a significant impact on change with the presence of content in providing extraordinary culinary developments assisted by the role of social media, especially on the @ariesskuliner account on Instagram. There is previous research stating that content has a positive and significant effect on purchasing decisions ((Fadhilah & Saputra, 2021),(Vildayanti et al., 2022),(Khalil et al., 2023),(Sabil et al., 2022), And(Ramadhan & Purnamasari, 2023).

Another factor that influences purchasing decisions is Trust. Consumer trust levels also play a key role in purchasing decisions. Consumers tend to prefer to buy products from sources they trust.(Maulana, 2019). The reason researchers chose the trust variable is because consumer trust in the information presented by Instagram @ariesskuliner can be a determinant in purchasing decisions. This has various things that influence someone in making purchasing decisions based on the influence of trust created from interesting content and with the existence of information related to social media that convinces buyers or consumers. There is previous research that states that the level of trust has a positive and significant effect on purchasing decisions ((Maulana, 2019),(Nur & Octavia, 2022),(Yulianto & Soesanto, 2019),(Haekal et al.,

2016), And(Lailiya, 2020)).

Several previous studies have shown that Valence of Opinion, Content and Trust Level play a key role in purchasing decision making in various industrial contexts, including the culinary industry. Thus, the support from these relevant previous studies provides a strong foundation for this study, as well as confirming the importance of the selected variables in understanding the factors that influence culinary purchasing decisions in the Ponorogo area.

This study aims to analyze the influence of Valence of Opinion, Content, and Trust Level on Purchasing Decisions on Instagram followers @ariesskuliner. This study is expected to be used as a reference for implementation in the field of marketing regarding the influence of Valence of Opinion, Content, and Trust Level on Purchasing Decisions to be more effective and efficient in culinary purchases in the Ponorogo Region.

2 THEORITICAL REVIEW

2.1 Consumer Behavior Theory

According to Hasan (2013) in(Nugraha et al., 2021)Consumer behavior is the study of the process involving individuals or groups choosing, buying using or arranging products, services ideas or experiences to satisfy consumer needs and desires. Meanwhile, based on Sunyoto's interpretation (2012) in(Nugraha et al., 2021)Consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods or services, including the decision-making process and preparation in determining these activities.

2.2 Conceptual Framework

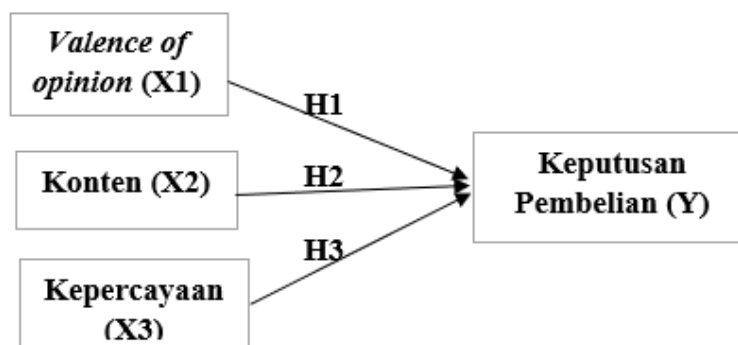


Figure 1 Conceptual Framework

Based on the conceptual framework above, the hypothesis in this study is as follows:

H1: It is suspected that Valence of Opinion has a significant influence on Culinary Purchasing Decisions in the Ponorogo Region on Instagram Followers @ariesskuliner.

H2: It is suspected that content has a significant influence on culinary purchasing decisions in the

Ponorogo area among Instagram followers @ariesskuliner.

H3: It is suspected that the level of trust has a significant influence on culinary purchasing decisions in the Ponorogo area among Instagram followers @ariesskuliner.

