

The Influence of Food Reviews on Purchasing Decisions with Hedonic Style As a Moderating Variable

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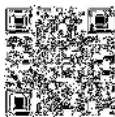
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ABSTRACT

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh peneliti dari 335 pelanggan J.CO Donuts yang tersebar di seluruh Indonesia. Data yang diperoleh peneliti dianalisis menggunakan alat analisis smart PLS 4.0. Hasil dalam artikel ini menunjukkan bahwa baris pertama tabel di atas, menunjukkan P-Values bernilai positif dan berada di bawah tingkat signifikansi 0,05, yaitu 0,006. Hasil ini sejalan dengan penelitian. Hasil ini menunjukkan bahwa Food Reviewer dapat meningkatkan kualitas produk, meningkatkan kepercayaan merek, meningkatkan kuantitas penjualan, dan meningkatkan angka Keputusan Pembelian. Pada baris berikutnya, hasil yang ditunjukkan berbanding terbalik tiga ratus enam puluh derajat, yaitu variabel Hedonic Style tidak dapat memoderasi pengaruh variabel Food Reviewer terhadap variabel Keputusan Pembelian karena nilai P-Values tidak berada di bawah nilai signifikansi 0,05, yaitu 0,068. Hasil ini disebabkan konsumen J.CO donut melakukan pembelian berdasarkan kualitas produk dan kepercayaan merek, bukan kecenderungan hedonistik. Oleh karena itu, dapat disimpulkan bahwa hipotesis pertama dalam penelitian ini diterima, sedangkan hipotesis kedua dalam artikel ini ditolak.

This research is a quantitative study with an explanatory approach. The data used in this study is primary data obtained by the researcher from 335 J.CO Donuts customers spread throughout Indonesia. The data obtained by the researcher was analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the first row of the table above, it shows the P-Values are positive and below the 0.05 significance level, namely 0.006. These results are in line with the research. These results indicate that Food Reviewers can improve product quality, increase brand trust, increase sales quantity, and increase Purchase Decision numbers. In the next row, the results shown are three hundred and sixty degrees inverse, namely the Hedonic Style variable cannot moderate the influence of the Food Reviewer variable on the Purchase Decision variable because the P-Values value is not below the 0.05 significance value, namely 0.068. This result is due to J.CO donut consumers purchasing based on product quality and brand trust, rather than hedonistic tendencies. Therefore, it can be concluded that the first hypothesis in this study is accepted, while the second hypothesis in this article is rejected.



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INTRODUCTION

Purchasing decision making is a psychological process that consumers or buyers go through, the process begins with the stage of paying attention to goods or services which then if impressed he will move on to the stage of interest to find out more about the special features of the product or service which if the intensity of interest is strong continues to the stage of desire/interest because the goods or services offered are in accordance with his needs. If the desire and interest are so strong either because of internal encouragement or external persuasive stimulation then the consumer or buyer will take the decision to buy (action to buy) the goods or services offered (Margareth 2017).

Factors that influence purchasing decisions are things that influence consumers to decide to buy an item such as what item, where and how to buy it. The purchase of an item occurs because of needs, desires and a mixture of both. Factors that influence customer purchasing decisions are the emotional bond that is formed between customers and producers after customers use products and services from the company and find that the product or service provides added value. These factors consist of 4, namely (Keller 2016) & (P. Kotler 2009): 1. Personal factors which include aspects of age, gender, ethnicity, income, family life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept. 2. Psychological factors which include aspects of perception, motivation, learning, as well as beliefs and attitudes. 3. Social factors that influence consumers through three mechanisms: (1) normative compliance, pressure for certain individuals to comply and obey, (2) value-expressive influence, the need to gain psychological associations with certain groups, and (3) informational influence, to seek information about certain categories from specific groups. 4. Cultural factors which include culture, sub-culture and social class.

According to Kotler and Keller, factors that can influence consumer purchasing decisions are (P. T. Kotler 2017) & (Kotler 2016): 1. Cultural factors, including: Values, namely norms adopted by society, Perception, namely how to view something, Preference, namely liking one product over another, Behavior, namely habits. 2. Social factors: This factor is a group that influences members/communities in making decisions regarding the purchase of goods or services. Family: This factor is also an important influence for someone in choosing a good or service. A person's role and status in society or a company will influence their pattern of actions in purchasing goods or services. 3. Technological factors: Personal transportation, household appliances, Audio visual, internet and cellular. 4. Personal factors: a. Personal aspects: a consumer will be different from another consumer due to personal factors in the following: age, occupation, financial condition, lifestyle, personality, self-concept. b. Psychological aspects: psychological or psychological factors that influence someone in the act of purchasing a good/service consisting of: motivation, perception, belief and behavior.

Purchasing decisions are shaped by several indicators, including product selection, brand selection, distributor selection, purchase amount, visit timing, and payment method. Based on the explanation above, it can be concluded that purchasing decisions are the result of a consumer's attention, interest, and passion for a product or service. Kotler and Keller explain the dimensions of purchasing decisions as follows (Elza 2021) & (Anggraini 2024): 1. Product Selection: In making decisions, consumers can purchase a product or service, even purchase a product that was not previously planned - not previously allocated. In this case, marketers must understand what consumers' interests and concerns are in purchasing a product, as well as the various alternatives and values considered, such as product quality and product benefits. 2. Brand Choice: When making a purchasing decision, consumers need to determine which brand to buy. Each brand has its own characteristics, advantages, disadvantages, in short, differences. Marketers need to know how consumers choose a brand, such as consumer experience with a brand and brand advantages. 3. Distributor Selection: In addition to brands and products, consumers also need to decide which store to choose and visit. Factors that consumers consider when determining which store to choose include location accessibility, complete product inventory, and ease of obtaining products.

