

**The Influence of Food Vlogging on Restaurant Visit Intention
Mediated by Utilitarian and Hedonic Value among Generation Z**



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This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 01 September 2026.



Pranav Ramesh Bhagwandas

ABSTRACT

A food vlog can be understood as video content that presents experiences of trying food, evaluations of menu items, the atmosphere of dining establishments, prices, locations, ease of access, and restaurant recommendations. This study aims to analyse the effect of Trustworthiness on Food Vlogs' Utilitarian Value and Food Vlogs' Hedonic Value, the effect of Information Quality on Food Vlogs' Utilitarian Value and Food Vlogs' Hedonic Value, the effect of Food Vlogs' Utilitarian Value on Intention to Visit, and the effect of Food Vlogs' Hedonic Value on Intention to Visit among Generation Z.

This study employs a quantitative research method. The research was conducted online using a *Google Form* distributed to Generation Z individuals who had previously watched food vlogging content and were willing to complete the questionnaire. The sample consisted of 200 Generation Z respondents selected through purposive sampling. The analytical method used was SEM-PLS.

The analysis results indicate that Trustworthiness has a positive and significant effect on Food Vlogs' Utilitarian Value; Information Quality has a positive and significant effect on Food Vlogs' Utilitarian Value; Trustworthiness increases Food Vlogs' Hedonic Value; and Information Quality has a positive and significant effect on Food Vlogs' Hedonic Value. The latter represents the strongest effect on hedonic value. Food Vlogs' Utilitarian Value has a positive and significant effect on restaurant visit intention, and Food Vlogs' Hedonic Value also has a positive and significant effect on restaurant visit intention. Future research may expand the constructs explaining restaurant visit intention by incorporating situational factors that have not yet been analysed.

Keywords: food vlogs, Intention to Visit, Gen Z, Utilitarian Value, Hedonic Value.

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CHAPTER I

INTRODUCTION

1.1. Background

The transformation of video-based social media has changed the processes of information seeking, alternative evaluation, and the formation of consumer intentions when choosing restaurants. This change is relevant in the Indonesian context because the number of social media user identities reached 143 million in January 2025, equivalent to 50.2% of the national population. During the same period, YouTube had a reach of approximately 143 million users in Indonesia, while TikTok reached 108 million users aged 18 years and above. This large user base confirms that digital video no longer functions solely as a means of entertainment, but has become an important channel for consumers to obtain culinary references and determine their choices to visit restaurants (<https://wearesocial.com/>).

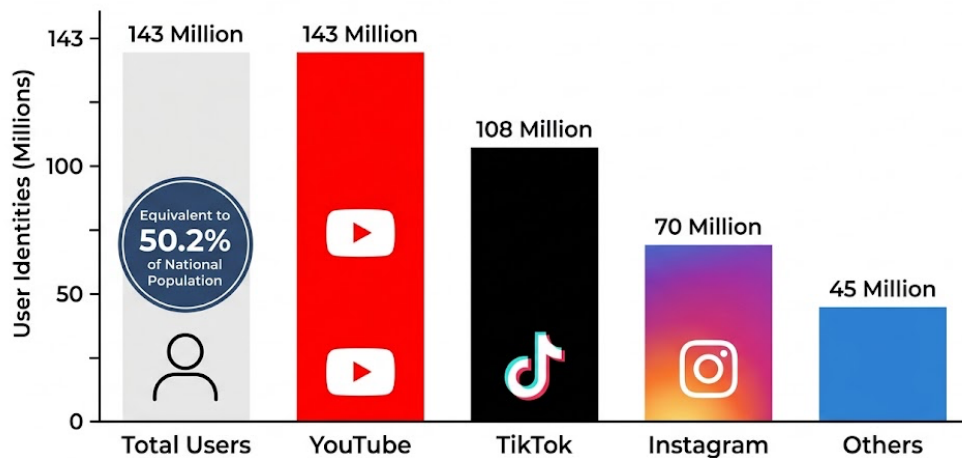


Figure 1.1. Social Media User Growth in Indonesia, 2020–2025

Source: (<https://wearesocial.com/>)

This phenomenon is increasingly important because Generation Z is the largest generational group within Indonesia's population structure. Based on the results of the 2025 Intercensal Population Survey (SUPAS) released by Statistics Indonesia, Indonesia's population reached 284.67 million people, with Generation Z—individuals born between 1997 and 2012—accounting for 24.93% of the total population. Thus, the number of Generation Z individuals in Indonesia is estimated at approximately 70.99 million people. This proportion places Generation Z as the largest generational group, slightly exceeding the millennial generation, which contributes 24.34% of the total population. The large Generation Z population makes this group a highly strategic market segment for the restaurant industry. As a generation that has grown up in a digital environment, Generation Z may use social media and food review videos as reference sources when exploring, evaluating, and determining which restaurants to visit (BPS, 2025).

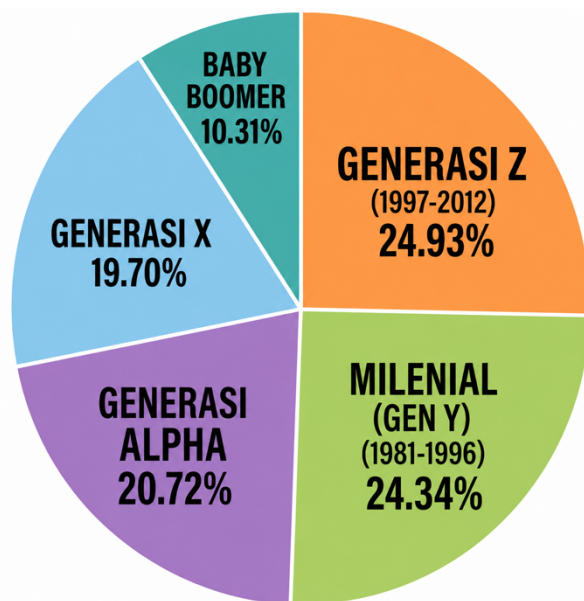


Figure 1.2. Generational Composition of Indonesia's Population in 2025

Source: (<https://wearesocial.com/>)

The strength of culinary content in the digital space is also reflected in the high level of public interaction with food-related hashtags. Data from the TikTok Creative Center show that the hashtag #kulinerindonesia has received more than 26.38 billion views. Meanwhile, a hashtag analytics database records

approximately 747,500 posts for #kulinertiktok with 21.6 billion views, 468,000 posts for #kulinerindonesia with 9.7 billion views, and 139,400 posts for #kulinerjakarta with 4 billion views. These figures indicate that culinary videos have developed into a content category with massive exposure, so that food reviews, dining experiences, menu recommendations, and information about restaurants may influence the preferences of potential visitors.

The large consumption of culinary content intersects with the extensive scale of the national food and beverage industry. The Ministry of Tourism recorded 5.276 million food and beverage service businesses in Indonesia in 2024, an increase of 8.71% compared with the previous year. Of this total, approximately 47.59% were restaurant and eating-house businesses. In other words, there are approximately 2.51 million restaurant businesses within an increasingly crowded competitive ecosystem. This condition indicates that restaurants compete not only through the direct quality of their products and services, but also through their ability to gain consumer attention on digital platforms and convert that attention into intention to visit (<https://kemenpar.go.id/>).

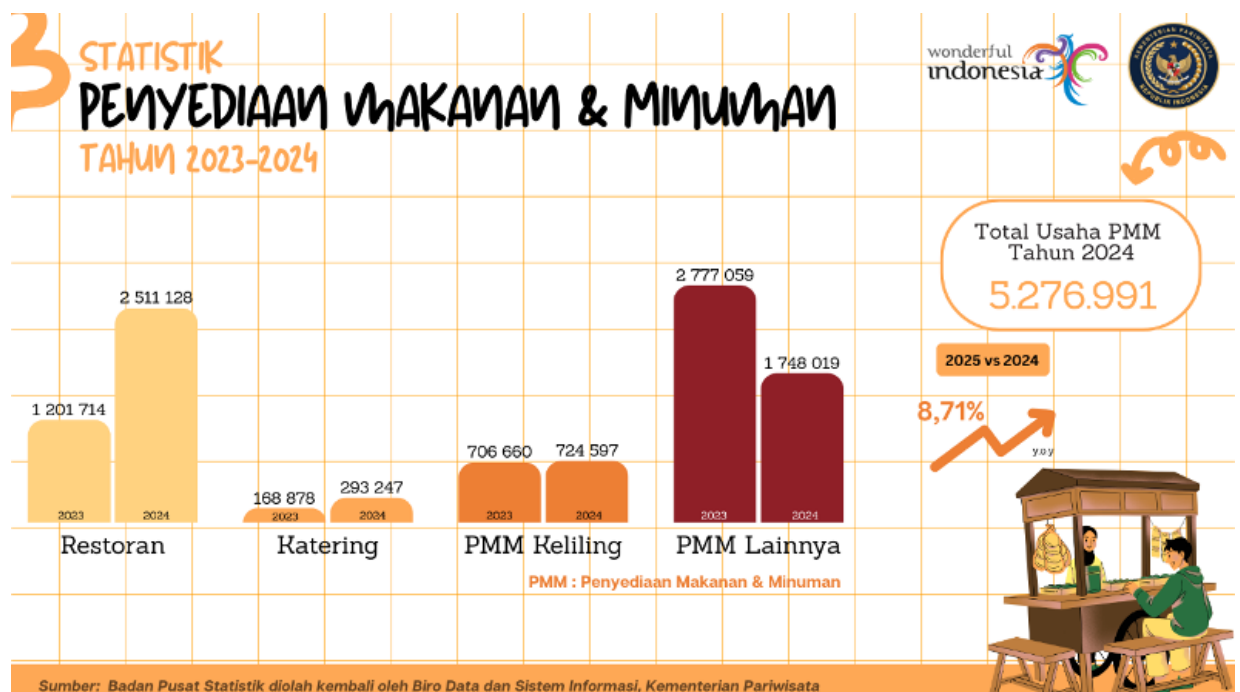


Figure 1.3. Indonesian Food and Beverage Providers, 2023–2024

Source: <https://kemenpar.go.id/>

Under these conditions, food vlogs are one form of content that is important to examine. A food vlog can be understood as video content that presents experiences of trying food, evaluations of menu items, the atmosphere of dining places, prices, locations, ease of access, and restaurant recommendations. Such content enables viewers to obtain visual and narrative descriptions before making a visit. However, the high volume of culinary content does not necessarily guarantee that every food vlog can encourage intention to visit. The more specific research problem lies in the factors that make a food vlog perceived as valuable by viewers: whether the vlogger is considered trustworthy and capable of presenting high-quality information; and whether these characteristics form functional benefits and enjoyable experiences that ultimately increase Generation Z's intention to visit the featured restaurants.

This issue is important because consumers face information overload and diverse content quality. On the one hand, videos can present details that support decision-making, such as menu variety, price levels, portion sizes, taste, restaurant atmosphere, location, and accessibility. On the other hand, content that is overly promotional, repetitive, non-transparent, or inconsistent with actual experiences may reduce consumers' confidence in the recommendations provided. Therefore, vlogger trustworthiness needs to be considered as an indicator of the extent to which viewers perceive a vlogger as honest, reliable, and non-deceptive. Vlogger trustworthiness also incorporates the role of the number of followers, views, and interactions in influencing viewers' attention to and acceptance of the content.

In addition to vlogger characteristics, information quality is an aspect that determines the usefulness of food vlogs. Complete, clear, accurate, relevant, and easy-to-understand information may help consumers reduce uncertainty before choosing a restaurant. In addition, distinctive presentation, stories, perspectives, culinary venue selections, and visual presentation techniques can make content stand out amid competition from similar videos. In the context of food vlogs, information quality is expected not only to add practical benefits for viewers, but also to create viewing experiences that are enjoyable, engaging, and non-

monotonous. Therefore, the value received by viewers needs to be distinguished into utilitarian value and hedonic value.

Utilitarian value refers to the practical benefits perceived by viewers when food vlogs help them obtain the information needed to consider a restaurant. These benefits may include knowledge about prices, menus, portions, taste, location, operating hours, atmosphere, and considerations regarding the suitability of a restaurant for their needs or budget. Meanwhile, hedonic value relates to enjoyment, entertainment, inspiration, imagination, and emotional experiences that arise while consuming the content. Distinguishing between these two values is important because consumers may intend to visit a restaurant not only because they obtain useful information, but also because they are inspired and experience emotional interest after watching the culinary experiences presented by vloggers.

Various previous studies have linked social media content, source credibility, information quality, emotional experiences, and perceived value with the formation of consumer behavioral intentions. Cheng et al. (2023) showed that among Gen Z, perceptions of information quality from political influencers on social media influence receptivity and sharing intention. Popy and Bappy (2020) emphasized that attitude toward social media reviews influences restaurant visit intention. In live streaming and social commerce, the combination of trust, social presence, and informative content has been shown to increase purchase intention (Hu & Chaudhry, 2020; Sun et al., 2019). These findings support the argument that when food vlogs are able to provide utilitarian value—high-quality, relevant, and trustworthy information—and hedonic value—entertainment, inspiration, and emotional experiences—consumers will tend to develop intention to visit the reviewed restaurants.

The generational context is also important to consider, particularly Generation Z, which is the target population of this study. Atske (2022) reported that adolescents and young adults have very high levels of social media use and rely on digital platforms as their main sources of information and entertainment. Studies on vloggers and influencers indicate that Generation Z is highly responsive to credible, authentic, and visually appealing content, and forms intense parasocial relationships

with online figures (Rasmussen, 2018; Cheng et al., 2023). Studies on impulsive buying and social commerce among Generation Z also show that digital stimuli, such as short videos and livestreaming, can trigger strong emotions and behavioral impulses (Lo et al., 2022; Nugraha et al., 2024). Therefore, examining how the trustworthiness of food vloggers and the information quality of food vlogs shape utilitarian value and hedonic value, as well as how these two types of value influence intention to visit, is highly relevant in the context of Generation Z.

The current study differs from the study by Dogra and Singh in terms of its focus, analytical framework, and the behavioral outcomes examined. Dogra and Singh used the Stimulus–Organism–Behavior–Consequence (SOBC) framework to explain the triadic relationship among vloggers, viewers, and sellers/restaurants by examining how vlogger characteristics and food vlog content characteristics shape utilitarian and hedonic value, which subsequently influence the intention to visit and recommend the content or restaurant. In contrast, this study uses the Stimulus–Organism–Response (SOR) framework and specifically tests the effects of two antecedents, namely food vlogger *trustworthiness* as a source characteristic and food vlog *information quality* as a content characteristic, on *Food Vlogs’ Utilitarian Value* and *Food Vlogs’ Hedonic Value*. Furthermore, this study limits the response to restaurant intention to visit among Indonesian Generation Z, without including actual behavior or subsequent consequences such as recommendation intention, thereby providing a more focused explanation of the value mechanisms that connect vlogger credibility and content quality with the formation of restaurant visit intention.

Based on the above description, this thesis focuses on the following question: how do food vlogger trustworthiness and food vlog information quality influence the utilitarian value and hedonic value perceived by Generation Z, and how do these two values subsequently influence their intention to visit the restaurants featured in food vlogs? Therefore, the study entitled “The Influence of Food Vlogging on Restaurant Intention to Visit through Food Vlogs’ Utilitarian Value and Food Vlogs’ Hedonic Value among Generation Z” needs to be conducted. This study is expected to produce empirical evidence that can help restaurants develop more

targeted collaboration strategies with food vloggers, including in determining criteria for vlogger credibility and information quality that can encourage Generation Z's restaurant visit intention.

1.2. Problem Statement

Based on the background described above, the research questions in this study are as follows:

1. Does Trustworthiness influence Food Vlogs' Utilitarian Value?
2. Does Information Quality influence Food Vlogs' Utilitarian Value?
3. Does Trustworthiness influence Food Vlogs' Hedonic Value?
4. Does Information Quality influence Food Vlogs' Hedonic Value?
5. Does Food Vlogs' Utilitarian Value influence Intention to Visit?
6. Does Food Vlogs' Hedonic Value influence Intention to Visit?

