Available at https://journalenrichment.com/index.php/jr/

Enrichment: Journal of Multidisciplinary Research and Development

# The Effect of Trustworthiness on Purchase Intention Mediated by Attitude Towards Food Creators and Attitude Towards Online Food Creator Reviews among TikTok Users in Jakarta

**Juli Fransisca*, Ratlan Pardede**
Universitas Bunda Mulia, Jakarta, Indonesia
Email: m81250020@student.ubm.ac.id*, l1399@lecturer.ubm.ac.id

**ABSTRACT**

The development of social media, especially TikTok, has made food creators an influential source of culinary information in shaping people's consumption preferences and decisions. This study aims to analyze the influence of source trustworthiness, attitude towards food creators, and attitude towards online food creator reviews on purchase intention among TikTok users in Jakarta who have watched content from the @onebitebigbite account. The study used a quantitative approach with a survey method through an online questionnaire administered to 250 respondents selected using the purposive sampling technique. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results of the study show that source trustworthiness has a positive and significant effect on attitude towards food creators, attitude towards online food creator reviews, and purchase intention. In addition, attitude towards food creators and attitude towards online food creator reviews also have a positive and significant effect on purchase intention. These findings indicate that trust in food creators and positive attitudes towards creators and reviews posted online are important factors influencing consumer purchase intention for food products recommended through TikTok.

**Keywords:** source trustworthiness; attitude towards food creators; attitude towards online food creator reviews; purchase intention; TikTok

## INTRODUCTION

The development of digital technology has significantly changed the way people communicate, obtain information, and make consumption decisions. Social media no longer functions solely as a means of social interaction, but has also become a primary source of information and a supporting medium for purchasing activities (Komang & Komang Netriani, 2024). DataReportal noted that as of January 2025, there are 143 million active social media users in Indonesia, equivalent to 50.2% of the total population (DataReportal, 2025).

The growth of digital platforms has also driven the increasing popularity of culinary content produced by food creators. Through blogs and vlogs, creators are able to influence consumer perception and provide insights related to the products or services they review. Social media amplifies the impact of food creator activities because video content can reach global consumers in a short time and has the potential to go viral, especially on short video-based platforms such as TikTok, which emphasizes visually appealing and easily consumable content. Effective content is generally able to meet the needs of information and entertainment while eliciting an emotional response from the audience (Nguyen et al., 2024; Ali & Shahzad, 2025).

TikTok's popularity in Indonesia is particularly prominent, with the number of users reaching 194.37 million by 2025 the highest in the world, surpassing the United States and Brazil. Based on a report from APJII, TikTok is the most popular social media platform in Indonesia with a usage rate of 35.17%, outperforming YouTube, Facebook, Instagram, and X/Twitter. In terms of region, Jakarta records the highest percentage of TikTok users at 22%, followed by East Java and West Java (Kompas.com, 2025a; Guinea, 2021).

TikTok's dominance has been leveraged by many food creators to build influence, one of whom is Serly Asnim through the @onebitebigbite account, which has hundreds of thousands of followers and tens of millions of likes. Through engaging and informative visual content, Serly consistently presents and recommends culinary products that have the potential to influence consumer interest and consumption behavior. In general, food creators are digital opinion leaders who are able to influence purchasing decisions through the information, recommendations, and experiences they share (Foodies, 2023; Sang et al., 2024; Lacsina, 2023).

One of the important factors in the effectiveness of food creator influence is source trustworthiness that is, the consumer's perception that the creator conveys information honestly, consistently, and reliably. A high level of trust encourages consumers to regard recommendations as accurate and credible. In addition, attitude towards food creators also plays an important role, as it is formed from perceptions of the creator's credibility, expertise, and attractiveness, as well as consistency in presenting informative and entertaining content. This positive attitude increases consumers' tendency to follow the creator's recommendations and share them with others (AlFarraj et al., 2021; Koay et al., 2022; Handranata & Kalila, 2025; Fajri et al., 2025; Belanche et al., 2021).

In addition to attitudes towards food creators, attitude towards online food creator reviews also influences consumer preferences and purchasing decisions. Reviews that are considered informative, authentic, and transparent tend to be perceived positively and strengthen consumer confidence in the quality of the information received. Therefore, source trustworthiness, attitude towards food creators, and attitude towards online food creator reviews are important determinants in the formation of consumer purchase intention (Bhagat et al., 2025; Coutinho et al., 2023; Nguyen et al., 2024).

In practice, however, there is often a gap between the expectations formed by food creator content and the reality of the product that consumers receive. Many consumers have reported discrepancies in taste, texture, portion, and serving quality compared to what is depicted in the video. The use of visual effects, specific camera angles, and dramatic editing techniques makes content appear more persuasive and generates excessively high expectations (Cai & Chi, 2021; Lacsina, 2023).

Furthermore, the findings of previous studies have been inconsistent. Lacap et al. (2024) found that source trustworthiness had no significant effect on purchase intention, as some viewers consumed content purely for entertainment without any intent to purchase. In contrast, Daradinanti & Kuswati (2025) demonstrated that source trustworthiness significantly increases purchase intention. These contradictory findings suggest the existence of a research gap that warrants further empirical investigation.

The urgency of this research is underscored by several converging factors. First, TikTok's unprecedented growth in Indonesia, particularly in Jakarta where user concentration is

highest, creates an urgent need to understand how platform-specific dynamics influence consumer behavior. Second, the proliferation of food creators as influential marketing channels necessitates empirical investigation of the mechanisms through which they affect purchase decisions, especially given the substantial investments brands make in creator partnerships. Third, the documented gap between content-generated expectations and actual product experiences raises concerns about the sustainability of creator influence and its potential negative consequences for consumer trust. Fourth, the inconsistent findings in previous literature regarding the effects of trustworthiness demand resolution through rigorous empirical examination incorporating mediating variables to explain the underlying processes.