Based on the explanation above, the researcher believes that purchasing decisions, in this case the purchasing decisions of 335 J.CO Donuts customers spread throughout Indonesia, can be influenced by food reviewers. Several studies (Marquerette, Wasi, and Hamidah 2023) & (Subandi 2022) show that the Food Vlogger variable can have a positive relationship and a significant influence on purchasing decisions. Unlike the two studies above, this article uses the Food Reviewer variable as an independent variable, and this study adds the Hedonic Style variable as a moderating variable.

METHOD

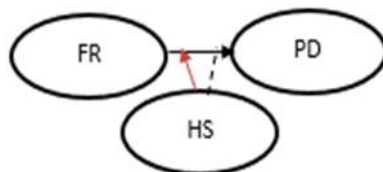


Figure 1. Model

Noted:

FR: Food Reviewer

PD: Purchasing Decision

HS: Hedonic Style

Hypothesis:

H1: The Influence of Food Reviewer on Purchasing Decision

H2: Hedonic Style Can Moderates The Influence of Food Reviewer on Purchasing Decision

The image in the first table above shows that the research in this article aims to analyze the influence of the Food Reviewer variable on the Purchasing Decision variable. This research is similar to two previous studies, namely those by Marquerette, Wasi, and Hamidah (2023) and Subandi (2022). The difference is that this article uses the Food Reviewer variable as the independent variable and the Heonic Style variable as the moderating variable (Nuryanti et al. 2023) & (Septianti 2021). From any perspective, this research is a quantitative study with an explanatory approach (Abdurahman 2016). The data used in this study is primary data obtained by the researcher from 335 J.CO Donuts customers spread throughout Indonesia (Sugiyono 2019) & (Setiawan Wibowo et al. 2023). The data obtained by the researcher was analyzed using the smart PLS 4.0 analysis tool, with a more complete explanation below (Jonathan Sarwono 2016).

RESULTS AND DISCUSSION

Background Analysis

Purchasing decision making is a psychological process that consumers or buyers go through, the process begins with the stage of paying attention to goods or services which then if impressed he will move on to the stage of interest to find out more about the special features of the product or service which if the intensity of interest is strong continues to the stage of desire/interest because the goods or services offered are in accordance with his needs. If the desire and interest are so strong either because of internal encouragement or external persuasive stimulation then the consumer or buyer will take the decision to buy (action to buy) the goods or services offered (Margareth 2017).

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Validity Test

The initial stage of this research serves as an introduction and a connecting stage to the subsequent stages. The validity test focused on 335 J.CO Donuts customers across Indonesia. To understand this, the following validity test results are presented in this article (Usmany et al. 2025).

Table 1. Validity Test

Variable	Question Item	Loading Factor
Food Reviewer (X)	Food Reviewers Can Influence Purchasing Decisions	0.922
	Food Reviewers Can Increase Consumer Trust in Brands	0.897
	Food Reviewers Can Increase Product Quality	0.921
	Food Reviewers Can Increase Sales Quantity	0.918
Purchasing Decision (Y)	Purchasing Decisions Can Be Influenced by Food Reviewers	0.945
	Purchasing Decisions Can Be Influenced by Brand Trust	0.967
	Purchasing Decisions Can Be Influenced by Product Quality	0.938
	Purchasing Decisions Can Be Influenced by Hedonic Style	0.936
Hedonic Style (Z)	Hedonic Style Can Influence Purchasing Decisions	0.989
	Hedonic Style Can Help Food Reviewers Influence Purchasing Decisions	0.814
	Purchasing Decisions	

Valid > 0.70

Reliability Test

The next stage is the stage that has a shifting function with a validity test. At this stage, the Food Reviewer variable, the Purchase Decision variable, and the Heonic Style variable are determined to be reliable. Based on this, the following are the results of the reliability test in this article (Sarstedt et al. 2014):

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Food Reviewer	0.963	0.925	Reliable
Purchasing Decision	0.989	0.935	Reliable
Hedonic Style	0.878	0.824	Reliable

Reliable > 0.70

Path Coefisien

After the conversation that began with the first stage, we arrive at the final stage, which serves as the final gateway and also as the stage of proving whether the hypothesis used in this article can be proven or not. In this variable, there are two variables used. To find out the results of this hypothesis, the following is a presentation in the third table below (Setiawan Wibowo et al. 2023):

Table 3. Path Coefisien

Direct Influence	Variable	P-Values	Noted
	FR->PD	0.006	Accepted
Indirect Influence	HS*FR->PD	0.068	Accepted

Significant Level < 0.05

The hypothesis in this article is that the Food Reviewer variable can have a positive relationship direction and a significant influence on the Purchase Decision variable and the Hedonic Style variable can moderate the influence of the Food Reviewer variable on the Purchase Decision variable. From the first row of the table above, it shows the P-Values are positive and below the 0.05 significance level, namely 0.006. These results are in line with the research (Marquerette, Wasi, and Hamidah 2023) & (Subandi 2022). These results indicate that Food Reviewers can improve product quality, increase brand trust, increase sales quantity, and increase Purchase Decision numbers. In the next row, the results shown are three hundred and sixty degrees inverse, namely the Hedonic Style variable cannot moderate the influence of the Food Reviewer variable on the Purchase Decision variable because the P-Values value is not below the 0.05 significance value, namely 0.068. This result is due to J.CO donut consumers purchasing based on product quality and brand trust, rather than hedonistic tendencies. Therefore, it can be concluded that the first hypothesis in this study is accepted, while the second hypothesis in this article is rejected.

CONCLUSION

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