1.3. Research Objectives

1. To analyse the effect of Trustworthiness on Food Vlogs' Utilitarian Value.
2. To analyse the effect of Information Quality on Food Vlogs' Utilitarian Value.
3. To analyse the effect of Trustworthiness on Food Vlogs' Hedonic Value.
4. To analyse the effect of Information Quality on Food Vlogs' Hedonic Value.
5. To analyse the effect of Food Vlogs' Utilitarian Value on Intention to Visit.
6. To analyse the effect of Food Vlogs' Hedonic Value on Intention to Visit.

1.4. Research Benefits

The benefits of this study can be outlined as follows:

2.1.1. Theoretical Benefits

- a. To contribute to the application of the SOR/SOBC frameworks in the context of food vlogging by incorporating trustworthiness and information quality as stimuli that influence utilitarian value and hedonic value, which

subsequently lead to intention to visit.

b. To clarify the mediating roles of food vlogs' utilitarian value and hedonic value in bridging the effects of Trustworthiness and Information Quality on restaurant visit intention, particularly among the Generation Z segment.

c. To enrich the body of literature on influencer marketing and video-based e-WOM through an integrated model that connects influencer credibility, information quality, and consumption value with behavioral intentions in the restaurant sector.

2.1.2. Practical Benefits

a. To provide input for restaurant owners and managers in designing food-vlogging-based promotional strategies, particularly in selecting trustworthy vloggers and encouraging high-quality content to enhance viewers' utilitarian and hedonic value.

b. To serve as a guide for food vloggers in optimising their trustworthiness and the information quality of their content, enabling them to create beneficial and enjoyable viewing experiences that ultimately encourage intention to visit the reviewed restaurants.

c. To provide a basis for consideration for digital marketing practitioners in developing influencer-collaboration campaigns for the Generation Z segment, with a focus on enhancing the utilitarian and hedonic value of content as key factors in increasing restaurant visits.

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review

This study uses the *Stimulus–Organism–Response* (SOR) Theory as the foundation for explaining the process through which external stimuli from food vlogging content are received, evaluated, and translated into consumers' intention to visit. Food vlogging is positioned as a stimulus that encompasses *trustworthiness* as the vlogger characteristic and *information quality* as the content characteristic. These stimuli subsequently shape viewers' internal states (*organism*) in the form of *Food Vlogs' Utilitarian Value* and *Food Vlogs' Hedonic Value*. Utilitarian value describes the practical benefits obtained by viewers, such as information about menus, prices, locations, and restaurant atmosphere, whereas hedonic value reflects the enjoyment, entertainment, emotional interest, and inspiration that arise when watching food vlogs.

These two forms of value are then positioned as mediating mechanisms that explain the influence of food vlogging on intention to visit, namely an individual's tendency or readiness to visit the restaurants featured in the videos. Thus, the integration of SOR Theory, the concept of food vlogging, utilitarian and hedonic value, and intention to visit enables this study to systematically explain the path of influence from vlogger trustworthiness and the information quality of video content toward consumer behavioral responses.

2.1.1 Stimulus–Organism–Response (SOR) Theory

The Stimulus–Organism–Response (SOR) framework essentially states that human behavior does not arise directly as a result of stimuli, but rather through stages of psychological processes within individuals that include cognitive, affective, and conative aspects. In its simplest formulation, this model links three main components: stimulus (S), which refers to environmental or marketing stimuli; organism (O), which refers to an individual's internal state, including perceptions,

emotions, attitudes, and values; and response (R), which refers to behavioral consequences, such as purchase intention, intention to visit, or actual decisions (Donovan & Rossiter, 1982).

Within the SOR framework, a stimulus is understood as any form of external environmental cue that can be perceived through the senses and trigger information processing within consumers. Initially, the SOR framework was widely used to explain how retail store atmospherics, such as lighting, music, and layout, influence visitors' emotions and behavior (Donovan & Rossiter, 1982). Along with the development of digital technology, the scope of stimuli in the SOR framework has expanded to include various forms of messages and features on social media, live streaming, e-commerce, and influencer content. Guo et al. (2021) explained that, in the context of live-streaming commerce, technological features and the characteristics of live-streamed content are viewed as stimuli that trigger consumer evaluations and emotions, which subsequently influence purchase intention. Khansania and Santosa (2023) applied a similar approach in the context of e-WOM, in which social media influencers, celebrity endorsements, and customer reviews are positioned as marketing stimuli that shape consumer perceptions before they make decisions.

In research related to food vlogging and influencers, the stimuli examined in this study take the form of vlogger trustworthiness and information quality. Through a meta-analysis, Ismagilova et al. (2020) showed that source characteristics, such as expertise, attractiveness, and especially trustworthiness, are important factors that influence consumer responses. Therefore, trustworthiness can be positioned as a stimulus in the SOR model when consumers are exposed to product or service recommendations in digital media. Ladhari et al. (2020) showed that the number of subscribers and level of engagement of YouTube vloggers increase perceptions of their influence and credibility among followers, thereby shaping how viewers process content. In this study, these considerations are incorporated within Trustworthiness rather than treated as a separate vlogger characteristic.

Filieri et al. (2018) and Filieri et al. (2023) confirmed that information quality, including completeness, accuracy, and relevance, in online reviews and influencer

content functions as a stimulus that determines the extent to which consumers perceive such content as useful and trustworthy. Content features such as unique storytelling, creative visuals, or culinary explorations that differ from the mainstream can also be regarded as stimuli that increase consumers' attention, sense of novelty, and interest (Moldovan et al., 2011; Filieri et al., 2023). In this study, these content features are incorporated within Information Quality rather than treated as a separate Content Characteristic.

The second component in the SOR framework is the organism, which refers to an individual's internal state formed after receiving a stimulus. In the literature, the organism is often represented by psychological constructs such as emotions, mood, perceived value, attitudes, brand image, and parasocial relationships. Donovan and Rossiter (1982) linked retail atmosphere stimuli with the organism component in the form of the emotional states of pleasure, arousal, and dominance, which subsequently influence visitors' behavior in stores.

Many digital-based studies operationalise the organism component as perceived value, perceived enjoyment, flow, or brand image to explain the process between stimuli and responses. For example, Fauzi and Sheng (2021) positioned utilitarian value and hedonic value as forms of the organism component that mediate the relationship between ride-hailing application features and users' continuance intention. Mainolfi et al. (2022) also positioned hedonic motivations and utilitarian motivations as mediators, representing the organism component, between blogger credibility and travelers' behavioral intention in the context of travel blogging.

Food Vlogs' Utilitarian Value and Food Vlogs' Hedonic Value in this study can be understood as representations of the organism component that are distinctive to the SOR context within the food-vlogging environment. Utilitarian value reflects viewers' cognitive evaluations of the functional benefits obtained from food-vlog content as stimuli, such as the ease of obtaining information about prices, locations, menus, recommendations for favourite menu items, the clarity of food visuals, and objective assessments of restaurant quality (Fauzi & Sheng, 2021; Dogra & Singh, 2026). In contrast, hedonic value describes viewers' affective dimension and emotional experiences while consuming such content—for example, feeling happy,

entertained, inspired, or experiencing a sense of “enjoying” the food and restaurant atmosphere despite viewing them only through a screen (Mainolfi et al., 2022; Dogra & Singh, 2026). Thus, the organism component in this research model is no longer limited to general emotions, but is more specifically represented by consumption value arising from the interaction between viewers and food-vlogging stimuli.

The third component, response, refers to behavior or behavioral intentions that emerge after the organism stage. In many marketing and consumer-behavior studies, response is operationalised as purchase intention, revisit intention, intention to visit, word-of-mouth intention, or actual behavior. Khansania and Santosa (2023) positioned purchase intention as a response to e-WOM stimuli, mediated by brand image as the organism component.

In the context of live-streaming commerce, the SOR framework views purchase decisions and purchase intention as responses to stimuli in the form of interaction quality and the authenticity of live content (Guo et al., 2021; Hsu et al., 2024). In the restaurant and tourism context, Bigné et al. (2001) and González-Rodríguez et al. (2016) showed that destination image and post-visit satisfaction, as organism components, influence revisit intention. Thus, visit intention is regarded as a primary response to various marketing stimuli and destination experiences.

Restaurant visit intention regarding restaurants featured in vlogs represents a highly relevant form of response. Truong et al. (2025) found that engagement with food review vlogs and parasocial relationships with vloggers have positive effects on attitudes and restaurant visit intention. Dogra and Singh (2026) also showed that the utilitarian and hedonic value obtained from food vlogs influence intention to visit and intention to recommend the restaurants. With reference to the SOR framework, it can be argued that vlogger trustworthiness and the information quality of the content (S) shape utilitarian and hedonic value (O), which ultimately encourage intention to visit (R). This is consistent with the general SOR pattern, in which digital marketing stimuli are first processed cognitively and affectively before producing a behavioral response.

The application of the SOR framework in the context of social media and influencer marketing has expanded in recent years. Dhir et al. (2021) applied the SOR model to explain green apparel buying behavior, in which various stimuli related to communication and product attributes influence the organism component in the form of attitudes and sustainability value, which subsequently lead to green purchase behavior. Khansania and Santosa (2023) showed that e-WOM through social media influencers, celebrity endorsements, and customer reviews serves as a stimulus that shapes brand image as the organism component and ultimately leads to purchase intention as a response. In studies of live-streaming commerce, several studies in Indonesia position interactivity features, entertainment, and host credibility as stimuli that trigger perceived enjoyment, trust, or perceived value as the organism component, subsequently leading to purchase intention or impulsive buying as responses (Guo et al., 2021; Fitriani et al., 2024).

In the context of food and restaurants, the SOR framework has also proven to be relevant. Dinanti (2023) used the SOR framework to examine the influence of culinary Instagram account content on purchase intention for food products in Pringsewu, with content as the stimulus, consumer perceptions as the organism, and purchase intention as the response. Another study focusing on food vloggers in Indonesia showed that food-vlogger content and the role of social media serve as effective promotional media that influence purchase intention because of the information provided through such content, implicitly following the stimulus–organism–response sequence (Angelicha & Fahima, 2025). This reinforces the argument that culinary content on social media—whether in the form of photographs, text, or videos—can be viewed as a stimulus that triggers particular evaluations and emotions, ultimately generating consumption intentions among audiences.

In the model employed in this study, vlogger Trustworthiness and content Information Quality can be positioned as stimuli that simultaneously influence the organism component in the form of Food Vlogs' Utilitarian Value and Food Vlogs' Hedonic Value. Trustworthiness contributes to perceptions of credibility, making viewers more willing to trust and use information from vlogs in their decision-

making process (Ismagilova et al., 2020). Ladhari et al. (2020) reported that subscriber numbers and engagement can shape perceptions of influence and credibility. In this study, these considerations are incorporated within Trustworthiness rather than treated as a separate Vlogger Characteristic. Information Quality determines the extent to which the information provided is considered accurate, complete, relevant, and useful, thereby forming the basis for the development of utilitarian value (Filieri et al., 2018; Filieri et al., 2023). Elements of novelty and creativity can increase viewers' enjoyment, curiosity, and emotional engagement, thereby strengthening hedonic value (Moldovan et al., 2011; Elshazly et al., 2025). In this study, these elements are incorporated within Information Quality rather than treated as a separate Content Characteristic. Subsequently, the organism component in the form of utilitarian and hedonic value influences intention to visit restaurants, consistent with findings that perceived value is a strong predictor of various types of behavioral intentions in the digital domain (Fauzi & Sheng, 2021; Mainolfi et al., 2022; Dogra & Singh, 2026).

The SOR theory also provides strong justification for positioning utilitarian and hedonic value as mediating variables that bridge stimuli and responses. In many studies, the organism component is no longer viewed as a single variable, but may consist of several interrelated constructs, such as a combination of cognitive and affective values. Fauzi and Sheng (2021) modelled utilitarian value and hedonic value separately to capture two aspects of users' experiences with transportation applications, and found that each made a distinct contribution to continuance intention. Mainolfi et al. (2022) also distinguished between hedonic and utilitarian motivations to explain how blogger credibility and digital engagement are translated into tourism-related behavioral intentions. This approach is consistent with the view that the organism component may consist of several dimensions that reflect how consumers process stimuli simultaneously in cognitive and emotional domains.

Another advantage of the SOR framework is its flexibility for application across different levels of analysis, from physical environments to highly interactive digital environments such as social media and video platforms. In the digital era, stimuli

are no longer one-directional; consumers can give likes, comments, and shares, thereby creating an ecosystem of subsequent stimuli. However, the core of the SOR framework remains the same: an initial stimulus triggers internal psychological processes, which then produce behavioral responses. In food-vlogging research, the SOR framework enables researchers to systematically map how vlogger trustworthiness and the information quality of their content—as forms of marketing stimuli—influence perceived value and ultimately restaurant visit intention. Thus, the use of the SOR framework is not only conceptually appropriate, but also consistent with recent research trends examining the effects of influencers, e-WOM, and digital content on consumer behavior.

Overall, the Stimulus–Organism–Response theory demonstrates that this model provides a comprehensive framework for understanding the psychological processes that connect food-vlogging stimuli—Trustworthiness and Information Quality—with the organism component in the form of utilitarian value and hedonic value, ultimately resulting in the response of intention to visit restaurants.

2.1.2. Food Vlogging

Food vlogging is a form of video-based user-generated content that focuses on culinary experiences and has become an important trend in the modern social media ecosystem. Truong et al. (2025) defined food review vlogs as videos that narrate eating experiences and review particular restaurants or foods. These videos not only convey culinary information, but also contribute to the promotion of local cuisine and the economic growth of the foodservice sector.

Razak and Zulkifly (2020) explained that food vlogging is the activity of creating and distributing videos about food and restaurants on platforms such as YouTube and Facebook, in which vloggers show the process of trying food, provide opinions, and invite audiences to experience similar experiences. Briliana et al. (2020) added that, for young consumers, food vlogs are perceived as credible and relevant sources of information about dining venues, menus, and service quality, thereby serving as references in consumption decision-making. Dogra and Singh (2026) viewed food vlogging as a unique form of food-influencer content because it combines rich

visuals, personal narratives, and the appeal of vloggers' personalities to create utilitarian and hedonic value for viewers.

In general, food vlogging can be understood as the process of producing and distributing video content featuring food, beverages, restaurants, street food, or other culinary experiences. It is usually conducted by individuals, namely food vloggers, who have distinctive presentation styles and a particular follower base on social media. This content is audiovisual in nature, using moving images, sound, music, and sometimes text overlays to provide a comprehensive depiction of the food and the atmosphere of a venue. Truong et al. (2025) showed that food review vlogs typically contain segments introducing the restaurant, depicting the atmosphere, presenting close-ups of food, showing the vlogger's sensory expressions while tasting the food, and providing a final evaluation that summarises the strengths and recommendations.

Elshazly et al. (2025) viewed food vlogging as a form of digital storytelling, in which vloggers use narratives, personal perspectives, and the highlighting of positive values to build emotional closeness with audiences. Mutiara (2025), who examined Indonesian-language food reviews, showed how speech in food vlogs uses discourse markers such as "nah" to manage the flow of information and distribute knowledge to viewers. Thus, food vlogging also constitutes a discursive practice that regulates knowledge relationships between reviewers and audiences.

A number of studies have identified the main dimensions of food vlogging by referring to vlogger characteristics, content characteristics, and audience responses. Dogra and Singh (2026) emphasised Trustworthiness as a vlogger characteristic and showed that vlogger characteristics shape the utilitarian and hedonic value perceived by viewers. In the context of YouTube vloggers, Ladhari et al. (2020) described the number of subscribers, views, and engagement, as well as homophily, emotional attachment, and expertise, all of which contribute to vloggers' influence on their followers. In this study, considerations related to subscriber numbers, views, and engagement are incorporated within Trustworthiness rather than treated as a separate Vlogger Characteristic.