The novelty of this research lies in its integrated examination of the effects of source trustworthiness on purchase intention through dual mediating pathways attitude towards food creators and attitude towards online food creator reviews within the specific context of TikTok food content in Jakarta. Unlike previous studies that have examined these relationships in isolation or in different platform contexts, this research proposes a comprehensive mediation model tested on users of a specific, highly influential food creator account (@onebitebigbite). The focus on a single creator account enables controlled examination of trustworthiness effects while minimizing confounding variation across different creator styles and content approaches. Additionally, the Jakarta-specific context captures consumer behavior in Indonesia's most digitally engaged metropolitan area, providing insights applicable to urban markets with high social media penetration.

Based on this phenomenon, this study aims to analyze the influence of source trustworthiness, attitude towards food creators, and attitude towards online food creator reviews on purchase intention among TikTok users, particularly those in the Jakarta area who have watched content from the @onebitebigbite food creator account.

## RESEARCH METHODS

This study employed a quantitative approach that focuses on testing theory through the measurement of research variables in the form of numerical data and analysis using statistical techniques. The research flow is deductive that is, hypotheses are formulated based on theoretical foundations and then tested empirically and the study is designed as causal research to analyze the cause-and-effect relationships between variables. Data collection was carried out using a survey method through the distribution of an online questionnaire to respondents via the Google Forms platform. In terms of time horizon, this study employed a cross-sectional design, as data collection was conducted once within a given period (Paramita et al., 2021; Sekaran & Bougie, 2016).

This study applies a non-probability sampling technique using the purposive sampling method, whereby respondents are selected based on criteria established by the researcher, as they are considered capable of providing information relevant to the research objectives. The respondent criteria applied in this study are individuals in DKI Jakarta who use the TikTok application and have watched culinary content produced by the food creator @onebitebigbite (Sekaran & Bougie, 2016).

### Operationalization of Variables and Measurement Scales

Some research variables are abstract and cannot be directly quantified; therefore, they must be operationalized into observable behaviors or measurable characteristics. Operationalization is carried out by identifying the dimensions or properties of a concept, then developing a measurement instrument in the form of items or indicators that reflect the concept (Sekaran & Bougie, 2016).

Given the breadth of the population and the limitations of the study, a sample was used as a representative of the population. This study applies non-probability sampling with the purposive sampling technique, which involves the deliberate selection of respondents based on predetermined criteria, ensuring that selected respondents are capable of providing information relevant to the research objectives. Accordingly, the respondents in this study are individuals in DKI Jakarta who use the TikTok application and have watched culinary content from the food creator @onebitebigbite.

The sample size of this study follows established guidelines, which specify that the sample should be greater than 30 but should not exceed 500 respondents. Referring to the sample-to-item ratio of 5:1, a minimum of five respondents is required for each indicator. With 19 indicators used in this study, the minimum required sample size is therefore 95 respondents (19 × 5) (Sekaran & Bougie, 2016; Ali Memon et al., 2020).

**Data Analysis Techniques**

Data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (*PLS-SEM*) method with SmartPLS software. The *PLS-SEM* method was chosen because it is capable of simultaneously analyzing relationships among latent variables and is suitable for studies with complex models and relatively limited sample sizes. The stages of data analysis in this study include the evaluation of the measurement model (*outer model*), comprising validity and reliability tests; the evaluation of the structural model (*inner model*); and hypothesis testing through bootstrapping procedures (Hair Jr. et al., 2021).

Data analysis begins with the evaluation of the measurement model (*outer model*), which aims to assess the validity and reliability of the research constructs. Validity testing assesses the extent to which the developed instrument measures the specific concept it is intended to measure, and is evaluated through convergent validity and discriminant validity. Convergent validity was assessed by examining *outer loading* values and the Average Variance Extracted (AVE). An indicator is considered valid if its *outer loading* value is at least 0.708, while a construct is considered to meet convergent validity if its AVE value exceeds 0.50 (Sekaran & Bougie, 2016; Hair et al., 2014).

In addition, this study conducts discriminant validity testing to confirm that each construct is sufficiently distinct from the others. Discriminant validity is evaluated using the Fornell–Larcker criterion and *cross-loading* values, whereby a construct is considered valid if its correlation with its own indicators is higher than its correlation with indicators of other constructs in the model (Hair et al., 2014).

Reliability testing is subsequently conducted to determine the level of internal consistency of the indicators in measuring each construct. Reliability is assessed through Cronbach's Alpha and Composite Reliability, with both values required to exceed 0.70 for a construct to be considered reliable (Hair et al., 2014).

After the measurement model satisfies the validity and reliability criteria, analysis proceeds to the evaluation of the structural model (*inner model*). This model represents the

latent constructs and the paths between them in the research model, and its evaluation aims to determine the strength of the relationships among latent variables. One of the key indicators used is the coefficient of determination ($R^2$), which is the most widely used measure for evaluating structural models because it reflects the model's predictive accuracy and indicates the combined influence of exogenous latent variables on endogenous latent variables. In general, $R^2$ values of 0.75, 0.50, and 0.25 may be categorized as substantial, moderate, and weak, respectively (Hair et al., 2014).

In addition, effect size ($f^2$) testing was also conducted to determine whether an independent variable exerts a substantive influence in explaining the dependent variable within the research model. An $f^2$ value of 0.02 indicates a small effect, a value of 0.15 indicates a medium effect, and a value of 0.35 indicates a large effect (Hair et al., 2014).

Next, predictive relevance was evaluated using the $Q^2$ value. $Q^2$ is an indicator of the predictive relevance of the structural model, used to assess the ability of the *PLS-SEM* model to predict the observed values of indicators within reflective endogenous latent constructs. The model is considered to have predictive relevance when the $Q^2$ value is greater than zero ($Q^2 > 0$) (Hair et al., 2014).