3 METHOD

This study uses a descriptive quantitative method using primary data obtained through the distribution of questionnaires. The questionnaire includes the variables studied, namely the valence of opinion, Content, Level of Trust, and Purchase Decisions measured using a Likert scale. In this study, the objects were Instagram followers @ariesskuliner who live in Ponorogo with a total of 398 respondents. The sample distribution technique in this study used the purposive sampling method by distributing questionnaires via google form. The data analysis technique for this study used a questionnaire test (validity test and reliability test), classical assumption test (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression analysis, and hypothesis test (t test and coefficient of determination test (R^2)).

4 RESULTS AND DISCUSSION

4.1 Validity Test

The results of the validity test show that all r counts of the Valence of Opinion, Content, Trust Level and Purchase Decision indicators on Instagram followers @ariesskuliner have a value greater than r table ($r \text{ count} > 0.099$). So these results indicate that the indicators are proven valid.

4.2 Reliability Test

Results reliability test shows the Cronbach's Alpha value on each variable shows results > 0.70 . The Cronbach's Alpha value for the Valence of Opinion variable is 0.816, Content is 0.706, Trust Level is 0.868, and Purchase Decision is 0.833. From these results, it can be stated as reliable so that it can be used to conduct research.

4.3 Normality Test

Table 2 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		398
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1.95704363
Most Extreme Differences	Absolute	,065

	Positive		,065
	Negative		-,061
Test Statistics			,065
Asymp. Sig. (2-tailed)			,000c
Monte Carlo Sig. (2-tailed)	Sig.		,064d
	99% Confidence Interval	Lower Bound	,057
		Upper Bound	,070
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 926214481.			

Source: SPSS Processed Data (2024).

Based on table 2, the results of the normality test show that the asymp significance value is 0.064 > 0.05. The conclusion from the results of the study above can be said that all data used in this study are normally distributed.

4.4 Multicollinearity Test

Table 3 Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	<i>Valence of Opinion</i> (X1)	,774	1,292
	Content (X2)	,758	1,320
	Confidence Level (X3)	,975	1,026
a. Dependent Variable: Purchase Decision (Y)			

Source: SPSS Processed Data (2024)

Based on the results in table 3, it shows that the tolerance value of the Valence of Opinion variable is $0.774 \geq 0.10$, the Content variable is $0.758 \geq 0.10$, and the Trust Level variable is $0.975 \geq 0.10$. The results of the VIF values of the Valence of Opinion, Content, and Trust Level variables have a value of ≤ 10 so that it can be stated that this study does not have multicollinearity.

4.5 Heteroscedasticity Test

Table 4 Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,855	,659		2,814	,005
	<i>Valence of Opinion</i> (X1)	,018	,032	,032	,562	,575
	Content (X2)	-,011	,022	-,028	-,487	,627
	Confidence Level (X3)	-,014	,030	-,023	-,450	,653

a. Dependent Variable: RES4

Source: SPSS Processed Data (2024)

Based on the results of table 4 above, it shows that the results of the heteroscedasticity test using the Glejser test for the variables Valence of Opinion, Content, and Level of Trust obtained a probability value (sig) > 0.05, so it can be stated that there is no heteroscedasticity in this study.

4.6 Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,984	1,124		8,882	,000
	<i>Valence of Opinion</i> (X1)	,107	,055	,099	1,927	,055
	Content (X2)	,269	,037	,376	7,221	,000
	Confidence Level (X3)	-,157	,051	-,141	-3,073	,002

a. Dependent Variable: Y1.TOTAL

Source: SPSS Processed Data (2024)

The results of the multiple linear regression equation:

$$\hat{Y} = 9.984 + 0.107 X_1 + 0.269 X_2 + (-0.157) X_3 + e$$

Regarding this matter, it can be interpreted that:

1. The constant value a = 9.984 can be interpreted that the variables Valence of Opinion, Content, and Level of Trust were not included in the research, so *followersInstagram @ariesskuliner* is still experiencing an increase of 9,984%.

2. Valence Coefficient of Opinion $b_1 = 0.107$

It has meaning if the variable *Valence of Opinion* experiencing an increase which will later have an impact on *followers* Instagram @ariesskuliner will increase by 0.107% assuming the other independent variables are constant.