Luong and Ho (2023) found in Vietnam that food vloggers' expertise, attractiveness, and trustworthiness influence followers' attitudes and purchase intention, thereby reinforcing the role of vlogger characteristics as important dimensions. Razak and Zulkifly (2020) focused on food-vlog attributes such as visual quality, presentation style, information clarity, and authenticity, which trigger parasocial interaction and customer response behavior.

From the content perspective, Truong et al. (2025) identified three main dimensions of food review vlogs: informativeness, entertainment, and vividness. Informativeness relates to the extent to which a vlog provides complete, accurate, and relevant information about food and restaurants, such as menu details, prices, locations, opening hours, and flavor reviews, thereby increasing viewers' perceptions of functional benefits. Entertainment refers to entertaining elements in videos, such as humor, speaking style, vlogger personality, and engaging editing, which make viewers feel entertained and enjoy the viewing process.

Vividness relates to the sensory and technological quality of videos, such as resolution quality, food close-ups, camera angles, and audio effects, which make content feel more vivid and closer to a direct experience. Elshazly et al. (2025) added the dimension of narrative attributes in sponsored food vlogs, particularly self-referencing, concreteness, and positive values. Self-referencing occurs when vloggers relate personal experiences to products; concreteness is conveyed through detailed descriptions and concrete visuals; while positive values involve the highlighting of positive values such as togetherness, enjoyment, or a healthy lifestyle.

In addition, several studies have highlighted the linguistic and interactional dimensions inherent in food vlogging. Mutiara (2025) showed that Indonesian-language food reviewers use the discourse marker “nah” to direct viewers' attention to particular objects, begin descriptions, or invite audiences to take certain actions after information has been provided. This indicates that language in food vlogging not only functions to communicate content, but also manages epistemic stance—who is perceived as knowledgeable and what is considered important—and builds social relationships with viewers. In a study of teen vloggers, Maropo et al. (2020)

confirmed that vlogs build intimacy and trust through personal speaking styles, the use of direct forms of address, and the disclosure of everyday experiences. This is also relevant to food vlogging, as such closeness influences trust in culinary recommendations.

Food vlogging has a dual function that can be understood from utilitarian and hedonic perspectives. From a utilitarian perspective, food vlogs serve as sources of information that help consumers reduce uncertainty and risk when choosing restaurants or food, particularly when trying new venues or culinary offerings in unfamiliar areas (Briliana et al., 2020; Popy & Bappy, 2020). Content that provides details about prices, portion sizes, hygiene, atmosphere, and honest reviews of strengths and weaknesses offers significant cognitive benefits. Dogra and Singh (2026) found that viewers derive high utilitarian value when food vlogs are perceived as informative, relevant to their needs, and created by trustworthy vloggers. Truong et al. (2025) also confirmed that informativeness increases engagement and positive attitudes toward reviewed restaurants, thereby demonstrating the instrumental function of food vlogging as a decision-making aid.

From a hedonic perspective, food vlogging provides a pleasant and entertaining media-consumption experience that sometimes contains elements of escapism. Food close-ups, vloggers' expressions of enjoyment, and narratives about taste sensations and atmosphere often evoke positive emotions, such as hunger, curiosity, or a desire to "experience it as well" (Truong et al., 2025). Dogra and Singh (2026) showed that viewers experience hedonic value in the form of enjoyment and inspiration when watching food vlogs, and that this value contributes to encouraging intention to visit. Elshazly et al. (2025) used the Pleasure–Arousal–Dominance (PAD) framework and found that food-vlog narrative attributes trigger positive emotional states, which in turn increase viewer engagement. The mukbang phenomenon—videos featuring the consumption of large portions of food—discussed by Kim (2021) and Song (2023) also shows that watching others eat can provide viewers with vicarious satisfaction and multisensory enjoyment. Thus, food vlogging serves as a form of hedonic consumption in its own right.

The role of food vlogging in shaping consumer behavior and restaurant-related decisions has been examined in several studies. Truong et al. (2025) found that engagement with food review vlogs and parasocial relationships with vloggers positively influence attitudes and restaurant visit intention. Dogra and Singh (2026) confirmed that utilitarian and hedonic value derived from food-vlogging content influence intention to visit and intention to recommend. Razak and Zulkifly (2020) showed that food-vlog attributes trigger parasocial interaction, which is subsequently related to response behaviors such as the intention to try the reviewed restaurants. Luong and Ho (2023) reported that food vloggers in Vietnam influence purchase intention through the pathways of trust and attitude toward the content. Meanwhile, Hananingsih et al. (2025) showed that Indonesian food influencers on social media influence Indonesian travelers' purchase intentions regarding food choices when travelling abroad, underscoring the role of food vlogging in the context of international culinary tourism.

Food vlogging is also inseparable from the theoretical frameworks used to explain its mechanisms, particularly the Stimulus–Organism–Response (SOR) framework, Uses and Gratifications (U&G) theory, and Social Cognitive Theory. Truong et al. (2025) explicitly used the SOR framework to model how informativeness, entertainment, and vividness, as stimuli, influence engagement and parasocial relationships, as organism components, which subsequently lead to attitudes and restaurant visit intention, as responses. Dogra and Singh (2026) developed the Stimuli–Organism–Behavior–Consequence (SOBC) framework and positioned utilitarian and hedonic value as organism components that mediate the effects of food-vlogger characteristics on intention to visit and recommendation behavior.

Silaban et al. (2022) used Uses and Gratifications theory to explain the motives for watching travel vlogs and how customer engagement is formed through the fulfillment of informational, entertainment, and social-interaction needs. In the context of mukbang, Song (2023) combined the TAM and Expectation-Confirmation Model to explain how enjoyment and gratifications influence continuance intention to watch. These frameworks demonstrate that food vlogging

is not merely an entertainment activity, but rather a complex arena in which media stimuli, psychological processes, and consumption behavior are interrelated.

Conceptually, the dimensions of food vlogging can be summarised as follows: (1) the vlogger dimension, represented in this study by Trustworthiness, while prior studies have also discussed expertise, attractiveness, homophily, subscriber numbers, and engagement (Ladhari et al., 2020; Dogra & Singh, 2026; Luong & Ho, 2023); (2) the content dimension, represented in this study by Information Quality, while prior studies have also discussed informativeness, entertainment, vividness, narrative attributes—self-referencing, concreteness, and positive values—visual and audio quality, and language style (Truong et al., 2025; Elshazly et al., 2025; Mutiara, 2025); and (3) the viewer-experience dimension, consisting of utilitarian value, hedonic value, engagement, parasocial relationships, and PAD emotional states (Dogra & Singh, 2026; Truong et al., 2025; Elshazly et al., 2025). In this study, considerations related to subscriber numbers and engagement are incorporated within Trustworthiness, while relevant content considerations are incorporated within Information Quality rather than treated as separate characteristics.

The interaction among these dimensions explains how food vlogging shapes consumers' perceptions, emotions, and behavioral intentions regarding restaurant visits and the consumption of particular foods. With a comprehensive understanding of the definitions, dimensions, and functions of food vlogging, this study can develop a more focused conceptual model to examine the effects of Trustworthiness and Information Quality on perceived value and intention to visit, particularly among Generation Z, which consumes culinary video content on social media very intensively.

2.1.3. Trustworthiness

Trustworthiness refers to the extent to which audiences perceive a content creator, reviewer, or information source as honest, dependable, and genuinely motivated to provide accurate recommendations rather than merely pursuing personal or commercial interests. In digital communication, particularly in food vlogs, trustworthiness is a central component of source credibility because viewers commonly face uncertainty regarding whether a recommendation reflects authentic experience, paid promotion, or exaggerated entertainment. Rieh (2002) conceptualizes cognitive authority as the degree to which information is considered credible and worthy of belief. In this sense, trustworthiness concerns viewers' willingness to accept a vlogger's statements as reliable grounds for evaluating a restaurant, culinary product, or food destination. Rieh (2002) further notes that authority judgments are shaped not only by the content itself but also by source-related cues, including reputation, professional identity, affiliation, and perceived expertise. Therefore, audiences may evaluate a food vlogger's trustworthiness through consistency of reviews, transparency of sponsorship, familiarity with culinary topics, and alignment between verbal claims and visual evidence presented in videos.

Within the electronic word-of-mouth context, trustworthiness becomes especially important because consumers frequently rely on user-generated reviews before forming purchase or visit intentions. Filieri, Acikgoz, and Du (2023) demonstrate that source trustworthiness and expertise contribute to perceived content quality across both hedonic and utilitarian consumption contexts. Their findings imply that trustworthiness does not merely constitute a positive personal attribute of the vlogger; it also affects how viewers interpret the quality, usefulness, and persuasiveness of vlog content. When audiences regard a food vlogger as sincere and credible, descriptions of flavour, price, hygiene, ambience, portion size, accessibility, and service are more likely to be accepted as dependable information. Consequently, trustworthy vloggers can reduce consumers' perceived risk when deciding whether to try a food product or visit a restaurant.

Trustworthiness is particularly relevant to food-vlogging because food is often experienced through sensory and situational attributes that viewers cannot directly verify before consumption. A viewer may observe close-up images of dishes, the reviewer's facial expressions, restaurant conditions, and interactions with staff; however, the final judgement regarding taste, authenticity, value for money, and overall satisfaction still depends substantially on the vlogger's narration. Briliana, Ruswidiono, and Deitiana (2020) emphasize that food vlogs can function as information sources for audiences, especially when viewers perceive the reviewer as believable. Likewise, Razak and Zulkifly (2020) identify food-vlog attributes as relevant to parasocial interaction and consumers' response behaviours. When viewers repeatedly watch a familiar vlogger, perceived relational closeness may strengthen their confidence in the creator's opinions and recommendations.

This relational mechanism is consistent with the parasocial interaction literature. Liu, Liu, and Zhang (2019) show that vlogs influence brand evaluations through parasocial interaction, indicating that audiences may respond to vloggers as if they were socially familiar individuals. Sokolova and Kefi (2020) similarly find that credibility and parasocial interaction influence purchase intentions in the context of Instagram and YouTube bloggers. In food-vlogging settings, trustworthiness may thus be reinforced when a vlogger communicates in a natural manner, discloses personal preferences, acknowledges limitations, and provides balanced evaluations rather than exclusively positive endorsements. Maropo, Jorge, and Tomaz (2020) further illustrate how perceived intimacy and trust can emerge between vloggers and followers, particularly where mediated communication creates a sense of conversational closeness.

From a behavioural perspective, trustworthiness may be treated as a stimulus that shapes viewers' internal evaluations and eventual behavioural outcomes. The stimulus–organism–behaviour–consequence perspective applied by Dhir et al. (2021), Talwar et al. (2021), and Dogra and Singh (2026) provides a suitable rationale for positioning trustworthy food-vlog communication as an external stimulus. Viewers process this credibility cue cognitively and emotionally, develop favourable attitudes or confidence toward the recommended food establishment,

and may subsequently exhibit intentions to visit, purchase, share, or recommend. Thus, trustworthiness is not limited to honesty as a moral characteristic. It represents a strategic credibility resource that enables food vloggers to transform online exposure into meaningful consumer responses.

2.1.4. Information quality

Information quality refers to viewers' assessment of whether information delivered through food-vlog content is accurate, relevant, clear, complete, current, and useful for making consumption-related decisions. In digital food-review environments, information quality is important because viewers cannot directly experience the taste, atmosphere, service, hygiene, portion size, or price-value relationship of a restaurant before visiting it. Food vloggers therefore function as intermediaries who translate their culinary experiences into audiovisual information that viewers can use to reduce uncertainty and evaluate available alternatives.

Rieh (2002) conceptualises information quality in web-based environments as the degree to which users perceive information as useful, good, current, and accurate. Rieh (2002) also explains that online users make both predictive and evaluative judgments when assessing information. Predictive judgment occurs when users estimate information quality before fully engaging with the content, whereas evaluative judgment develops after users have inspected or processed the information. Applied to food vlogs, viewers may make predictive judgments from a video title, thumbnail, uploader identity, channel reputation, or presentation style. They may then form evaluative judgments after watching the review, observing food visuals, listening to explanations, comparing prices, and considering whether the vlogger provides adequate evidence for the claims made.

The audiovisual nature of food vlogging can enhance information quality when the content enables viewers to inspect relevant details. For example, high-quality food-vlog information may show the restaurant location, menu, price range, serving size, food preparation process, texture, ingredients, dining environment, queue conditions, and service characteristics. Such details allow viewers to form a more informed expectation before deciding to visit. Briliana et al. (2020) identify food

vlogs as an information source for millennial audiences, indicating that viewers may rely on vloggers when searching for food-related knowledge. Thus, information quality is not merely about the quantity of details included in a video; it also concerns whether those details are meaningful, comprehensible, and applicable to viewers' needs.

Filieri et al. (2018) explain that consumers' perceptions of information helpfulness are important determinants of purchase intention in online reviews of services. This is particularly relevant for restaurant and culinary reviews because food consumption typically involves experiential attributes that are difficult to assess prior to purchase. A well-developed food review can help viewers anticipate potential benefits and limitations of a dining experience. For instance, a viewer may find information especially helpful when a vlogger explains that a restaurant offers appealing food but has limited parking, long waiting times, high prices, or flavours that may not suit all consumers. Information becomes higher in quality when it assists viewers in matching the reviewed culinary offering with their own preferences, budget, and situational constraints.

The relationship between source characteristics and information quality is also evident in video-based e-WOM research. Filieri, Acikgoz, and Du (2023) found that source trustworthiness and expertise predict perceived content quality across different product categories. Their study also indicates that perceived content quality mediates the effects of source characteristics on behavioural intention. This suggests that viewers do not only respond to who delivers a message; they also evaluate the substantive quality of what is communicated. In food vlogs, a credible source may improve viewers' willingness to regard details about flavour, price, location, or ambience as dependable, but the video itself must still provide content that is informative and decision-relevant.

Information quality is also linked to consumers' hedonic and utilitarian evaluations. Batra and Ahtola (1991) distinguish between hedonic and utilitarian sources of consumer attitudes, while Babin et al. (1994) describe shopping value as incorporating both enjoyment-oriented and task-oriented dimensions. Food-vlog information may support hedonic evaluation by portraying appetising visuals,

novelty, local culinary identity, and enjoyable dining ambience. At the same time, it may support utilitarian evaluation by providing practical information regarding affordability, accessibility, portion adequacy, operational hours, and service efficiency. A food vlog with strong information quality should therefore satisfy both experiential curiosity and practical decision needs.

In tourism and culinary contexts, information quality may also influence destination-related perceptions. Gonzalez-Rodriguez et al. (2016) demonstrate the relevance of e-WOM sentiment and perceived helpfulness in shaping tourist destination image. Similarly, food-related images and experiences are associated with destination evaluations and behavioural intentions, as shown by Choe and Kim (2018), Hsu and Scott (2020), and Lai et al. (2020). Food-vlog content containing rich, accurate, and relevant information can consequently influence not only restaurant-visit intentions but also viewers' perceptions of a broader culinary destination.

Accordingly, information quality in this study may be measured through viewers' perceptions that a food vlogger provides accurate, clear, relevant, current, comprehensive, and useful information. High-quality information is expected to facilitate informed evaluation, improve the perceived usefulness of the vlog, and strengthen viewers' intention to respond favourably to the reviewed food establishment or culinary destination

2.1.5. Utilitarian and Hedonic Value

Utilitarian value and hedonic value are two fundamental dimensions of consumption value that explain why consumers value an experience, product, or service, whether because of the functional benefits it provides or the emotional enjoyment it generates. Conceptually, consumer-behavior literature emphasises that nearly all consumption activities—including shopping, using digital applications, and viewing media content—simultaneously generate utilitarian and hedonic outcomes (Batra & Ahtola, 1991; Babin et al., 1994). Batra and Ahtola

(1991) defined utilitarian value as value derived from the instrumental and functional benefits of an object, such as the extent to which the object helps consumers achieve practical goals, save time, or complete tasks efficiently. In contrast, hedonic value refers to value arising from emotional, symbolic, and experiential aspects, including feelings of pleasure, excitement, fantasy, and enjoyment experienced during the consumption process. Childers et al. (2001) confirmed that utilitarian motivations are associated with task-oriented, rational, and goal-directed orientations, whereas hedonic motivations are associated with the pursuit of pleasure, play, and enjoyable experiences.