The final stage involves hypothesis testing, conducted using a bootstrapping procedure in SmartPLS to obtain *t*-statistic values and *p*-values for each hypothesized relationship between variables. A relationship between constructs is considered statistically significant if the *p*-value is $\leq 0.05$ and the *t*-value is $\geq 1.96$ at a significance level of 5% (two-tailed test). Decisions regarding the acceptance or rejection of hypotheses are therefore based on these significance criteria. The decision rules for hypothesis testing are as follows:

- If the *p*-value $\leq 0.05$ and the *t*-statistic $\geq 1.96$, then $H_0$ is rejected and $H_a$ is accepted.
- If the *p*-value $> 0.05$ and the *t*-statistic $< 1.96$, then $H_0$ is accepted and $H_a$ is rejected.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Based on research data obtained through the distribution of online questionnaires using Google Form, researchers managed to obtain 250 respondents who all met the criteria for analysis. The number of samples has exceeded the drinking limit specified in this study, which is 100 respondents. Furthermore, the initial stage was carried out, namely a descriptive analysis used to describe the respondents' profiles consisting of gender, age, profession, duration of TikTok use, and how often they watched @onebitebigbite in the last 3 months.

Respondent Profile, based on gender, there were 84 male respondents (33.6%) and 166 female respondents (66.4%), so it can be concluded that the respondents in this study are dominated by women.

Based on age, the majority of respondents were in the age range of 13–28 years old as many as 197 respondents (78.8%), followed by respondents aged 29–45 years as many as 51 respondents (20.4%), and respondents aged 0–12 years as many as 2 respondents (0.8%). This shows that most of the respondents are from the adolescent to young adult age group.

Based on profession, respondents were dominated by employees as many as 117 respondents (46.8%), followed by students/students as many as 72 respondents (28.8%), entrepreneurs as many as 42 respondents (16.8%), housewives as many as 17 respondents

(6.8%), and civil servants and freelancers as many as 1 respondent (0.4%) respectively. These results show that most of the respondents are productively active individuals.

Based on the duration of TikTok use per day, the majority of respondents used TikTok for 3–4 hours as many as 128 respondents (51.2%), followed by 1–2 hours of use by 63 respondents (25.2%), use more than 4 hours by 56 respondents (22.4%), and use less than 1 hour by 3 respondents (1.2%). This indicates that respondents have a relatively high intensity of TikTok use.

Furthermore, based on the frequency of viewing @onebitebigbite accounts in the last 3 months, as many as 126 respondents (50.4%) watched 3–5 times, 94 respondents (37.7%) watched more than 5 times, and 30 respondents (12%) watched 1–2 times. These findings show that most respondents have a fairly high level of exposure to the content of @onebitebigbite account.

**Descriptive Statistics Research Indicators**

This research involves several variables, namely Source Trustworthiness, Attitude Towards Food Creator, Attitude Towards Online Food Creator Review, and Purchase Intention. Descriptive statistical analysis was conducted to identify and describe the distribution of respondents' answers on each research indicator, which included minimum, maximum, mean, and standard deviation values. This analysis aims to provide an overview of respondents' perceptions of each variable and show the tendency and level of variation in answers on a Likert scale of 1-5.

**Descriptive Statistics Source Trustworthiness**

The Source Trustworthiness variable consists of five indicators (ST1-ST5) that measure respondents' perception of the level of honesty, reliability, sincerity, and credibility of the TikTok Food Creator account @onebitebigbite

Based on the results of descriptive statistical analysis, an overall average score of 4,306 was obtained, which shows that respondents tend to have a high level of trust in the food creator.

The mean standard deviation of 0.756, which is relatively low, indicates that the respondents' answers are relatively homogeneous and there are no significant differences in perception among respondents.

**Descriptive Statistics of Attitude Towards Food Creator**

The Attitude Towards Food Creator variable consists of five indicators (ATFC1-ATFC5) that measure respondents' attitudes towards @onebitebigbite food creator TikTok account, including perceptions of pleasure in the content of the content, trust, and benefits of the information provided.

The average value of the overall variable of 4,408 shows that the respondents have a very positive attitude towards the food creator.

The mean standard deviation of 0.750 indicates that respondents' answers are relatively consistent and do not show large variations.

**Descriptive Statistics Attitude Towards Online Food Creator Review**

The Attitude Towards Online Food Creator Review variable consists of four indicators (ATO1-ATO4) that measure respondents' attitudes towards reviews provided by TikTok food creator @onebitebigbite.

**Table 1.** Descriptive Statistics Attitude Towards Online Food Creator Review

| Code | Questions | Min | Max | Red | Std. Deviation |
|---|---|---|---|---|---|
| **ATO1** | Reviews from the TikTok food creator account @onebitebigbite really helped me in making food/drink purchase decisions. | 1 | 5 | 4.21 | 0.92 |
| **ATO2** | I feel more confident when buying food/drinks because of the reviews from the TikTok food creator account @onebitebigbite | 1 | 5 | 4.18 | 0.92 |
| **ATO3** | The reviews from the TikTok food creator account @onebitebigbite very informative. | 1 | 5 | 4.47 | 0.74 |
| **ATO4** | Reviews from the TikTok food creator account @onebitebigbite are a great way for me to find the advantages/disadvantages of a food/drink. | 1 | 5 | 4.45 | 0.72 |
| | **Mean Values and Standard Deviation** | | | 4.328 | 0.825 |

Source: Results of Researcher Data Processing (2026)

The Attitude Towards Online Food Creator Review variable consists of four indicators (ATO1-ATO4) that measure respondents' attitudes towards reviews provided by TikTok food creator @onebitebigbite. An overall average score of 4,328 indicates that respondents have a positive evaluation of the reviews submitted, especially in assisting in purchasing decision-making.

The average standard deviation of 0.825 indicates a moderate variation in answers, but in general the respondents' perception remains in the positive category.

**Descriptive Purchase Intention Statistics**

The Purchase Intention variable consists of five indicators (PI1-PI5) that measure the intention of respondents to buy food/beverages reviewed by the TikTok food creator @onebitebigbite.