3. Content Coefficient $b_2 = 0.269$

The test results if the variables Content improved even better then *followers* Instagram @ariesskuliner will increase by 0.269% assuming the other independent variables are constant.

4. Coefficient b_3 Trust Level $= -0.157$

The test results if the variables Trust Level experiencing a decline which will later have an impact on *followers* Instagram @ariesskuliner will decrease by -0.157% assuming the other independent variables are constant.

4.7 Partial Test (T-Test)

Table 6 Partial Test (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,984	1,124		8,882	,000
	<i>Valence of Opinion</i> (X1)	,107	,055	,099	1,927	,055
	Content (X2)	,269	,037	,376	7,221	,000
	Confidence Level (X3)	-,157	,051	-,141	-3,073	,002

a. Dependent Variable: Y1.TOTAL

Source: SPSS Processed Data (2024).

Based on table 6 above, the following conclusions can be drawn:

1. In the results of the hypothesis test of variable X1, namely Valence of Opinion, the t-count value is 1.927, t-table is 1.966 so that t-count is smaller than t-table. The significance value of Valence of Opinion is $0.055 > 0.05$. Based on the explanation above, it shows that H1 is rejected, meaning that Valence of Opinion does not have a significant effect on Purchasing Decisions.
2. In the results of the hypothesis test of variable X2, namely Content, the t-count value is 7.221, t-table is 1.966 so that t-count is greater than t-table. The significance value of Content is $0.000 < 0.05$. Based on the explanation above, it shows that H2 is accepted, meaning that Content has a positive and significant effect on Purchasing Decisions.
3. In the results of the hypothesis test of variable X3, namely the Level of Trust, the t-count value is -3.073, t-table is 1.966 so that t-count is smaller than t-table. The significance value of the Level is 0.002

<0.05. Based on the explanation above, it shows that H3 is accepted, meaning that the Level of Trust has a negative and significant effect on Purchasing Decisions.

4.8 Coefficient of Determination Test(R2)

Table 7 Test of Determination Coefficient(R2 Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,437a	,191	,184	1,964
a. Predictors: (Constant), X4.TOTAL, X1.TOTAL, X2.TOTAL, X3.TOTAL				

Source: SPSS Processed Data (2024).

Based on the results in table 7, the R Square value is 0.191 and the Adjusted R Square value is 0.184 or 18.4%, which means that the Purchase Decision (Y) can be explained by the variables Valence of Opinion (X1), Content (X2), and Level of Trust (X3), while the remaining 81.6% is explained by variables that are not included in this research model..

5 CONCLUSION

Based on the results of the study from data analysis on the Influence of Valence of Opinion, Content, and Level of Trust on Culinary Purchasing Decisions in the Ponorogo Region, it can be concluded that Valence of Opinion does not have a significant effect on Culinary Purchasing Decisions in the Ponorogo Region influenced by Instagram Followers @ariesskuliner, Content has a positive and significant effect on Culinary Purchasing Decisions in the Ponorogo Region influenced by Instagram Followers @ariesskuliner, and Level of Trust has a negative and significant effect on Culinary Purchasing Decisions in the Ponorogo Region influenced by Instagram Followers @ariesskuliner.

6 SUGGESTION

Suggestions for further researchers are expected to be able to develop this research more broadly so that new discoveries can be obtained to increase knowledge and be beneficial for everyone.