In the context of digital marketing and social media, Lin and Bruning (2018) stated that opinion leaders can simultaneously promote the utilitarian and hedonic value of a product or service, for example by conveying practical benefits while presenting content in an engaging and entertaining manner. In a study of ride-hailing application use, Fauzi and Sheng (2021) found that utilitarian value and hedonic value are key constructs explaining how application features, such as ease of use, speed, and convenience, are processed into continuance intention. In the context of travel blogging, Mainolfi et al. (2022) showed that hedonic motivations and utilitarian motivations mediate the effects of blogger credibility and digital engagement on travelers' behavioral intentions, confirming that these two types of value are important psychological mechanisms within the Stimulus–Organism–Response (SOR) framework. Specifically, in the context of food vlogging, Dogra and Singh (2026) found that viewers derive utilitarian value in the form of useful information and recommendations, as well as hedonic value in the form of enjoyment and inspiration, and that both values significantly influence intention to visit and intention to recommend the reviewed restaurants.

In terms of dimensions, utilitarian value is generally associated with functional, cognitive, and economic-value aspects. Across various studies, utilitarian value includes efficiency, such as saving time and effort; effectiveness in achieving goals; ease of use; usefulness; and convenience (Childers et al., 2001; Fauzi & Sheng, 2021). Fauzi and Sheng (2021) described the utilitarian value of ride-hailing applications as the perception that such services are practical, save time, and help

users complete mobility-related tasks efficiently. Santo and Marques (2022) stated that utilitarian dimensions in the context of online shopping are related to perceptions of system reliability, information quality, and transaction efficiency, all of which contribute to the perceived utility of a shopping experience. In the context of influencer marketing, Lin and Bruning (2018) explained that when influencers emphasise the rational benefits of products, such as quality, durability, or functional features, they are building utilitarian value in consumers' minds.

Hedonic value, on the other hand, is generally associated with emotional, experiential, and symbolic dimensions. Babin et al. (1994) developed a hedonic shopping-value scale that includes indicators such as fun, enjoyment, excitement, escapism, and experiential gratification during the shopping process. In online-retail research, Childers et al. (2001) showed that hedonic motivations are related to the pursuit of pleasure, fantasy, and playful aspects of online shopping that provide satisfaction beyond merely obtaining goods. Fauzi and Sheng (2021) described hedonic value as feelings of happiness, comfort, and emotional satisfaction when using digital services, which are related not only to efficiency but also to subjective comfort and enjoyment. In the context of travel bloggers, Mainolfi et al. (2022) found that hedonic motivations include searching for enjoyment, excitement, and escape experienced when following travel content, and that this value significantly mediates the effects of blogger credibility on intention to travel.

In the context of social media and food vlogging, Dogra and Singh (2026) confirmed that food vlogs provide both types of value: utilitarian value through useful information, such as menu recommendations, price details, and tips for choosing restaurants; and hedonic value through appetising food visuals, personal narratives, and pleasant atmospheres. Truong et al. (2025) linked content informativeness to the formation of utilitarian value because it provides concrete knowledge about restaurants, whereas entertainment and vividness contribute to hedonic value because they generate enjoyment and a sense of "being present" at the reviewed restaurant. Elshazly et al. (2025) showed that narrative attributes such as self-referencing, concreteness, and positive values in food vlogs trigger

pleasurable emotional states, which are directly related to viewers' hedonic value and engagement.

Theoretically, the key distinction between utilitarian and hedonic value lies in consumption orientation. Utilitarian-oriented consumption tends to be problem-solving and task-oriented; consumers focus on how well a product or experience helps them complete tasks or fulfill needs efficiently and economically (Childers et al., 2001). Hedonic-oriented consumption places greater emphasis on experiential enjoyment, whereby consumers seek sensations, fantasy, aesthetics, and positive emotions arising from the consumption process itself (Batra & Ahtola, 1991; Babin et al., 1994). Hedonic value is often associated with symbolic and social value, such as feelings of pride, status, or self-identity that are formed when individuals consume particular products or visit places that are currently popular (Talonen et al., 2016).

Although they are distinct, many studies show that utilitarian and hedonic value are not mutually exclusive dichotomies, but rather two dimensions that can be present simultaneously within a single consumption experience. In e-commerce, Santo and Marques (2022) found that hedonic motivations and informational factors jointly influence online purchase intention, indicating that consumers consider both the "fun" and functional aspects of consumption. Fauzi and Sheng (2021) also showed that both values contribute to ride-hailing application users' continuance intention, with different levels of influence depending on the context and consumer segment. In travel blogging, Mainolfi et al. (2022) confirmed that both utilitarian and hedonic motivations are important in encouraging travelers' behavioral intention, although hedonic value may have a stronger influence in some cases.

These two types of value are often positioned as mediating variables within the SOR and SOBC frameworks. In these frameworks, stimuli, such as influencer trustworthiness and information quality, influence the organism component in the form of utilitarian value and hedonic value, which subsequently influence responses such as purchase intention, revisit intention, or intention to visit. Fauzi and Sheng (2021) positioned utilitarian and hedonic value as mediators that bridge the effects of ride-hailing application features on continuance intention, showing that

technological stimuli do not automatically generate behavioral intentions without the creation of value. Mainolfi et al. (2022) also showed that the effect of blogger credibility on behavioral intention is mediated by hedonic and utilitarian motivations, indicating that credibility alone is insufficient without value creation on the consumer's part. Dogra and Singh (2026) continued this pattern in the context of food vlogging by showing that food-vlogger and content characteristics influence utilitarian and hedonic value, which subsequently encourage intention to visit and recommendation behavior. In this study, these characteristics are represented by Trustworthiness and Information Quality.

In the context of restaurants and food, utilitarian and hedonic value influence customer satisfaction and behavioral intentions in both fast-food and full-service restaurants. For example, Hanzae and Rezaeyeh (2013) found that utilitarian value in fast-food restaurants makes a substantial contribution to behavioral intentions, whereas other studies show that hedonic value is often stronger in explaining satisfaction in restaurants that emphasise experience. This is consistent with Dogra and Singh's (2026) findings that, in the context of food vlogging, both values play important roles in mediating the effects of digital content on restaurant visit intention.

Food Vlogs' Utilitarian Value can be defined as the extent to which viewers perceive food vlogs as providing functional benefits and useful information—such as assistance in choosing restaurants or menu items, or estimating prices—in an efficient and trustworthy manner (Fauzi & Sheng, 2021; Dogra & Singh, 2026). Food Vlogs' Hedonic Value can be defined as the extent to which viewers experience enjoyment, entertainment, inspiration, and positive emotional experiences when watching food vlogs—for example, feeling happy, excited, or as though they are also enjoying the food and restaurant atmosphere (Mainolfi et al., 2022; Dogra & Singh, 2026). These two constructs are important not only as psychological outcomes of exposure to food vlogging, but also as mediating mechanisms that explain how the Vlogger Characteristic of Trustworthiness and the Content Characteristic of Information Quality ultimately influence intention to visit the reviewed restaurants.

2.1.6. Purchase Intention and Visit Intention

Purchase intention and visit intention, or intention to visit, are positioned as forms of behavioral intention that describe an individual's readiness and plan to undertake future consumption-related actions. Through the Theory of Planned Behavior, Ajzen (1991) explained that intention is a direct determinant of actual behavior; the stronger an individual's intention to perform a behavior, the more likely that behavior is to occur. In the consumption context, purchase intention refers to consumers' tendency to purchase particular products or services, whereas visit intention refers to the tendency to visit a place or destination, such as a restaurant, tourist destination, or culinary attraction. Sokolova and Kefi (2020) interpreted purchase intention as influencer followers' psychological tendency to purchase promoted products after forming cognitive and affective evaluations of the product and message source. In the tourism context, Sengel et al. (2023) used the term destination visit intention to explain the likelihood that tourists will visit a destination in a particular situation, such as during a pandemic, which is shaped by psychological variables such as anxiety and general travel intention.

Conceptually, purchase intention and visit intention are commonly derived from the TRA/TPB and SOR/SOBC frameworks. Ajzen (1991) stated that intention is formed by attitudes toward behavior, subjective norms, and perceived behavioral control. In the context of food consumption and tourism, this means that positive attitudes toward products or destinations, social support, such as recommendations from influencers or friends, and perceptions of ease, including access, price, and time, will increase the intention to purchase or visit. On the other hand, the Stimulus–Organism–Response (SOR) and Stimulus–Organism–Behavior–Consequence (SOBC) models position intention as a behavioral response or behavior that emerges after stimuli, such as digital content, information quality, and influencer credibility, are processed through internal mechanisms, or organism components, such as emotions, utilitarian and hedonic value, attitudes, and trust. For example, Talwar et al. (2021) modelled willingness to purchase and stated buying behavior toward organic food as consequences of stimuli, such as food-value communication, mediated by the organism component in the form of value

and attitudes. Sengel et al. (2023) also positioned travel intention and destination visit intention as outcomes of psychological variables such as anxiety in the COVID-19 context.

In social media and influencer contexts, purchase intention has been widely examined as an indicator of influencer-marketing effectiveness. Sokolova and Kefi (2020) showed that credibility and parasocial interaction with Instagram and YouTube bloggers significantly influence followers' purchase intention through attitudes toward influencers and attitudes toward content. Pham et al. (2024) examined how conformity, or alignment with a group, moderates the relationship between influencer credibility and purchase intention in the food-and-beverage sector. They found that conformity strengthens the effects of psychological ownership and credibility on purchase intention, particularly among young consumers who follow food reviews on social media. In the context of Indonesian food influencers when consumers travel abroad, Hananingsih et al. (2025) found that influencer expertise and perceived similarity increase trust and purchase intention regarding food choices abroad. Tran (2023) also showed that attitudes toward influencers mediate the effects of food-influencer use on purchase intention, confirming the role of attitudes and trust as psychological antecedents of purchase intention.

Specifically, in the context of food vlogging and digital culinary content, purchase intention and visit intention are often distinguished. Luong and Ho (2023) examined the effects of food vloggers in Vietnam and found that food vloggers' expertise, attractiveness, and trustworthiness influence social media users' attitudes and purchase intention toward the featured food and restaurants. Yousaf (2022) used the SOR framework to explain how food vloggers, as stimuli, shape parasocial interaction and emotions, as organism components, which in turn influence behavioral outcomes such as purchase intention and intention to try local food. Hu et al. (2025), who examined SOR-based tourism and culinary marketing strategies, found that food vlogging, price sensitivity, and destination promotion influence food tourism through the mediation of consumer feedback. Although food vlogging did not directly predict food tourism in that study, consumer feedback formed

through vlog content and food experiences became a key factor directing visit behavior.

Visit intention, or intention to visit, in the tourism and restaurant context is generally defined as individuals' willingness and plans to visit a destination in the future, whether for the first time or as a revisit. For example, Hashemi et al. (2023) examined culinary tourists' behavioral intentions in Malaysia and showed that destination food image and food neophobia influence intentions to try local food and visit culinary destinations. Lai et al. (2020) stated that food image and food neophobia influence tourists' intention to visit Australia; the more positive a destination's food image, the higher tourists' intention to visit, particularly when food neophobia is low. Roustaei and Jamshidi (2020) focused on food-tourism value and found that food-experience quality, perceived value, and satisfaction influence tourists' revisit intention and recommendation, which are treated in many studies as two dimensions of behavioral intention.

Some researchers view behavioral intention as a multidimensional construct consisting of visit intention, referring to the direct intention to visit, and recommendation intention, referring to the intention to recommend to others. Choe et al. (2018) showed that local food consumption value influences tourists' attitudes, food destination image, and behavioral intention, which were operationalised as intention to try local food and intention to recommend destinations to others. In a study of food experience and destination image, Hsu and Scott (2020) also described behavioral intentions in the form of revisit intention and word-of-mouth intention. In food vlogging, Dogra and Singh (2026), which also appears in the export file, distinguished restaurant intention to visit and intention to recommend the vlogger or seller as two main outcomes of the utilitarian and hedonic value perceived by viewers.

Practically, many studies regard purchase intention and visit intention as unidimensional constructs measured using several indicators that reflect intention, likelihood, and plans. In an influencer-marketing study, Sokolova and Kefi (2020) used items such as "I would consider buying products recommended by this influencer" and "It is likely that I will buy the products he/she recommends" as

indicators of purchase intention. Tran (2023) and Pham et al. (2024) used similar formulations: “I intend to buy products/food recommended by the influencer” and “I will consider those products when purchasing related categories.” In destination studies, Sengel et al. (2023) measured destination visit intention using items that reflect the likelihood of visiting in the near future, readiness to change travel plans, and the desire to visit a destination after the pandemic subsides. Hashemi et al. (2023) used indicators such as “I intend to participate in culinary tourism activities in this destination” and “I will recommend this destination to others for its food.”

Several consistent patterns link purchase intention and visit intention with key psychological variables. First, the role of trust is highly prominent: Zhao et al. (2019) found that trust in C2C social commerce influences continuous purchase intention; Jadil et al. (2022) confirmed that online trust increases intention to buy on websites; and Khoa (2021) showed that trust based on online food reviews increases restaurant selection intention. Second, influencer credibility and characteristics, including expertise, attractiveness, similarity, and sincerity, have repeatedly been shown to influence purchase intention (Sokolova & Kefi, 2020; Lee & Watkins, 2016; de S. Pereira et al., 2023; Tran, 2023; Pham et al., 2024). Third, perceived value, both utilitarian and hedonic, as well as emotions, are also important antecedents of behavioral intention, as shown by Talwar et al. (2021) in the context of organic food and by various food-tourism studies (Choe et al., 2018; Roustae & Jamshidi, 2020; Soltani et al., 2021).

In the context of food vloggers, food reviewers, and social media reviews in the food-and-beverage industry, purchase intention is also influenced by user interaction and e-WOM. Sang et al. (2024) found that food reviewers influence purchase intention in the F&B industry through user interaction; user interactions, including comments, likes, and shares, mediate the effects of reviewers on purchase intention. Khoa (2021) showed that trust based on online food reviews affects restaurant selection intention, meaning that credible online reviews increase consumers’ intention to choose particular restaurants. Gunawan and Huarng (2015) confirmed that the viral effects of social networks and media influence purchase intention through social influence. In the context of vlogs, Lee and Watkins (2016)

and Liu et al. (2019) showed that parasocial interaction with vloggers influences brand evaluations and purchase intentions, whereby psychological closeness with vloggers increases trust in their recommendations.

In relation to food vlogging and utilitarian and hedonic value, purchase intention and visit intention can be positioned as the final outcomes of Generation Z's processing of digital content. Stimuli in the form of food-vlogger Trustworthiness and content Information Quality influence the organism component in the form of utilitarian value, informational benefits, hedonic value, viewing enjoyment, attitudes, and trust. This overall process subsequently results in behavioral intentions in the form of intention to visit reviewed restaurants and/or intention to purchase particular menu items (Dogra & Singh, 2026; Luong & Ho, 2023; Hananingsih et al., 2025). Thus, purchase intention and visit intention in this study can be defined as Generation Z's tendency, desire, and plans to visit restaurants or purchase food featured in food vlogs after evaluating the informational, utilitarian, and emotional, hedonic, experiences provided by the content and vloggers.