**Table 2.** Descriptive Purchase Intention Statistics

| Code | Questions | Min | Max | Red | Std. Deviation |
|---|---|---|---|---|---|
| **PI1** | After watching the reviews from the TikTok food creator account @onebitebigbite, I considered buying the food/drinks that were reviewed. | 2 | 5 | 4.39 | 0.76 |
| **PI2** | After watching reviews from @onebitebigbite food creator TikTok account, I became interested in buying the food/drinks that were reviewed. | 1 | 5 | 4.36 | 0.76 |
| **PI3** | After watching the reviews from the TikTok food creator account @onebitebigbite, I was willing to buy the food/drink that was reviewed. | 1 | 5 | 4.08 | 0.94 |
| **PI4** | After watching reviews from @onebitebigbite food creator's TikTok account, I will most likely buy the food/drinks reviewed. | 1 | 5 | 4.02 | 0.95 |
| **PI5** | After watching the reviews from @onebitebigbite food creator's TikTok account, I will buy the food/drinks that are reviewed. | 1 | 5 | 3.87 | 1.07 |
| | **Mean Values and Standard Deviation** | | | 4.144 | 0.896 |

Source: Results of Researcher Data Processing (2026)

An overall average score of 4,144 indicates that respondents have a high tendency to make a purchase after looking at the reviews provided.

The mean standard deviation of 0.896 indicates that there is a greater variation of answers than other variables, although in general respondents still show positive buying intentions.

**Research Data Analysis**

**Instrument Validity Test Results**

Based on the data that has been collected, this study conducts a convergent validity test to evaluate the extent to which the research instrument prepared is able to measure the construct or concept that is the purpose of measurement appropriately. In this study, the convergent validity was tested through the outer loading value and Average Variance (AVE). an indicator is considered to meet the valid criteria if it has an outer loading value of at least 0.708, while a construct is declared to have good convergent validity if the AVE value exceeds 0.50. (Sekaran & Bougie, 2016) (Hair et al., 2014)

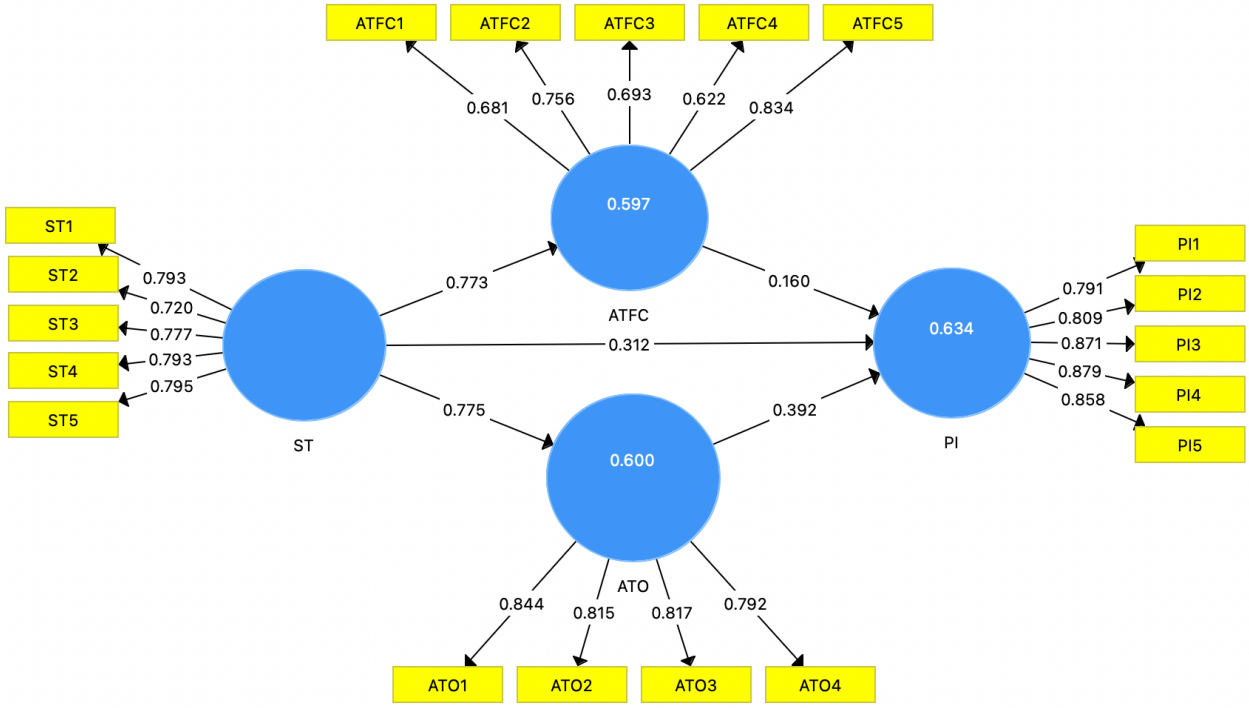


**Figure 2.** Model SEM

Source: Results of Researcher Data Processing (2026)

**Table 3.** Outer Loading

| Variable | Indicator | Loading Factor | Conclusion |
|---|---|---|---|
| **Source Trustworthiness** | ST1 | 0.720 | Valid |
| | ST2 | 0.777 | Valid |
| | ST3 | 0.793 | Valid |
| | ST4 | 0.795 | Valid |
| | ST5 | 0.793 | Valid |
| **Attitude Towards Food Creator** | ATFC1 | 0.681 | Invalid |
| | ATFC2 | 0.756 | Valid |
| | ATFC3 | 0.693 | Invalid |

| | | | |
|---|---|---|---|
| | ATFC4 | 0.622 | Invalid |
| | ATFC5 | 0.834 | Valid |
| **Attitude Towards Online Food Creator Review** | ATO1 | 0.844 | Valid |
| | ATO2 | 0.815 | Valid |
| | ATO3 | 0.817 | Valid |
| | ATO4 | 0.792 | Valid |
| **Purchase Intention** | PI1 | 0.791 | Valid |
| | PI2 | 0.809 | Valid |
| | PI3 | 0.871 | Valid |
| | PI4 | 0.879 | Valid |
| | PI5 | 0.858 | Valid |

Source: Results of Researcher Data Processing (2026)

Based on the results of the instrument validity test, there are three indicators in the Attitude Towards Food Creator construct, namely ATFC1, ATFC3, and ATFC4 which have an outer loading value below the minimum limit of 0.708. Therefore, the three indicators were initially declared to not meet the criteria for convergent validity.

Furthermore, the model was re-evaluated by removing the indicator that had the lowest outer loading value, namely ATFC4. After the ATFC4 indicator was removed and retested, the outer loading values of ATFC1 and ATFC3 increased and met the set criteria, so that both indicators were maintained in the research model.