REFERENCES

- Abdi, H. (2020). 8 Must-Try Ponorogo Specialties, Delicious and Cheap.
- Adeliasari, Ivana, V., & Thio, S. (2014). Electronic Word-of-Mouth (e-wom) and Its Influence on Cafe Purchasing Decisions in Surabaya. *Journal of Hospitality and Service Management*, 2(2), 1–13.
- Amil, R. (2021). The Influence of Electronic Word of Mouth on Purchasing Decisions (Case Study of Ms Glow Skincare Products).
- Amira, N., & Nurhayati, IK (2019). Effectiveness of Sponsored Instagram as an Advertising/Promotional

- Media (A Study of Tiket.com Advertising with the EPIC Model Method). *JCommsci - Journal of Media and Communication Science*, 2(2), 4–8.
- Fadhilah, & Saputra, G., G. (2021). The Influence of Content Marketing and E-Wom on TikTok Social Media on Generation Z Purchasing Decisions. 17(3), 505–512.
- Haekal, ME, Suharyono, & Yuliyanto, E. (2016). The Influence of Electronic Word of Mouth on Trust and Purchasing Decisions (Survey on Consumers of Fashion Products Followers of Erigostore Instagram Account). *Journal of Business Administration (JAB) | Vol, 40(2)*, 162–168.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context. *Canadian Journal of Administrative Sciences*, 27(1), 5-23.
- Khalil, I., Saggaff Shihab, M., & Hammad, H. (2023). The Influence of Instagram Content and Copywriting on Brand Awareness and Purchasing Decisions. *Journal of Administration and Management*, 13(3), 307–317.
- Kim, Y.-J. (2021). What Drives Consumers' Purchase Decisions? : User- and Marketer-generated Content. 24(2), 79-90.
- Lailiya, N. (2020). The Influence of Brand Ambassador and Trust on Purchasing Decisions on Tokopedia. 2(2), 113–126.
- Matondang, RN (2024). What We Can Learn from Consumers About Industrial Progress. March, 0–3.
- Maulana, MW (2019). The Influence of Consumer Trust on Purchasing Decisions at the Gifutohandicraft Online Store on Instagram.
- Noviandi, A. (2021). The Influence of E-Wom (Electronic Word Of Mouth) on Online Purchase Decisions for Food & Beverage Products on the Tokopedia Marketplace. 2(1), 25–29.
- Consumer Behavior Theory.
- Nur, DS, & Octavia, A. (2022). The Influence of Electronic Word of Mouth on Purchasing Decisions with Consumer Trust as a Mediator on the Shopee Marketplace in Jambi City. *Journal of Applied Management and Finance*, 11(2), 387–399.
- Nursavira, & Nurainun. (2022). The Influence of Electronic Word of Mouth on Purchasing Decisions at the Zhalsa.Id Store Through Shopee. *Visionary & Strategic Journal*, 11(1), 1–9.
- Tourism, K. (2019). Top 10 Ponorogo Culinary You Must Try When Going Home.
- Ramadhan, ID, & Oktaviana, P. (2023). The Influence of Chatime Instagram Content on Purchasing Decisions. 1(1), 43–52.
- Sabil, S., Hidayat, M., & Asri, A. (2022). Analysis of the Influence of Social Media Content and Service Innovation on Purchasing Decisions Through Lifestyle as an Intervening Variable on the Shopee Application in Makassar City. *Nobel Management Review*, 3(4), 658–673.
- Sagala, MTR, Zainal, A., & Rifai, M. (2023). Valence of Opinion: Purchase Decision of Skintific Products on Instagram Account @skintificid. *Jurnal Ilmiah Wahana Pendidikan*, October, 2023(20), 467–475.
- Septian, BP, & Handaruwati, I. (2021). The Influence of Customer Experience on Consumer Satisfaction of Local Culinary Products Soto Mbok Geger Pedan Klaten. *Bisnisman Journal: Business and Management Research*, 3(2), 16–33.

- Vildayanti, RA, Sriyanto, A., Hidayat, RS, & Setyarko, Y. (2022). The Role of Content, Testimonials and Promotions on Purchasing Decisions (A Study of Lima Detik Kemang Coffee Customers, in Jakarta). *Journal of Economics and Management*, 11(2), 168.
- Yulianto, MR, & Soesanto, H. (2019). Analysis of the Influence of Electronic Word of Mouth on Brand Trust and Image and Its Impact on Purchasing Decisions (Study on Lazada.co.id Consumers in Semarang). *Diponegoro Journal of Management*, 8(3), 1–9.