2.2. Previous Studies

The relevant previous studies are as follows:

1. Dogra and Singh (2026)

Title: *From Screen to Stomach: Investigating the Effect of Food Vlogging on Consumer Behavior Using the SOBC Framework*

Objective: To analyse the relationships among food-vlogger characteristics, utilitarian and hedonic value, and intention to visit and recommendation behavior in the food-and-beverage context.

Method: A mixed-method approach consisting of qualitative exploration through in-depth interviews to identify vlog and vlogger characteristics, followed by a quantitative survey and SEM-AMOS 26.0 analysis.

Research Results: Consumers derive utilitarian and hedonic value from vloggers and their content. Both values have significant positive effects on intention to visit and intention to recommend, and mediate the effects of the vlogger characteristics examined in that study on consumer behavior.

2. Truong, Piscarac, Kang, and Yoo (2025)

Title: *Virtual Culinary Influence: Investigating the Impact of Food Vlogs on Viewer Attitudes and Restaurant Visit Intentions*

Objective: To examine how food-review-vlog content attributes and vlogger characteristics influence engagement, parasocial relationships, attitudes, and restaurant visit intention.

Method: An online survey involving 347 MTurk respondents, analysed using SEM with SPSS 22 and AMOS 22.

Research Results: Informativeness, entertainment, and vividness increase content engagement; attractiveness and homophily predict parasocial relationships; and content engagement and parasocial relationships positively influence attitudes and restaurant visit intention toward reviewed restaurants.

3. Hu, Shi, and Ye (2025)

Title: *Dive Into Diversity: Crafting Effective Marketing Strategies for Tourism and Food Ventures*

Objective: To examine the relationships among food vlogging, price sensitivity, tourism destination promotion, consumer feedback, and food tourism using the SOR framework.

Method: A survey of 398 domestic and international tourists in China, analysed using PLS-SEM with SmartPLS 3.

Research Results: Food vlogging and destination promotion do not directly influence food tourism, but have effects through the mediation of consumer

feedback. Price sensitivity and consumer feedback directly influence food tourism. These findings confirm the role of culinary content, including vlogging, as a stimulus that operates through the organism component, namely consumer feedback.

4. Yousaf (2022)

Title: *Food Vloggers and Parasocial Interactions: A Comparative Study of Local and Foreign Food Vlogs Using the SOR Paradigm*

Objective: To compare the effects of local and foreign food vloggers on parasocial interaction and consumer behavior using the SOR framework.

Method: A quantitative survey analysed using SEM in the hospitality context.

Research Results: Food vloggers, as stimuli, shape parasocial interaction and emotions, as organism components, which subsequently influence behavioral outcomes such as intention to try food and consumption behavior. The study shows that parasocial relationships are an important mechanism between food vlogging and intention or purchase behavior.

5. Razak and Zulkifly (2020)

Title: *The Impacts of Food Vlog Attributes on Para-Social Interaction and Customers Response Behaviours*

Objective: To examine the effects of food-vlog attributes on parasocial interaction and customer response behaviors.

Method: A survey of food-vlog viewers, using quantitative analysis through SEM/PLS in the hospitality and culinary-arts context.

Research Results: Food-vlog attributes, such as visual quality, presentation style, and information clarity, were shown to trigger parasocial interaction, which is subsequently related to customer response behaviors, including the intention to try

reviewed restaurants. The study confirms the importance of content dimensions in encouraging behavioral responses.

6. Luong and Ho (2023)

Title: *The influence of food vloggers on social media users: A study from Vietnam*

Objective: To analyse the effects of food-vlogger characteristics—expertise, attractiveness, and trustworthiness—on attitudes and purchase intention toward food and restaurants.

Method: A quantitative survey in Vietnam, analysed using SEM.

Research Results: Food vloggers' expertise, attractiveness, and trustworthiness positively influence consumers' attitudes and purchase intention; trust plays an important mediating role. These findings are relevant to examining the role of vlogger characteristics in purchase intention and restaurant visit intention.

7. Hananingsih, Gracia, Patimah, and Justianto (2025)

Title: *The Impact of Indonesian Food Influencers on Social Media in Shaping Indonesian Consumers' Purchase Intention for Food Choices During Overseas Travel*

Objective: To analyse the effects of Indonesian food influencers on social media on Indonesian consumers' purchase intention regarding food choices when travelling abroad.

Method: A survey of 225 Indonesian respondents exposed to overseas food-review content, analysed using SEM-PLS.

Research Results: Influencer expertise and perceived similarity positively influence trust and purchase intention. Interactivity influences purchase intention but does not influence trust. Trust mediates the relationships between expertise and

similarity and purchase intention. The study demonstrates how food-influencer characteristics shape food purchase intention in a tourism context.

8. Sang et al. (2024)

Title: *The Impact of Food Reviewers on Purchase Intention in the Food and Beverage Industry: The Mediating Role of User Interaction*

Objective: To examine the effects of food reviewers, as culinary content creators, on purchase intention in the food-and-beverage industry, with user interaction as a mediating variable.

Method: A quantitative survey conducted through food-review platforms, analysed using SEM.

Research Results: Food reviewers have a significant positive effect on purchase intention, and user interaction, including comments, likes, and shares, mediates this relationship. The study shows that user engagement strengthens the effects of digital culinary content on purchase intention.

9. Silaban et al. (2022)

Title: *How Travel Vlogs on YouTube Influence Consumer Behavior: A Use and Gratification Perspective and Customer Engagement*

Objective: To identify how travel vlogs influence consumer behavior through the Uses and Gratifications framework and customer engagement.

Method: A quantitative survey, analysed using SEM in the context of travel vlogs.

Research Results: Informational, entertainment, and social-interaction motives derived from travel vlogs influence customer engagement; engagement subsequently influences behaviors such as visit intention. This study provides a basis for the view that vlogs, including food vlogs, influence visit intention through gratifications, which may be mapped as utilitarian and hedonic value.

10. Mainolfi, Lo Presti, Marino, and Filieri (2022)

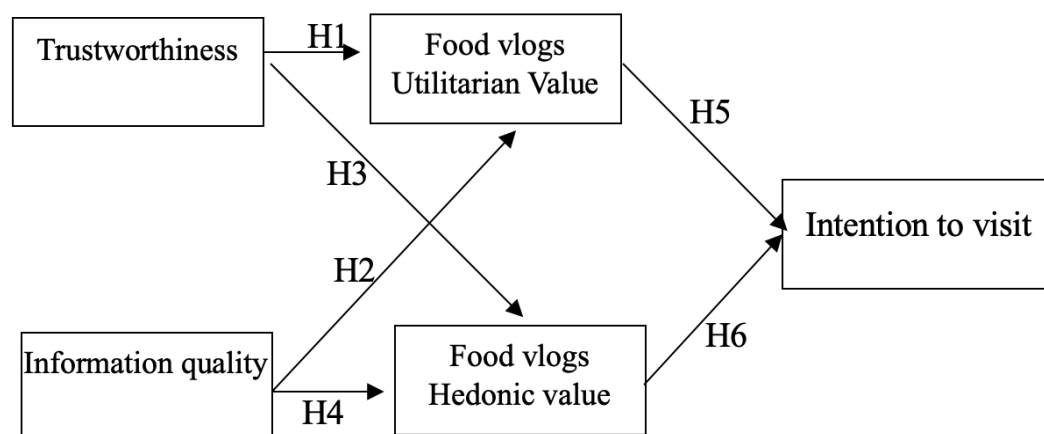
Title: *YOU POST, I TRAVEL: Bloggers Credibility, Digital Engagement, and Travelers Behavioral Intention – The Mediating Role of Hedonic and Utilitarian Motivations*

Objective: To examine the effects of blogger credibility and digital engagement on travelers' behavioral intention through the mediation of hedonic and utilitarian motivations.

Method: A tourist survey analysed using SEM, published in *Psychology & Marketing*.

Research Results: Blogger credibility and digital engagement positively influence hedonic and utilitarian motivations, and both motivations mediate their effects on travelers' behavioral intention, including intention to visit. These findings are highly relevant to the model in this study, which positions utilitarian and hedonic value as mediators between digital stimuli, namely food vlogging, and intention to visit.

2.3. Research Framework



Source: Dogra & Singh. (2026)
Figure 1. Research Framework

2.4. Hypothesis

H1. Trustworthiness influences Food Vlogs' Utilitarian Value.

H2. Information Quality influences Food Vlogs' Utilitarian Value.

H3. Trustworthiness influences Food Vlogs' Hedonic Value.

H4. Information Quality influences Food Vlogs' Hedonic Value.

H5. Food Vlogs' Utilitarian Value influences Intention to Visit.

H6. Food Vlogs' Hedonic Value influences Intention to Visit.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative research method to analyse the effects of independent variables on dependent variables. According to Sugiyono (2019), quantitative research is a research method based on the philosophy of positivism, used to examine particular populations or samples. Data are collected using research instruments and analysed quantitatively or statistically, with the aim of testing predetermined hypotheses.

3.2 Research Time and Location

This research was conducted over a period of five months, from April 2026 to August 2026. This period was selected because the researcher's class schedule was no longer as intensive as in previous semesters, allowing the researcher to focus on conducting the study.

The study was conducted online through a Google Form distributed to Generation Z individuals who had previously watched food vlogs and were willing to complete the questionnaire.

3.3 Population and Sample

A population is a generalisation area consisting of objects or subjects with particular qualities and characteristics determined by researchers for study and from which conclusions are subsequently drawn (Sugiyono, 2019). The population in this study comprises Generation Z consumers throughout Indonesia. The sampling technique used was non-probability sampling, namely purposive sampling, in which the sample was obtained by requesting Generation Z consumers who had previously watched food vlogs to complete the questionnaire. The questionnaire was distributed using Google Docs, and respondents completed it voluntarily.

The determination of the sample size in this study was adjusted to the requirements of the analytical method used, namely Structural Equation Modeling (SEM). Referring to Hair et al. (2010), the ideal sample size is five to ten times the number of indicators used in the model.

3.4 Types, Sources, and Data-Collection Techniques

1. Types and Sources of Data

a. Primary Data

The primary data in this study consist of respondents' responses to the variables of Trustworthiness, Information Quality, Food Vlogs' Hedonic Value, Food Vlogs' Utilitarian Value, and Intention to Visit. According to Sugiyono (2019), primary research requires data or information from the first source, usually referred to as respondents.

b. Secondary Data

Secondary data are data whose collection is independently undertaken by the researcher. The secondary data used consist of previous research journals and books related to Trustworthiness, Information Quality, Food Vlogs' Hedonic Value, Food Vlogs' Utilitarian Value, and Intention to Visit.

2. Data-Collection Techniques

The required data consist of respondents' answers or assessments of the questions in the questionnaire, which was distributed directly or through an intermediary medium, namely Google Forms. The data source in this study was obtained from the scores for each variable indicator based on the questionnaires completed by respondents.

3.5 Variables and Measurement Indicators

This study uses two types of variables, namely latent variables and indicator variables, as shown in Table 1. Data were collected using a five-point Likert scale:

(1) strongly disagree, (2) disagree, (3) moderately agree, (4) agree, and (5) strongly agree.

The variables measured in this study include latent variables and manifest variables, or indicators. According to Santoso (2015), latent variables cannot be directly observed; therefore, they are measured through one or more manifest variables. Conversely, manifest variables are variables that are directly used to represent or measure latent variables.

In this context, latent variables are divided into two categories: exogenous variables, or independent variables, which serve as causes; and endogenous variables, or dependent variables, which serve as effects or are influenced by the independent variables.

The classification of latent variables in this study is as follows:

1. Independent Variables

- Trustworthiness
- Information Quality

2. Endogenous Latent Variables

- Food Vlogs' Hedonic Value
- Food Vlogs' Utilitarian Value

3. Dependent Variable

- Intention to Visit

3.6 Data-Processing and Analysis Techniques

The data-analysis techniques used to process the data in this study are descriptive analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM). According to Priyatno (2020), descriptive analysis is used to describe summaries of

research data, such as the mean, minimum, maximum, and standard deviation. Descriptive analysis was conducted to describe respondent characteristics. Top Two Boxes and Bottom Two Boxes refer to responses obtained from the Likert scale.

The validity test, reliability test, and quantitative analysis in this study use the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The data were processed using the Smart Partial Least Squares 3.0 (SmartPLS 3.0) analytical tool, as SmartPLS facilitates regression-based analysis and provides support for formative measurement evaluation (Hair et al., 2019).

3.7 Validity, Reliability, and SEM-PLS Testing

According to Hair et al. (2019), Structural Equation Modeling (SEM) is a powerful statistical technique used to analyse complex relationships among multiple variables, including variables that are not directly observed. SEM enables researchers to test theoretical models, assess the validity of relationships, and explore causal mechanisms by incorporating measurement error and multiple indicators for each construct. According to Hair et al. (2019), PLS-SEM, or Partial Least Squares Structural Equation Modeling, is used when researchers prioritise prediction and seek to understand complex relationships in their research, particularly when dealing with non-normal data or small sample sizes. Unlike CB-SEM, or Covariance-Based SEM, which focuses on confirmatory testing, PLS-SEM is well suited to exploratory research, theory development, and situations that focus on explaining variance and making predictions.

According to Hair et al. (2019), the first and important step in PLS-SEM is to prepare a diagram that illustrates the research hypotheses and shows the relationships among the variables to be examined. This diagram is known as a path model. A path model is a diagram that connects variables or constructs based on theory and logic to visually display the hypotheses to be tested in the study. PLS-SEM consists of two models: the measurement model, or outer model, and the structural model, or inner model, which are explained further below.

a. Outer Model Evaluation

The evaluation of the *outer model*, or measurement model, is conducted to ensure that the research indicators are genuinely capable of measuring the intended latent constructs. In PLS-SEM, the measurement model explains the relationship between latent constructs and their empirical indicators. Hair et al. (2019) distinguish measurement models into reflective and formative models. In reflective measurement, the latent construct is regarded as the cause of variations in responses to the indicators. In other words, changes in the construct will be reflected in changes in its indicators; the direction of the relationship is represented from the construct to the indicators. In contrast, in a formative model, the construct is formed by a combination of several indicators, so the direction of the relationship is from the indicators to the construct.

This study applies a reflective measurement model to all constructs, namely *trustworthiness*, food vlog information quality, utilitarian value, hedonic value, and restaurant visit intention. Therefore, the assessment of the measurement model focuses on indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. This evaluation must be completed before testing the structural model because the interpretation of relationships among latent variables can only be conducted when the constructs used have met adequate measurement quality.

1) Indicator Reliability and Convergent Validity

Convergent validity indicates the degree of positive association among several indicators that theoretically should measure the same construct. The assessment of convergent validity in reflective constructs is conducted through *outer loading* values and *Average Variance Extracted* (AVE). *Outer loading* describes the strength of the relationship between an indicator and its latent construct. Hair et al. (2019) recommend a minimum *outer loading* value of 0.708. This threshold indicates that the construct can explain at least 50% of the indicator variance because 0.708^2 is approximately 0.50. In practice, values close to 0.70 are still often considered acceptable, especially when removing an indicator does not

meaningfully increase AVE or composite reliability and instead risks reducing the conceptual coverage of the construct.

Indicators with *loading* values between 0.40 and 0.70 should not be removed automatically. The decision to remove them needs to consider their impact on AVE, composite reliability, and the suitability of the indicators with the conceptual definition of the construct. Indicators with *loading* values below 0.40 are generally strong candidates for elimination because their contribution to representing the construct is relatively low. In addition to the *loading* value, the significance of the *outer loading* can be confirmed through a *bootstrapping* procedure, for example, using the t value, *p-value*, or confidence interval.

AVE indicates the average proportion of indicator variance that can be explained by the latent construct. This value is calculated from the average squared *outer loading* of all indicators that form the construct. A construct is considered to have good convergent validity when its AVE value is at least 0.50. This criterion means that the construct can explain at least 50% of the variation in its indicators, while the remaining variation is measurement error. Thus, the combination of adequate *outer loading* values and an AVE of at least 0.50 indicates that a set of indicators consistently reflects the same concept.