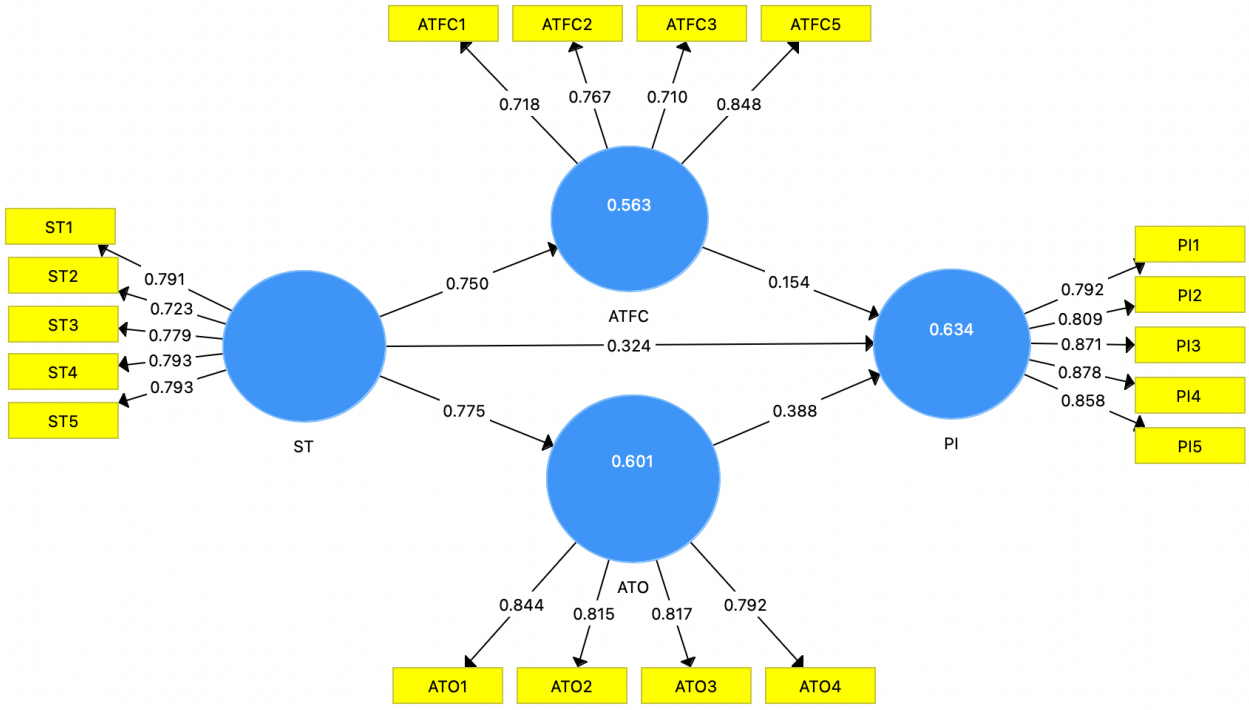


**Figure 3.** SEM model after deletion

Source: Results of Researcher Data Processing (2026)

**Table 4.** Outer loading after removal

| Variable | Indicator | Loading Factor | Conclusion |
|---|---|---|---|
| **Source Trustworthiness** | ST1 | 0.720 | Valid |
| | ST2 | 0.777 | Valid |
| | ST3 | 0.793 | Valid |
| | ST4 | 0.795 | Valid |
| | ST5 | 0.793 | Valid |
| **Attitude Towards Food Creator** | ATFC1 | 0.718 | Valid |
| | ATFC2 | 0.767 | Valid |
| | ATFC3 | 0.710 | Valid |
| | ATFC5 | 0.848 | Valid |
| **Attitude Towards Online Food Creator Review** | ATO1 | 0.844 | Valid |
| | ATO2 | 0.815 | Valid |
| | ATO3 | 0.817 | Valid |
| | ATO4 | 0.792 | Valid |
| **Purchase Intention** | PI1 | 0.791 | Valid |
| | PI2 | 0.809 | Valid |
| | PI3 | 0.871 | Valid |
| | PI4 | 0.879 | Valid |
| | PI5 | 0.858 | Valid |

Source: Results of Researcher Data Processing (2026)

Based on the results of the outer loading test, all indicators have a loading factor value above 0.70, so it can be concluded that all indicators are valid in measuring the construct being studied.

**Average Variance Extracted (AVE) Test Results**

**Table 5.** Average Variance Extracted (AVE)

| Variable | AVE | Remarks |
|---|---|---|
| **Source Trustworthiness** | 0.603 | Valid |
| **Attitude Towards Food Creator** | 0.582 | Valid |
| **Attitude Towards Online Food Creator Review** | 0.668 | Valid |
| **Purchase Intention** | 0.709 | Valid |

Source: Results of Researcher Data Processing (2026)

Based on the results of the Average Variance Extracted (AVE) test, the entire construct has an AVE value above 0.50, so it can be concluded that the variable has met the criteria for convergent validity.

**Reliability Test Results**

The construct reliability test in this study was measured using Cronbach's Alpha and Composite Reliability. This test aims to ensure that the indicators in each construct have an adequate level of depth in measuring the variables being studied. A construct is declared reliable if it has Cronbach's Alpha and Composite Reliability values above 0.70, in addition, a Composite Reliability value in the range of 0.70 to 0.90 indicates a good level of reliability, while a value above 0.95 is not recommended because it can indicate that the indicators used

are too uniform in measuring the same phenomenon so that it has the potential to reduce the validity of the construct (Hair et al., 2014) .

**Composite Reliability**

**Table 6.** Composite Reliability Results

| Variable | Composite Reliability | Remarks |
|---|---|---|
| **Source Trustworthiness** | 0.883 | Reliable |
| **Attitude Towards Food Creator** | 0.847 | Reliable |
| **Attitude Towards Online Food Creator Review** | 0.889 | Reliable |
| **Purchase Intention** | 0.924 | Reliable |

Source: Results of Researcher Data Processing (2026)

Based on the results of the reliability test using Composite Reliability, all constructs have a value above 0.70, so it can be concluded that each variable in this study has good reliability.

**Cronbach's Alpha**

**Table 7.** Cronbach's Alpha

| Variable | Cronbach's Alpha | Remarks |
|---|---|---|
| **Source Trustworthiness** | 0.835 | Reliable |
| **Attitude Towards Food Creator** | 0.765 | Reliable |
| **Attitude Towards Online Food Creator Review** | 0.834 | Reliable |
| **Purchase Intention** | 0.897 | Reliable |

Source: Results of Researcher Data Processing (2026)

Based on the results of Cronbach's Alpha test, the entire construct has a value above 0.70 so it can be concluded that each variable in this study has good reliability.

**Results of the Discriminant Validity Test**

Discriminant validity shows that each construct in the study is completely different and does not overlap with the other constructs. In this study, the validity of the discriminator was tested using two approaches, namely cross loading and the Fornell-Larcker criteria.

In the cross loading approach, an indicator is declared to meet discriminant validity if the outer loading value of the measured construct is greater than the loading value of the indicator in another construct. If there is a cross loading value that exceeds the outer loading, it indicates a problem of discriminatory validity.

Then in the Fornell-Larcker approach, a construct is declared to meet discriminant validity if the square root of AVE is greater than its highest correlation with another construct. This criterion is based on the assumption that a construct should have greater variance to its own indicators than any other construct (Hair et al., 2014).

**Cross Loadings**

**Table 8.** Results of Cross Loadings

| Indicator | ST | ATFC | ATO | PI |
|---|---|---|---|---|
| **ST1** | **0.791** | 0.555 | 0.554 | 0.567 |
| **ST2** | **0.723** | 0.534 | 0.599 | 0.531 |

| | | | | |
|---|---|---|---|---|
| **ST3** | **0.779** | 0.619 | 0.657 | 0.633 |
| **ST4** | **0.793** | 0.631 | 0.628 | 0.590 |
| **ST5** | **0.793** | 0.562 | 0.560 | 0.539 |
| **ATFC1** | 0.508 | **0.718** | 0.473 | 0.308 |
| **ATFC2** | 0.620 | **0.767** | 0.584 | 0.689 |
| **ATFC3** | 0.519 | **0.710** | 0.444 | 0.324 |
| **ATFC5** | 0.618 | **0.848** | 0.639 | 0.615 |
| **ATO1** | 0.646 | 0.618 | **0.844** | 0.649 |
| **ATO2** | 0.616 | 0.521 | **0.815** | 0.672 |
| **ATO3** | 0.632 | 0.817 | **0.817** | 0.553 |
| **ATO4** | 0.641 | 0.615 | **0.792** | 0.568 |
| **PI1** | 0.627 | 0.610 | 0.654 | **0.792** |
| **PI2** | 0.665 | 0.599 | O.621 | **0.809** |
| **PI3** | 0.609 | 0.567 | O.646 | **0.871** |
| **PI4** | 0.628 | 0.547 | 0.648 | **0.878** |
| **PI5** | 0.577 | 0.503 | 0.576 | **0.858** |

Source: Results of Researcher Data Processing (2026)

Based on the discriminant validity test using cross loadings, each indicator had the highest loading value on the measured construct compared to other constructs. Thus, it can be concluded that all indicators have met the criteria of discriminatory validity.

**Fornell-Larcker**

**Table 9.** Fornell-Larcker Criterion Results

| | **ATFC** | **ATO** | **PI** | **ST** |
|---|---|---|---|---|
| **ATFC** | 0.763 | | | |
| **ATO** | 0.715 | 0.817 | | |
| **PI** | 0.674 | 0.749 | 0.842 | |
| **AND** | 0.750 | 0.775 | 0.740 | 0.776 |

Source: Results of Researcher Data Processing (2026)

Based on the Fornell-Larcker criteria, the value of the square root of AVE in each construct is greater than the correlation between other constructs. Thus, based on the cross loading test and the Fornell-Larcker Criterion, the research model has met the criteria of discriminant validity.

**Inner Model Test Results**

**Coefficient of Determination ($R^2$)**

The determination coefficient ($R^2$) is used to evaluate structural models by demonstrating the ability of exogenous variables to explain variations in endogenous variables. The higher the $R^2$ value, the better the model's ability to predict endogenous variables. In general, $R^2$ values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak levels of explanatory ability, respectively.

**Table 10.** Result of Coefficient of Determination ($R^2$)

| Variable | R-square |
|---|---|
| **Attitude Towards Food Creator (ATFC)** | 0.563 |
| **Attitude Towards Online Food Creator Review (ATO)** | 0.601 |

| | |
|---|---|
| **Purchase Intention (PI)** | 0.634 |

Source: Results of Researcher Data Processing (2026)

Based on the test results, the Attitude Towards Food Creator (ATFC) variable of 0.563 showed that Source Trustworthiness was able to explain 56.3% of ATFC variations. This value is in the medium (moderate) category, so the model is able to explain the relationship between variables quite well.

The Attitude Towards Online Food Creator Review (ATO) variable has an $R^2$ value of 0.601 which is also included in the medium (moderate) category. This shows that Source Trustworthiness is able to explain 60.1% of ATO variations, while the rest is influenced by other factors.

Furthermore, the Purchase Intention variable has an $R^2$ value of 0.634 which belongs to the moderate category and is close to strong. This shows that Source Trustworthiness, Attitude Towards Food Creator, and Attitude Towards Online Food Creator Review together explain 63.4% of Purchase Intention variations. Thus, there are still other factors outside the model that can affect consumer buying intention.

**Effect Size ($f^2$)**

The effect size ($f^2$) is a measure used to evaluate the magnitude of the influence of an exogenous variable on the endogenous variable by looking at the change in the $R^2$ value when the exogenous variable is included or removed from the model. This measure shows whether exogenous variables have a substantive impact in explaining endogenous variables in structural models. In general, $f^2$ values of 0.02, 0.15, and 0.35 indicate small, medium, and large influences, respectively.