2) Discriminant Validity

Discriminant validity tests whether an empirical construct is sufficiently distinct from other constructs in the model. If discriminant validity is not established, the interpretation of structural relationships may be biased because constructs that are supposed to be different may have excessive overlap in their measurements.

An initial approach that can be used is the examination of *cross-loadings*. Each indicator should show the highest *outer loading* on its original construct compared with its correlation values with other constructs. For example, an indicator of utilitarian value should have its highest loading value on the utilitarian value construct, rather than on hedonic value or restaurant visit intention. When the *cross-loading* value on another construct is greater than or close to the loading value on

the construct that the indicator is supposed to measure, this indicates a problem in distinguishing between constructs.

In addition to *cross-loadings*, the Fornell–Larcker method can be used by comparing the square root of a construct’s AVE with its correlations with other constructs. Discriminant validity is established when the square root of the AVE for each construct is greater than all of its correlations with other latent constructs. Nevertheless, contemporary PLS-SEM evaluation places greater emphasis on the *heterotrait-monotrait ratio of correlations* (HTMT), because this approach is considered more sensitive in detecting a lack of discriminant validity than the Fornell–Larcker criterion and *cross-loadings*. SmartPLS explicitly recommends HTMT for evaluating discriminant validity.

An HTMT value below 0.90 generally indicates that two reflective constructs can be empirically distinguished. For constructs that are conceptually very close, a stricter threshold of 0.85 can be used. Researchers may also conduct *HTMT inference* through *bootstrapping*. Discriminant validity is confirmed when the upper bound of the *bootstrap* confidence interval is below the selected HTMT threshold and does not include the value 1.00. Therefore, studies are recommended to report HTMT as the primary test, while *cross-loadings* and the Fornell–Larcker criterion may be presented as supporting information.

3) Internal Consistency Reliability

Internal consistency reliability indicates the ability of a set of indicators to provide stable and consistent measurement results for a construct. In PLS-SEM, construct reliability can be evaluated using Cronbach’s alpha, rho_A, and *composite reliability* (CR). Cronbach’s alpha is a conventional measure that assumes that all indicators make equal contributions to the construct. Because this assumption is often rather strict, Hair et al. recommend *composite reliability* and rho_A as more relevant measures in the PLS-SEM approach, as both take into account the magnitude of each indicator’s *outer loading*.

Cronbach's alpha, rho_A, and CR values between 0.70 and 0.95 generally indicate adequate internal consistency. Values below 0.70 may indicate that the indicators are not yet sufficiently consistent in representing the construct. Conversely, values exceeding 0.95 need to be examined because they may indicate indicator redundancy, whereby several statements are too similar and no longer enrich the measurement coverage of the construct. Therefore, reliability should not be assessed solely based on high values, but should also consider the substantive diversity of the indicators.

Table 3.1. Internal consistency reliability criteria

Reliability statistics	Recommended value	Interpretation
Cronbach's alpha	0,70–0,95	The internal consistency of the construct is acceptable.
rho_A	0,70–0,95	Appropriate reliability estimates for PLS-SEM
<i>Composite reliability</i>	0,70–0,95	Indicators collectively measure the construct consistently
Value > 0.95	It requires evaluation.	Potentially indicates redundancy or excessively high similarity between indicators.

Source: Hair et al. (2019).

Overall, a reflective measurement model can be considered adequate when the indicators have sufficient *outer loadings*, the AVE value is at least 0.50, internal consistency reliability falls within the recommended range, and discriminant validity is established. Once all these criteria have been met, the latent constructs can be treated as adequate empirical measures for the next stage, namely testing causal or predictive relationships in the structural model.

b. Inner Model Evaluation

The *inner model*, or structural model, explains the direction and strength of the relationships among latent constructs that have passed the measurement model evaluation. In this study, the structural model is used to test the effects of *Trustworthiness* and Food Vlog Information Quality on utilitarian value and hedonic value, as well as the effects of these two values on restaurant visit intention. The evaluation of the structural model does not only assess whether the relationships among variables are significant, but also considers the presence or absence of collinearity among predictors, the explanatory power of exogenous constructs for endogenous constructs, the magnitude of the effect of each path, and the predictive ability of the model.

1) Coefficient of Determination R^2

The coefficient of determination (R^2) describes the proportion of variation in an endogenous construct that can be explained by all exogenous constructs that have paths leading to that construct. R^2 values range from 0 to 1; the greater the value, the stronger the model's explanatory ability for the endogenous construct. However, R^2 does not have a single threshold that applies absolutely because the realistic level of explanatory power may differ according to the field of study, the complexity of the phenomenon, and the characteristics of the behavior being analyzed.

As a commonly used guideline in PLS-SEM, an R^2 value of 0.75 is categorized as substantial, 0.50 as moderate, and 0.25 as weak. Very high values, particularly those above 0.90, need to be reviewed critically because they may indicate a possibility of *overfitting*. In addition to reporting R^2 , researchers should present *adjusted* R^2 because this measure has corrected for the number of predictors in the model. Thus, *adjusted* R^2 provides a more conservative representation of the model's ability to explain endogenous constructs.

Table 3.2. Guidelines for interpreting the coefficient of determination

Value of R^2	Interpretation of the model's explanatory power
$\geq 0,75$	Substantial/strong
$\geq 0,50$ until $< 0,75$	Moderate
$\geq 0,25$ until $< 0,50$	Weak
$< 0,25$	Very weak or limited
$\geq 0,90$	It needs to be examined because it potentially indicates overfitting.

Source: Hair et al. (2019).

2) Predictive Relevance Q^2

Predictive relevance Q^2 is used to evaluate whether the model has the ability to predict the indicators of endogenous constructs. In the PLS-SEM approach, a Q^2 value greater than zero indicates that the model has predictive relevance for the tested endogenous construct. Hair et al. (2019) provide guidelines that values of 0.02, 0.15, and 0.35 can be interpreted as small, medium, and large predictive relevance, respectively. In the *PLSpredict* output, a positive Q^2_{predict} value indicates that PLS-SEM predictions are better than those of the simplest comparison model, which uses the mean of the indicators.

Table 3.3. Guidelines for evaluating predictive relevance

Statistic	Value	Interpretation
Q^2 or Q^2_{predict}	> 0	The model has predictive relevance.
Q^2	0,02	Low predictive relevance
Q^2	0,15	Moderate predictive relevance
Q^2	0,35	High predictive relevance

Source: Adapted from Hair et al. (2019).[9][10]

3) Path Coefficients and Hypothesis Testing

Path coefficients indicate the direction and magnitude of the relationship between exogenous constructs and endogenous constructs in the structural model. Their values generally range from -1 to $+1$. A positive coefficient indicates that an increase in the predictor construct is followed by an increase in the criterion construct, whereas a negative coefficient indicates an inverse relationship. Values closer to $+1$ or -1 represent stronger relationships, whereas values closer to zero indicate weaker relationships. However, the interpretation of the magnitude of path coefficients must still consider the substantive context, the effect size f^2 , and the appropriateness of the theory underlying the relationship.

The significance of path coefficients is tested through a *bootstrapping* procedure. This technique creates many random resamples with replacement from the original data to estimate standard errors, t -values, p -values, and confidence intervals. Hair et al. recommend using a large number of resamples, for example, 10,000 subsamples, so that inferential estimates are more stable. In two-tailed testing at a 5% significance level, a hypothesis can be considered significant if $t > 1.96$, $p\text{-value} < 0.05$, or the 95% confidence interval does not include zero. This study uses a 5% significance level and two-tailed testing. Therefore, a hypothesis is accepted when the direction of the path coefficient is consistent with the formulated hypothesis and

it meets one of the significance criteria, particularly a *p-value* below 0.05 or a t-value exceeding 1.96.

CHAPTER IV

FINDINGS, ANALYSIS AND DISCUSSIONS

4.1. Finding and Analysis

4.1.1. Characteristics of Research Respondents

The respondents included in this study were Generation Z consumers who had previously watched food vlogs. A total of 200 respondents completed the distributed questionnaire. The respondent characteristics consisted of gender, age, education, occupation, and monthly income. The results of the analysis are as follows:

Table 4.1. Characteristics of Research Respondents

Characteristic		f	%
Gender	Female	105	52.5
	Male	95	47.5
Age	≤ 20 yo	69	34.5
	21-25 yo	99	49.5
	25-30 yo	32	16.0
Education	Bachelor's Degree	43	21.5
	Diploma	46	23.0
	Postgraduate Degree	3	1.5
	Primary and Junior Secondary Education	7	3.5
	Senior High School or Equivalent	101	50.5
Occupation	Civil Servant/ Military/ Police	7	3.5
	Private-Sector Employee	50	25.0
	Self-Employed	27	13.5
	Student	100	50.0
	Unemployed	16	8.0

Monthly Income	< IDR 5,396,791 (DKI Jakarta Minimum Wage)	143	71.5
	IDR 5,396,791 - IDR 10 million	46	23.0
	> IDR 10 million	11	5.5
	Total	200	100.0

Based on Table 4.1, the number of participants analyzed was 200, with female respondents comprising the majority at 105 respondents, or 52.5%, while male respondents numbered 95, or 47.5%. This composition indicates a relatively balanced gender distribution, although female participation was slightly higher. This condition provides an overview that perceptions of *food vlogging* activities, perceived value, and the tendency to visit restaurants were obtained from both gender groups in a sufficiently proportional manner.

In terms of age, most respondents were in the 21–25 age range, totaling 99 respondents, or 49.5%. The age group below or equal to 20 years ranked next, with 69 respondents (34.5%), while respondents aged 25–30 years totaled 32 respondents (16.0%). This distribution confirms that the research sample primarily represents Generation Z in the transition phase toward early adulthood. At this stage of life, individuals tend to actively use digital media, follow audiovisual content on social media, and use content creator recommendations as one consideration in determining consumption choices, including decisions to visit restaurants.

Based on educational level, most respondents had a senior high school or equivalent educational background, totaling 101 respondents, or 50.5%. Furthermore, respondents with diploma education totaled 46 respondents (23.0%), and those with a bachelor's degree totaled 43 respondents (21.5%). Meanwhile, respondents with primary to junior secondary education totaled 7 respondents (3.5%), while respondents with postgraduate education constituted the smallest group, totaling 3 respondents (1.5%). The dominance of respondents with a senior high school or

equivalent education is in line with the characteristics of Generation Z, who are still studying or have only recently entered higher education or the workforce.

When viewed by occupation, the largest group was students, totaling 100 respondents, or 50.0%. Respondents working in the private sector totaled 50 respondents (25.0%), followed by self-employed respondents with 27 respondents (13.5%), unemployed respondents with 16 respondents (8.0%), and civil servants, military personnel, or police officers with 7 respondents (3.5%). The high proportion of students indicates that the research respondents were dominated by young individuals who interact intensively with social media and may use *food vlogging* content as a source of information about culinary choices. This characteristic is relevant to the study because students generally have high exposure to digital trends, while still considering the practical benefits and enjoyment they obtain before deciding to visit a restaurant.

In terms of monthly income, the majority of respondents, namely 143 respondents or 71.5%, had income below the DKI Jakarta Provincial Minimum Wage of IDR 5,396,791. A total of 46 respondents (23.0%) were in the income group of IDR 5,396,791 to IDR 10 million per month, while only 11 respondents (5.5%) had an income of more than IDR 10 million. This income structure is consistent with the dominance of respondents who were students and in the early-adulthood age group. In the context of this study, limited purchasing power may make utilitarian value increasingly important, for example, through considerations of price, portion size, food quality, location, and restaurant accessibility. However, hedonic value remains relevant because visual experiences, restaurant atmosphere, menu uniqueness, and the attractiveness of *food vlogging* content may encourage respondents' desire to obtain enjoyment and engaging consumption experiences.

Overall, the respondent profile describes Generation Z dominated by the 21–25 age group, students, individuals with relatively limited income, and those with a senior high school or equivalent educational background. These characteristics are consistent with the focus of the study on the influence of *food vlogging* on restaurant visit intention through the mediation of utilitarian and hedonic value. Respondents in this group may evaluate *food vlogging* content rationally through the

informational and economic benefits it offers, while also evaluating it emotionally through the enjoyment, entertainment, and imagination of culinary experiences created by the content.

4.1.2. Description of Variable Indicators

The description of variable indicators was conducted by analyzing the frequency distribution of respondents' answers for each indicator, using scores ranging from 1 to 5, and then calculating the mean. The mean values were subsequently classified into five categories, ranging from *very low* to *very high*.

The descriptions of the research variable indicators in the questionnaire are as follows:

Table 4.2 Distribution of research variable indicators

Code	Statement	1	2	3	4	5	Mean Score	Score Category
TW1	I trust that the food vloggers I watch provide honest reviews of the restaurants they visit.	14	25	57	60	44	3.48	High
TW2	I believe that the food vloggers I watch do not exaggerate the quality of the food or restaurants featured.	19	29	64	49	39	3.30	Moderate
TW3	I consider restaurant recommendations from the food vloggers I watch to be	16	30	49	65	40	3.42	High

	trustworthy sources for my consideration.							
POP1	The food vloggers I watch have a large number of followers and views on social media.	14	29	55	63	39	3.42	High
POP2	I consider the food vloggers I watch to be well known among social media users of my age.	21	24	57	52	46	3.39	Moderate
POP3	The popularity of food vloggers, such as their number of followers, likes, and comments, makes me pay more attention to the content they upload.	19	37	62	40	42	3.25	Moderate
IQ1	The food vlogs I watch provide complete information about restaurants, such as menu items, prices, locations, and opening hours.	11	30	68	46	45	3.42	High

IQ2	The information presented in the food vlogs I watch is accurate and consistent with what I would expect in reality.	15	35	68	46	36	3.27	Moderate
IQ3	The information in the food vlogs I watch is relevant to my needs when looking for restaurants to visit.	12	34	56	52	46	3.43	High
ORI1	The food vlogs I watch have a unique presentation style compared with other culinary content.	19	37	50	54	40	3.30	Moderate
ORI2	The food vlogs I watch often feature restaurants or dining experiences that feel different from what I usually see.	24	40	57	38	41	3.16	Moderate
ORI3	The way food vloggers present stories and visuals in their videos feels creative and not boring.	15	26	56	50	53	3.50	High
UV1	Watching food vlogs helps me obtain the information I	13	36	45	49	57	3.51	High

	need before deciding which restaurant to visit.							
UV2	The food vlogs I watch help me compare several restaurants before choosing one.	17	40	42	57	44	3.36	Moderate
UV3	Through food vlogs, I can estimate the quality of food and service at a restaurant more clearly.	20	42	49	51	38	3.23	Moderate
UV4	Watching food vlogs makes it easier for me to find restaurants that match my preferences.	10	30	55	53	52	3.54	High
UV5	Food vlogs save me time when searching for restaurant information compared with searching independently without video references.	19	28	61	54	38	3.32	Moderate
UV6	Food vlogs help me plan my restaurant visits, such as selecting menu items, deciding the time of the visit,	15	25	56	58	46	3.48	High

	or choosing whom to go with.							
HV1	I feel happy when watching food vlogs on social media.	14	34	57	45	50	3.42	High
HV2	Watching food vlogs is one form of entertainment that I enjoy in my free time.	10	32	48	56	54	3.56	High
HV3	I feel entertained by the way food vloggers tell stories and react to the food they try.	15	37	46	59	43	3.39	Moderate
HV4	Watching food vlogs often makes me feel excited or crave the food being featured.	17	34	57	54	38	3.31	Moderate
HV5	Food vlogs inspire me with ideas for places to eat that I would like to try with friends or family.	13	34	51	58	44	3.43	High
HV6	I feel as though I experience the restaurant atmosphere when watching food vlogs.	18	49	50	48	35	3.17	Moderate

VI1	After watching food vlogs, I intend to visit the restaurants featured in the videos.	17	41	51	45	46	3.31	Moderate
VI2	If there are no obstacles, I will try to visit restaurants recommended by the food vloggers I follow.	23	36	50	57	34	3.22	Moderate
VI3	The likelihood that I will visit restaurants featured in food vlogs is quite high.	16	36	61	39	48	3.34	Moderate
RI1	I am willing to recommend restaurants I see in food vlogs to friends or family.	9	43	47	54	47	3.44	High
RI2	I would like to invite other people to try restaurants that I learned about through food vlogs.	16	41	46	53	44	3.34	Moderate
RI3	I would like to share information about restaurants featured in food vlogs with others, for example through chats or social media.	17	40	56	48	39	3.26	Moderate

Descriptive analysis of the 30 indicators shows that respondents' perceptions of *food vlogging*, the value obtained from such content, and their tendency to visit and recommend restaurants fall within the moderate to high categories. These findings indicate that *food vlogging* has become a sufficiently meaningful reference source for respondents in evaluating restaurants, both in terms of vlogger trustworthiness and content quality, as well as the functional benefits and enjoyment perceived.