**Table 11.** Effect Size Result ($f^2$)

| Construct | $f^2$ | Remarks |
|---|---|---|
| **Source Trustworthiness → Attitude Towards Food Creator** | 1.286 | Huge influence |
| **Source Trustworthiness → Attitude Towards Online Food Creator Review** | 1.506 | Huge influence |
| **Source Trustworthiness → Purchase Intention** | 0.092 | Small influence |
| **Attitude Towards Food Creator → Purchase Intention** | 0.025 | Small influence |
| **Attitude Towards Online Food Creator Review → Purchase Intention** | 0.148 | Small influence close to medium |

Source: Results of Researcher Data Processing (2026)

Based on the test results, the variables Attitude Towards Food Creator, Attitude Towards Online Food Creator Review, and Source Trustworthiness to Purchase Intention had $f^2$ values of 0.025, 0.148, and 0.092, respectively, which showed a small influence. Meanwhile, the Source Trustworthiness variable had a very large influence on the Attitude Towards Food Creator and Attitude Towards Online Food Creator Review with $f^2$ values of 1,286 and 1,506. This shows that Source Trustworthiness is the most dominant variable in influencing the formation of attitudes towards Food Creators and Online Food Creator Reviews, but its direct influence on Purchase Intention is relatively small.

**Predictive $Q^2$ Test Results**

Predictive relevance testing of the model was performed using $Q^2$ values. The $Q^2$ value is used to assess the model's ability to predict observational data on both reflective and

endogenous construct indicators with a single indicator. If the $Q^2$ value of a reflective endogenous latent variable is greater than zero ($Q^2 > 0$), then the structural model is declared to have predictive relevance to the construct. On the other hand, if the value of $Q^2$ is less than or equal to zero, then the model is considered to have insufficient predictive capabilities.

In addition, as a relative measure and predictive relevance, values of 0.02, 0.15, and 0.35 indicate that exogenous constructs have small, medium, or large predictive influences on certain endogenous constructs. Thus, the greater the $Q^2$ value obtained, the better the model's ability to predict the endogenous variables being studied.

**Table 12.** Predictive $Q^2$ Test Results

| Variable | $Q^2$ |
|---|---|
| **Attitude Towards Food Creator (ATFC)** | 0.310 |
| **Attitude Towards Online Food Creator Review (ATO)** | 0.396 |
| **Purchase Intention (PI)** | 0.440 |

Source: Results of Researcher Data Processing (2026)

Based on the results of the analysis in the table above, the ATFC variable has a $Q^2$ value of 0.310, the ATO variable of 0.396, and the PI variable of 0.440. all of these $Q^2$ values are greater than zero ($Q^2 > 0$), so it can be concluded that the structural model has good predictive relevance to the endogenous variables studied. By being mimicked, the research model is able to predict observational data adequately.

**Hypothesis Testing Results**

The last stage is the testing of the research hypothesis which is carried out using the bootstrapping procedure on SmartPLS to obtain the t-statistical and p-value values of each relationship between variables. A relationship is declared significant if the p-value is smaller than 0.05 (p-value $\leq$ 0.05) and the t-value is greater than 1.96 (t-statistic $\geq$ 1.96) at a significance level of 5% (two-way test). Thus, decisions regarding the acceptance or rejection of a hypothesis are based on the results of such significance.

**Table 13.** Hypothesis Testing Results

| Construct | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|---|---|---|---|---|---|
| **ST → ATFC** | 0.750 | 0.745 | 0.050 | 14.904 | 0.000 |
| **ST → ATO** | 0.775 | 0.770 | 0.044 | 17.819 | 0.000 |
| **ST → PI** | 0.324 | 0.323 | 0.078 | 4.158 | 0.000 |
| **ATFC → PI** | 0.154 | 0.158 | 0.072 | 2.142 | 0.032 |
| **ATO → PI** | 0.388 | 0.387 | 0.087 | 4.485 | 0.000 |

Source: Results of Researcher Data Processing (2026)

Based on the bootstrapping results in the table above, all relationships between variables showed t-statistical values above 1.96 and p-values below 0.05, so that all research hypotheses were declared significant at a significance level of 5%.

**H1: Source Trustworthiness → Attitude Towards Food Creator**

The first hypothesis tested the influence of ST on ATFC. Based on the results of the analysis, a path coefficient value (Original Sample) was obtained of 0.750, which shows a positive relationship between ST and ATFC. A T-statistic value of 14,904 (> 1.96) and a P-value of 0.000 (< 0.05) indicate that the relationship is statistically significant, hence H1 is accepted.

This means that the increase in ST will be followed by the increase in ATFC. Thus, ST is proven to have a role in improving ATFC.

**H2: Source Trustworthiness → Attitude Towards Online Food Creator Review**

The second hypothesis tests the influence of ST on ATO. The test results showed a path coefficient value of 0.775, which signifies a positive relationship between ST and ATO. A T-statistical value of 17,819 (> 1.96) and a P-value of 0.000 (< 0.05) indicate that the relationship is significant, hence H2 is accepted.

These findings suggest that an increase in ST will be followed by an increase in ATO. Thus ST contributed to the formation of the ATO.

**H3: Source Trustworthiness → Purchase Intention**

The third hypothesis tests the direct influence of ST on PI. The results of the analysis showed a path coefficient value of 0.324, which indicates a positive relationship between ST and PI. A T-statistic value of 4.158 (> 1.96) and a P-value of 0.000 (< 0.05) indicate that the relationship is statistically significant, hence H3 is accepted.

This means that the higher the ST, the higher the PI will also increase. Thus, ST directly affects PI.

**H4: Attitude Towards Food Creator → Purchase Intention**

The fourth hypothesis tests the influence of ATFC on PI. The value of the path coefficient obtained was 0.154, which indicates a positive relationship between ATFC and PI. A T-statistical value of 2.142 (> 1.96) and a P-value of 0.032 (< 0.05) indicate that the relationship is significant, hence H4 is accepted.

Thus, an increase in ATFC will be followed by an increase in PI. This suggests that ATFC has a contribution to PI.

**H5: Attitude Towards Online Food Creator Review → Purchase Intention**

The fifth hypothesis tests the influence of ATO on PI. The results of the analysis showed a path coefficient value of 0.388, which indicates a positive relationship between ATO and PI. A T-statistic value of 4.485 (> 1.96) and a P-value of 0.000 (< 0.05) indicate that the relationship is statistically significant, so H5 is accepted

This means that an increase in ATO will be followed by an increase in PI. Thus, the ATO has been shown to influence PI.

## CONCLUSION

The development of social media, especially TikTok, has made food creators an influential source of culinary information in shaping people's consumption preferences and decisions. Through informative and interesting video content, food creators are able to build consumer perceptions, attitudes, and expectations of recommended food products. However, the effectiveness of these influences largely depends on the level of consumer trust in the source of information and how consumers rate creators and reviews submitted online. This study found that source trustworthiness food creators have an important role in shaping

attitude towards food creator, attitude towards online food creator review, and purchase intention. When food creators are considered honest, consistent, and trustworthy, consumers tend to judge the content presented as credible and relevant, thereby increasing positive attitudes towards creators and reviews given and encouraging intent to buy or try recommended food products. This study has limitations because it only focuses on one food creator account, and this study also only uses a few variables, so it is not able to comprehensively describe various other factors that have the potential to affect consumers' purchase intention towards culinary recommendations on social media. For further research, it is recommended to expand the research object on various food creators with different backgrounds and content styles, and add other variables such as perceived expertise, perceived authenticity, or parasocial interaction in order to gain a more comprehensive understanding of the factors that affect consumer purchase intention.

## REFERENCES

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, *31*(3), 355–374. https://doi.org/10.1108/RIBS-07-2020-0089

Ali, J., & Shahzad, R. A. (2025). *Food for Loss? Social Media Food Vlogging and Dietary Trends of Generation Z in Pakistan*. *9*(3). https://doi.org/10.35484/pssr.2025(9-III)15

Ali Memon, M., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Huei Cham, T. (2020). Journal of Applied Structural Equation Modeling Sample Size For Survey Research: Review And Recommendations. In *Journal of Applied Structural Equation Modeling* (Vol. 4, Number 2).

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, *61*. https://doi.org/10.1016/j.jretconser.2021.102585

Bhagat, S., Khanna, S., Sharma, P., & Bhat, D. A. R. (2025). Street food in the digital era: unraveling the influence of food vloggers credibility and information quality on consumer intentions. *International Journal of Social Economics*, *52*(7), 1022–1036. https://doi.org/10.1108/IJSE-02-2024-0158

Cai, R., & Chi, C. G. Q. (2021). Pictures vs. reality: Roles of disconfirmation magnitude, disconfirmation sensitivity, and branding. *International Journal of Hospitality Management*, *98*. https://doi.org/10.1016/j.ijhm.2021.103040

Coutinho, M. F., Dias, A. L., & Pereira, L. F. (2023). Credibility Of Social Media Influencers: Impact On Purchase Intention. *Human Technology*, *19*(2), 220–237. https://doi.org/10.14254/1795-6889.2023.19-2.5

Daradinanti, S. C., & Kuswati, R. (2025). Is Truly Trustworthiness Of Celebrity Endorsement Effect On Online Purchase Intention: A Study On Online Travel Agency Customers. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 8, Number 2).

Datareportal. (2025). *Digital 2025: Indonesia* . https://datareportal.com/reports/digital-2025-indonesia

Fajri, M. N., Wilopo, W., & Nuralam, I. P. (2025). Trust matters: exploring how video and brand attitudes drive purchase intention in food vlog. *BISMA (Business and Management)*, 146–168. https://doi.org/10.26740/bisma.v17n2.p146-168

Foodies. (2023). *What Foodies Eat: Serly (One Bite Big Bite)*. https://foodies.id/foodies-eat-one-bite-big-bite/

Guinea. (2021). *Indonesian TikTok Users Are in an uproar, the Potential of Money is Booming!* https://ginee.com/id/insights/pengguna-tiktok/

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt Marko. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM).*

Hair Jr., J. F., Hult, G. T., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. http://www.

Handranata, Y. W., & Kalila, S. (2025). Attitude toward fashion influencers and its impact on purchase behavior: the roles of brand attitude and purchase intention. *Frontiers in Communication*, *10*. https://doi.org/10.3389/fcomm.2025.1583602

Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, *34*(2), 224–243. https://doi.org/10.1108/EBR-02-2021-0032

Komang, N., & Komang Netriani, N. (2024). Food Vloggers, Digital Marketing and Culinary Purchase Satisfaction. *Eduvest-Journal of Universal Studies*, *4*(12), 12104–12127. https://dataindonesia.id

Lacap, J. P. G., Moranas, R. D. V., Domasig, K. P. C., Rey, A. I. Y., & Perlas, T. N. D. (2024). The Indirect Effects of Authentic Value and Attitude Toward Food Vlogs on the Link Between Trustworthiness and Visit Intentions: A Serial Mediation Analysis. *The South East Asian Journal of Management*, *18*(2), 1–28. https://doi.org/10.21002/seam.v18i2.1642

Lacsina, N. E. (2023). Unveiling the Art of Food Vlogging: A Multimodal Discourse Analysis of Food Review Vlogs. *International Journal of Linguistics and Translation Studies*, *4*(2), 11–25. https://doi.org/10.36892/ijlts.v4i2.319

Nguyen, T. M. N., Le, B. N., Leenders, M. A. A. M., & Poolsawat, P. (2024). Food vloggers and their content: understanding pathways to consumer impact and purchase intentions. *Journal of Trade Science*, *12*(2), 117–133. https://doi.org/10.1108/jts-01-2024-0005

Paramita, R. W. D., Rizal, N., & Sulistyan, R. B. (2021). *Quantitative Research Methods*.

Sang, V. M., Duy Khuong, B., Yen Nhi, L., Gia Han, L., Minh Giau, T., & Thi Tuyet Ngoan, N. (2024). The impact of food reviewers on purchase intention in the food and beverage industry: the mediating role of user interaction. *Cogent Business and Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2425706

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. www.wileypluslearningspace.com