1. Food Vlogger Trustworthiness

For the *food vlogger trustworthiness* variable (X1), the indicators showed generally positive evaluations. Indicator TW1 obtained a mean value of 3.48 and fell within the high category, indicating that respondents generally believed that restaurant reviews presented by *food vloggers* were honest. A positive evaluation was also shown by TW3, with a mean of 3.42, indicating that restaurant recommendations from *food vloggers* were considered sufficiently appropriate as a source of consideration. However, indicator TW2 produced a score of only 3.30, which fell within the moderate category. This means that although respondents relatively trusted vloggers, they remained cautious about the possibility of exaggerated portrayals of food or restaurant quality.

For the indicators concerning audience reach and engagement that are incorporated within Trustworthiness, POP1 recorded a mean score of 3.42 in the high category. Respondents considered the number of followers and views as indicators that a *food vlogger* had a wide reach on social media. In contrast, POP2 and POP3 fell within the moderate category, with scores of 3.39 and 3.25, respectively. This indicates that audience reach can increase respondents' attention to the content presented, but it is not the only basis for forming evaluations or decisions related to restaurants. Thus, respondents tend to regard content credibility as more substantial than followers, likes, or comments alone.

2. Information Quality

The Food Vlog Information Quality variable (X2) indicates that respondents provided relatively favourable evaluations of the informational content in culinary videos. Among the indicators concerning the completeness, accuracy, and relevance of information, IQ1 and IQ3 obtained mean values of 3.42 and 3.43, respectively, and both were categorized as high. These findings indicate that *food vlogs* were considered capable of presenting sufficiently complete information, including menus, prices, locations, and operating hours, and that the information was relevant to respondents' needs when searching for restaurant alternatives. However, IQ2 obtained a score of 3.27 in the moderate category. This condition suggests that respondents did not yet fully believe in the accuracy of video information and its consistency with the actual conditions of the restaurant.

The indicators concerning creativity, uniqueness, and novelty incorporated within Information Quality showed a more varied pattern. ORI3 was the indicator with the highest evaluation among these indicators, with a score of 3.50 in the high category. Respondents viewed the way vloggers developed stories and presented culinary visuals as creative and not boring. Meanwhile, ORI1 had a score of 3.30 and ORI2 had a score of 3.16; both fell within the moderate category. This means that the creativity in delivering content was perceived as sufficiently strong, but the uniqueness of the video format and the novelty of the restaurants or dining experiences presented were not always considered prominent. In other words, the main appeal of the content was more evident in narrative and visualization techniques than in the exclusivity of the culinary subjects reviewed.

3. Utilitarian Value

Food Vlogs' Utilitarian Value (Z1) generally describes the practical benefits perceived by respondents before deciding which restaurant to visit. UV4 obtained the highest mean value, namely 3.54, in the high category, confirming that *food vlogs* help respondents find restaurants that suit their tastes or preferences.

Furthermore, UV1 obtained a score of 3.51 and UV6 obtained a score of 3.48, both of which were in the high category. This indicates that culinary videos function as a means of information seeking and visit planning, including in determining menu choices, the time of the visit, and companions to invite.

Nevertheless, UV2, UV3, and UV5 remained in the moderate category, with mean values of 3.36, 3.23, and 3.32, respectively. Respondents did not yet fully consider *food vlogs* to be highly effective instruments for comparing various restaurants, precisely estimating food and service quality, or maximizing the time saved in information searching. These findings indicate that video content still assists the decision-making process, but users may still require other supporting sources, such as customer reviews, digital maps, restaurant social media, or recommendations from people close to them. Therefore, the utilitarian benefits of *food vlogs* mainly lie in the ease of obtaining an initial overview and identifying relevant restaurant alternatives.

4. Hedonic Value

For the *Food Vlogs' Hedonic Value* variable (Z2), indicator HV2 obtained the highest score among all research indicators, namely 3.56, in the high category. This result indicates that watching *food vlogs* is perceived as an enjoyable form of entertainment to fill leisure time. High values were also found for HV1 at 3.42 and HV5 at 3.43. Thus, respondents not only use culinary content as a source of information, but also enjoy the viewing experience and obtain inspiration to visit dining places with friends or family.

On the other hand, HV3 and HV4 fell within the moderate category, with scores of 3.39 and 3.31, respectively. This means that entertainment through vloggers' storytelling styles and reactions is sufficiently appreciated, but does not always generate strong emotional impulses in the form of enthusiasm or an immediate desire to try the featured food. HV6 even obtained the lowest score within the hedonic value construct, namely 3.17. This finding indicates that respondents did not yet fully experience the restaurant atmosphere imaginatively through video content alone. Therefore, *food vlogs* can create enjoyment and inspiration, but the

complete sensory experience and restaurant atmosphere are still considered more likely to be obtained through a direct visit.

5. Visit Intention and Recommendation

The restaurant visit intention variable (Y) showed tendencies ranging from moderate to high. Within the recommendation intention dimension, RI1 obtained a score of 3.44 and fell within the high category, meaning that respondents were relatively willing to recommend restaurants seen in *food vlogs* to friends or family. In contrast, RI2 and RI3 fell within the moderate category, with mean values of 3.34 and 3.26, respectively. This shows that the willingness to invite other people or share restaurant information through conversations or social media had not been formed uniformly among all respondents.

Meanwhile, the direct visit intention indicators—VI1, VI2, and VI3—were all in the moderate category, with scores of 3.31, 3.22, and 3.34, respectively. The score for VI3 was the highest in this dimension, which can be interpreted as indicating that respondents had a sufficiently high likelihood of visiting restaurants featured in *food vlogs*, although this tendency could not yet be categorized as high. The relatively lower score for VI2 indicates that the realization of a visit still depends on the absence of obstacles, such as budget limitations, distance, time, location accessibility, and suitability with personal preferences. Thus, exposure to *food vlogging* can shape intention and recommendations regarding restaurants, but the transition from digital interest to actual visits is still influenced by various situational considerations.

4.1.3. SEM Analysis Results

This study involved distributing a questionnaire to research respondents through Google Form, and all respondents completed it in full. This process ensured that the data collected from all participants met the research criteria. The PLS model evaluation was conducted through the assessment of the outer model and inner model. The outer model is a specification of the measurement model that requires consideration of the nature of the relationship between constructs and measures.

The inner model, or structural model, also has two types of variables, namely exogenous and endogenous variables (Hair et al., 2019). The stages are as follows:

1. Outer Model or Measurement Model Analysis

a. Indicator Significance Analysis (*Convergent Validity*)

Convergent validity and discriminant validity are two fundamental aspects of construct validity. Convergent validity refers to how closely a new scale is related to other variables and measures of the same construct. The construct should not only correlate with related variables, but also should not correlate with different and unrelated variables. The determination of the latter is referred to as discriminant validity. However, Hair et al. (2019) state that, at the initial stage of measurement scale development, loading values between 0.5 and 0.6 are sufficiently acceptable. Nevertheless, this study sets the loading factor threshold at 0.7.

Table 4.6. *Outer Loadings (Measurement Model)*

	Hedonic Value	Information Quality	Intention to Visit	Trustworthiness Popularity	Utilitarian Value
HV1	0.819				
HV2	0.829				
HV3	0.818				
HV4	0.786				
HV5	0.845				
HV6	0.775				
IQ1		0.817			
IQ2		0.847			
IQ3		0.824			
ORI1		0.807			
ORI2		0.835			
ORI3		0.836			
POP1				0.786	
POP2				0.826	

POP3				0.791	
RI1			0.804		
RI2			0.870		
RI3			0.849		
TW1				0.841	
TW2				0.844	
TW3				0.855	
UV1					0.834
UV2					0.812
UV3					0.819
UV4					0.807
UV5					0.803
UV6					0.796
VI1			0.824		
VI2			0.805		
VI3			0.823		

As shown in Table 4.7, the loading factor values for the indicators of all research variables are highest for the variables they represent compared with their loading factor values for other variables. Therefore, the analysis is continued to the next step.

a. Evaluating Reliability and *Average Variance Extracted* (AVE)

In addition to examining standardized factor loadings, many studies have used the Fornell and Larcker (1981) criterion to assess convergent validity. Fornell and Larcker (1981) stated that convergent validity is established when a latent construct contributes no less than half of the variance in its related indicators. They proposed the use of AVE to represent the average amount of variance explained by a construct in its indicators relative to the total variance of its indicators. A construct is considered to have high reliability if its value is 0.70 and its AVE is above 0.50. Table 4.4 presents the Composite Reliability and AVE values for all variables.

Table 4.8. Composite Reliability dan Average Variance Extracted

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Hedonic Value	0.897	0.902	0.921	0.660
Information Quality	0.908	0.908	0.929	0.685
Intention to Visit	0.909	0.914	0.930	0.688
Trustworthiness	0.906	0.916	0.927	0.679
Utilitarian Value	0.897	0.898	0.921	0.659

Based on Table 4.4, it can be concluded that all constructs—Hedonic Value, Information Quality, Intention to Visit, Trustworthiness, and Utilitarian Value—meet the reliability criteria for *Cronbach's Alpha*, *rho_A*, *Composite Reliability*, and *Average Variance Extracted* (AVE).

1. Structural Model Testing (*Inner Model*)

The *inner model*, or structural model, consists of two types of variables, namely *exogenous* and *endogenous* variables. A latent variable is referred to as exogenous if it is not influenced by another latent variable in the model, meaning that there are no incoming arrows from other latent variables. In addition, the *inner model* in PLS also analyzes the magnitude of structural path coefficients to determine the relationships among latent variables.

a. Goodness-of-Fit Model Testing

1) SRMR, d_ULS, d_G

This study uses three model fit statistics based on the view of Henseler (Latan & Noonan, 2017), namely the Standardized Root Mean Square Residual (SRMR), Unweighted Least Squares Discrepancy (d_ULS), and Geodesic Discrepancy (d_G). These statistics were selected to evaluate the model fit in this study.

Table 4.9. Value of SRMR, d_ULS

	Saturated model	Estimated model
SRMR	0.062	0.063
d_ULS	1.774	1.865
d_G	0.912	0.915
Chi-square	1104.223	1111.601
NFI	0.757	0.756

The *goodness-of-fit* test results indicate that the research model generally has an adequate level of fit, particularly based on the SRMR value. However, the NFI index indicates that the model fit has not yet reached the optimal category. Therefore, the structural analysis results still need to be interpreted proportionally and linked to the evaluation of the measurement model and the hypothesis-testing results.

Taken together, the *goodness-of-fit* results support the adequacy of the research model in terms of *approximate fit*, as reflected in the SRMR value of 0.063 for the *estimated model*, which has met the good criterion. In contrast, the NFI value of 0.756 indicates that the model has not yet reached the ideal level of normative fit. Thus, the model can proceed to structural model testing and the interpretation of relationships among variables, particularly because PLS-SEM is oriented toward the explanation and prediction of endogenous constructs.

1) R-square Assessment

Model assessment using PLS involves examining the R-square value for each dependent latent variable. Table 4.10 presents the R-square estimation results obtained from SmartPLS.

Table 4.10. Value of R-Square

	R-square	R-square adjusted
Hedonic Value	0.309	0.302
Intention to Visit	0.339	0.333
Utilitarian Value	0.243	0.235

The coefficient of determination (R^2) is used to indicate the extent to which variation in endogenous constructs can be explained by predictor constructs in the structural model. The test results show that the *R-square* value for the hedonic value variable is 0.309, with an *adjusted R-square* value of 0.302. This means that Food Vlogger Trustworthiness and Food Vlog Information Quality can jointly explain 30.9% of the variation in the hedonic value perceived by respondents. Meanwhile, the remaining 69.1% is influenced by other factors outside the model, such as individual entertainment preferences, engagement with digital content, mood, culinary trends, and respondents' experiences in accessing social media.

For the utilitarian value variable, the obtained *R-square* value is 0.243, and the adjusted value is 0.235. Thus, the model can explain 24.3% of the changes in respondents' perceptions of utilitarian value when watching *food vlogs*. This finding indicates that the factors in the model contribute to the perceived functional benefits, particularly in helping respondents obtain information, compare restaurant choices, find restaurants that match their preferences, and plan their visits. However, 75.7% of the variation in utilitarian value is still explained by other variables not examined, such as the level of information needs, ease of access to

alternative restaurant information, the level of digital literacy, price sensitivity, and previous experiences of visiting restaurants.

The restaurant visit intention variable has the highest *R-square* value, namely 0.339, with an *adjusted R-square* value of 0.333. These results indicate that utilitarian value and hedonic value, together with other constructs directed toward visit intention in the model, can explain 33.9% of the variation in respondents' intention to visit restaurants featured in *food vlogs*. In other words, the explanatory ability of the model for visit intention is at a moderate level in the context of consumer behavior research. Nevertheless, 66.1% of the variation in visit intention still originates from external factors, including restaurant prices and promotions, location and ease of access, purchasing power, peer influence, other consumer reviews, service quality, and situational conditions when respondents make visit decisions.

1) Q-Square Model Assessment

In Partial Least Squares (PLS) analysis, the measure used to assess the predictive strength of a statistical model is the Q-square assessment, also known as the coefficient of determination for prediction (*predictive relevance*). A Q-square value above zero indicates that the model has good predictive relevance, whereas a negative value indicates that the model is less relevant in terms of prediction. Hair and Alamer (2022) explain that Q-square is used to assess the predictive relevance of the structural model. They state that Q-square is obtained through the blindfolding procedure, in which part of the data is omitted and subsequently predicted by the model developed without that omitted part of the data. A positive Q-square value indicates that the model has good predictive ability, whereas a negative value indicates less relevant predictive ability.

Table. 4.11. Value of Q Square Model

	Q ² predict	RMSE	MAE
Hedonic Value	0.290	0.849	0.680
Intention to Visit	0.165	0.920	0.762
Utilitarian Value	0.225	0.890	0.727

Source: Data processed in 2026

The assessment of Q²predict is used to evaluate the predictive relevance of the PLS-SEM model for endogenous constructs by comparing the model's prediction errors with simple predictions based on mean values. All endogenous constructs in this study have positive Q²predict values: hedonic value at 0.290, restaurant visit intention at 0.165, and utilitarian value at 0.225. These results indicate that the model has predictive capability for all three constructs because the predictions generated by the model are better than naïve predictions based solely on the data mean. Based on general guidelines, values above 0 indicate predictive relevance, while larger values reflect better predictive capability.

Hedonic value shows the strongest predictive capability, with a Q²predict value of 0.290, followed by utilitarian value at 0.225. Substantively, these results show that Food Vlogger Trustworthiness and Food Vlog Information Quality can predict the emotional and practical benefits perceived by respondents when accessing culinary content. The *Root Mean Square Error* (RMSE) values for these two constructs are 0.849 and 0.890, respectively, while the *Mean Absolute Error* (MAE) values are 0.680 and 0.727, respectively. The difference between RMSE and MAE reflects the magnitude of average prediction errors in the units of the measurement scale, with RMSE being more sensitive to relatively large prediction errors. However, a comparative assessment of predictive strength requires comparing the RMSE or MAE values of the PLS-SEM model with the error values of a benchmark model, such as a *linear model* (LM).

The restaurant visit intention construct obtained a Q²predict value of 0.165, with an RMSE of 0.920 and an MAE of 0.762. Although its value is lower than those of the two mediator constructs, this positive result still confirms that the model has

predictive relevance in explaining Generation Z’s tendency to visit restaurants introduced through *food vlogs*. In other words, information and the characteristics of *food vlogging* content that shape utilitarian and hedonic value can provide a basis for predicting restaurant visit intention, although visit decisions are also influenced by contextual factors outside the model, such as purchasing power, distance, time, accessibility, restaurant preferences, and social influence. Because the available output does not yet provide RMSE or MAE values for the benchmark model, the level of predictive strength—low, moderate, or high—cannot yet be determined definitively. However, the model has met the basic requirement of *predictive relevance* because all Q^2 predict values are positive.

a. Hypothesis Testing for Partial Effects (Direct Effects)

Testing of partial hypotheses for the direct effects of the independent variables on the intervening and dependent variables using PLS is provided in the *output result for inner weight*, as shown in the following figure:

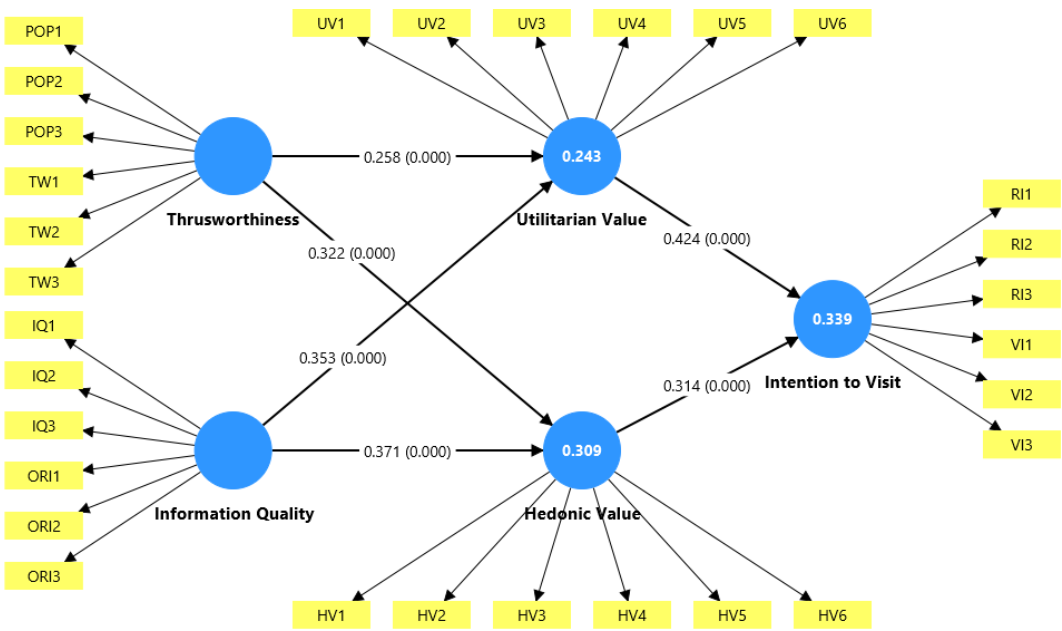


Figure 4.2. SEM-PLS Bootstrapping Output Graph

The detailed SmartPLS bootstrapping estimation results—including the original sample, sample mean, standard deviation, t-statistic, and p-value—are presented in the following table:

Table 4.15. Result For Inner Weights (Direct Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Hedonic Value -> Intention to Visit	0.314	0.317	0.059	5.344	0.000
Information Quality -> Hedonic Value	0.371	0.371	0.056	6.673	0.000
Information Quality -> Utilitarian Value	0.353	0.354	0.061	5.821	0.000
Trustworthiness -> Hedonic Value	0.322	0.324	0.057	5.625	0.000
Trustworthiness Popularity -> Utilitarian Value	0.258	0.262	0.061	4.248	0.000
Utilitarian Value -> Intention to Visit	0.424	0.428	0.058	7.368	0.000

Direct effects were tested through the *bootstrapping* procedure in PLS-SEM to assess the direction and significance of the relationships among the study variables. The decision to accept a hypothesis was based on a *t-statistic* greater than 1.96 and a *p-value* below 0.05 at the 5% significance level. All structural paths in the original model specification produced positive coefficients, test-statistic values ranging

from 4.248 to 7.368, and *p-values* of 0.000. Therefore, all six research hypotheses were accepted under the original model specification.

Hypothesis H1 states that *Trustworthiness* influences the utilitarian value of *food vlogs*. The existing SmartPLS result for the X1 path shows a path coefficient of 0.258, with a *t-statistic* of 4.248 and a *p-value* of 0.000. Under the original model specification, H1 was accepted. The positive relationship was originally interpreted as indicating that greater perceptions of vlogger credibility and audience reach were associated with greater practical benefits obtained from the videos. Trust in the honesty of the reviews and recognition of the vlogger's audience reach helped viewers use the video information as a basis for searching for, evaluating, and planning restaurant choices.

Hypothesis H2 states that *Information Quality* influences the utilitarian value of *food vlogs*. The existing SmartPLS result for the X2 path shows a path coefficient of 0.353, a *t-statistic* of 5.821, and a *p-value* of 0.000. Under the original model specification, H2 was accepted. This coefficient was greater than the effect of X1 on utilitarian value, indicating that content-related aspects were more dominant in shaping practical usefulness for respondents. Complete and relevant information that meets audience needs, together with creative presentation incorporated within Information Quality, makes it easier for respondents to compare restaurants, assess the suitability of their choices, and reduce uncertainty before making a visit.

Hypothesis H3 states that *Trustworthiness* influences the hedonic value of *food vlogs*. The existing SmartPLS result for the X1 path produced a coefficient of 0.322, with a *t-statistic* of 5.625 and a *p-value* of 0.000. Under the original model specification, H3 was accepted. These results were originally interpreted as indicating that vlogger credibility and audience recognition had not only informational meaning but also increased audience enjoyment when watching culinary content. Trusted and widely known vloggers tended to create greater confidence, closeness, and emotional engagement; these conditions could make the viewing process feel more enjoyable, entertaining, and capable of generating culinary inspiration.

Hypothesis H4 states that *Information Quality* influences hedonic value. The existing SmartPLS result for the X2 path shows a coefficient of 0.371, a *t-statistic* of 6.673, and a *p-value* of 0.000. Under the original model specification, H4 was accepted. This finding represented the largest effect among the paths leading to hedonic value. It was originally interpreted as indicating that informational quality, together with uniqueness and creativity in content presentation, played a strong role in shaping the audience's emotional experience. Clear and relevant information, appealing food visuals, and creative storytelling can increase respondents' enjoyment, enthusiasm, and imagination regarding the dining experience at the restaurants featured.

Because the X1 and X2 paths were estimated using the original indicator specifications, whether these coefficients and hypothesis decisions can be reported as results for the revised Trustworthiness and Information Quality constructs must be verified before the findings are finalised.

The H5 test shows that the utilitarian value of *food vlogs* has a positive and significant effect on restaurant visit intention. A path coefficient of 0.424, a *t-statistic* of 7.368, and a *p-value* of 0.000 confirm that H5 is accepted. This relationship is the largest direct effect on restaurant visit intention in the model. In other words, respondents' tendency to visit restaurants increases when *food vlogs* provide tangible benefits, such as making it easier to search for information, helping compare restaurant alternatives, clarifying expectations of food quality, and supporting visit planning. In the context of Generation Z consumption decisions, the informational function of the content appears to provide a strong basis for converting digital interest into behavioural intention.

In H6, hedonic value was also proven to have a positive and significant effect on restaurant visit intention, with a path coefficient of 0.314, a *t-statistic* of 5.344, and a *p-value* of 0.000. Therefore, H6 is accepted. This indicates that the enjoyment, entertainment, pleasure, enthusiasm, and inspiration that arise while watching *food vlogs* also encourage respondents' desire to visit the restaurants displayed. Although the magnitude of its effect is lower than that of utilitarian value, hedonic value remains an important mechanism in the formation of restaurant visit intention.

Overall, these findings confirm that *food vlogging* effectively encourages visit interest when the content combines practical benefits with an engaging emotional experience.

4.1.4 Discussion

The original SEM-PLS analysis results show that all tested direct effects are positive and significant. The following discussion uses the *Stimulus–Organism–Response* (SOR) framework: Trustworthiness and Information Quality are positioned as stimuli, utilitarian and hedonic values as the audience’s internal states, and restaurant visit intention as the behavioural response. This pattern confirms that the influence of *food vlogs* on prospective visitors’ behaviour does not occur automatically, but rather through the audience’s rational evaluations and affective experiences of the content they consume.

H1. Trustworthiness and Utilitarian Value

The first hypothesis is accepted under the original model specification. The existing X1 path has a positive and significant effect on the utilitarian value of *food vlogs*, as indicated by a path coefficient of 0.258, a *t-statistic value* of 4.248, and a *p-value* of 0.000. These results were originally interpreted as indicating that greater trust in the honesty of vloggers’ reviews, together with more favourable perceptions of their audience reach and recognition, increases the functional benefits perceived when watching *food vlogs*. These benefits may include ease of obtaining initial information, reduced time spent searching for restaurants, comparing alternatives, estimating menu and service quality, and planning a visit. Within the revised SOR framework, Trustworthiness functions as the Vlogger Characteristic stimulus that helps the audience assess whether the information received is suitable for use in making consumption decisions.

Trust is an important foundation in the process of adopting digital information. When the audience perceives that vloggers provide sincere reviews, do not exaggerate food quality, and offer reliable recommendations, the subjective risk of selecting a restaurant becomes lower. Under these conditions, content is no longer

understood merely as entertainment, but rather as a tool with instrumental usefulness. Briliana et al. (2020) describe *food vlogs* as an information source that presents explanations of the experience of trying and evaluating food through an engaging video format. Therefore, trust in the information provider strengthens the perception that information on menus, prices, locations, atmosphere, and service can be used as a basis for consideration before visiting.

Audience-reach considerations incorporated within Trustworthiness may also function as social cues in the digital media environment. A vlogger's large number of followers, view counts, interactions, and visibility create the impression that the creator has gained recognition from the audience community. However, the coefficient of the original X1 path, which is smaller than that of the original X2 path, indicates that the overall vlogger-related stimulus is not the strongest determinant in the formation of utilitarian value. For Generation Z, audience visibility and recognition may attract initial attention, but the practical benefit of the content still depends on whether the information provided can actually be used. This finding is consistent with Filieri et al. (2023), who found that source-related audience recognition can predict content quality in utilitarian product categories, while content quality and source characteristics are related to behavioural intention.

This result is also in line with Mainolfi et al. (2022), who showed that blogger credibility has a positive effect on readers' hedonic and utilitarian motivations in travel blogs. This consistency indicates that the influence of source credibility is not limited to the travel context but is also relevant to restaurant-selection decisions through *food vlogs*. Practically, restaurants need to consider collaborating with vloggers who build their reputation through authentic experiences, transparent reviews, and alignment with the target audience; relying on audience-reach metrics alone is insufficient to ensure that content generates practical value for prospective visitors.

H2. Information Quality and Utilitarian Value

The second hypothesis was accepted under the original model specification, with the existing X2 path producing a coefficient of 0.353, a *t-statistic* value of 5.821, and a *p-value* of 0.000. This effect was stronger than that of the original X1 path on utilitarian value. The original interpretation was that, for respondents, the usefulness of *food vlogs* primarily develops when content provides complete, accurate, and relevant information and is presented in an engaging manner that differs from other culinary content. Within the revised SOR framework, Information Quality represents the content stimulus that triggers the audience's cognitive evaluation. This evaluation subsequently shapes the perception that the video can assist in searching for, evaluating, and selecting restaurants more efficiently.

Information Quality refers to the extent to which content fulfils the audience's needs in making decisions. Information on menu variety, price range, location, operating hours, queue conditions, accessibility, atmosphere, and service experience enables viewers to assess a restaurant's suitability in relation to their needs and constraints. Rieh (2002) emphasises that the evaluation of information quality in web environments is related to users' consideration of cognitive authority and the usefulness of information. In the context of this study, accurate and relevant *food vlogs* help the audience narrow down restaurant choices, reduce uncertainty before visiting, and strengthen utilitarian decision-related benefits.

Creative presentation incorporated within Information Quality extends this function. The uniqueness of the visual format, clear narration, perspectives on the dining experience, and portrayal of a restaurant's distinctive characteristics make information easier to notice and remember. These features relate not only to the novelty of the restaurants featured but also to the video's ability to package information in a way that differs from generic reviews. Moldovan et al. (2011) distinguish the roles of novelty and usefulness in the creation of *word of mouth*, suggesting that new and useful content has the potential to receive greater consumer responses. In this study, these creative content features are incorporated within Information Quality rather than treated as a separate Content Characteristic.

Therefore, the original H2 interpretation suggests that creativity must still be accompanied by substantive information for content to provide tangible benefits to the audience.

This finding is aligned with Filieri et al. (2018) on online service reviews, which positions the perceived usefulness of information as an important determinant of purchase intention. The alignment is evident in the decision-making mechanism: when consumers perceive digital information as helpful and usable, they are better able to transform information searching into behavioural consideration. The results are also consistent with Briliana et al. (2020), who view *food vlogs* as information sources with visual strength in showing the process of preparing and consuming food. Thus, the most relevant content strategy for restaurants is not merely to display food aesthetics, but to include specific, current, and easily verifiable operational information.

H3. Trustworthiness and Hedonic Value

The third hypothesis was accepted under the original model specification. The existing X1 path has a positive effect on hedonic value, with a coefficient of 0.322, a *t-statistic* value of 5.625, and a *p-value* of 0.000. These results were originally interpreted as suggesting that trusted vloggers with strong audience recognition can increase feelings of enjoyment, entertainment, enthusiasm, and inspiration while audiences watch their content. Within the revised SOR framework, Trustworthiness functions as the Vlogger Characteristic stimulus that influences not only rational considerations but also affective responses. Audiences may enjoy content more intensely when they perceive the vloggers they watch as authentic, trustworthy, and socially relevant within their digital communities.

From the perspective of consumption value, Babin et al. (1994) explain that hedonic value is related to the aspects of enjoyment, experience, and emotion accompanying consumption activities, as distinct from benefits that are purely instrumental. In *food vlogs*, credibility creates a sense of psychological comfort because audiences have fewer doubts about the creator's motives or honesty. When this sense of comfort is combined with spontaneous expressions, personal stories, and vloggers'

reactions to food, the viewing process can become a recreational activity. Audience recognition considerations incorporated within Trustworthiness can further enhance this appeal because viewers may feel connected to trends, communities, or widely recognised digital figures.

The findings of this study are consistent with Ladhari et al. (2020), who found that the social influence of YouTube vloggers is associated with homophily, emotional attachment, and expertise. In this context, audience recognition should not be understood merely as the number of followers, but as a signal of social acceptance that can strengthen the emotional relationship between the audience and the creator. In this study, these audience-recognition considerations are incorporated within Trustworthiness rather than treated as a separate Vlogger Characteristic. Maropo et al. (2020) also showed that intimacy and trust can develop in relationships between teenage vloggers and their followers. Among Generation Z audiences, who are highly familiar with social media, such pseudo-relationships or parasocial relationships may make the viewing experience feel more personal, entertaining, and emotional.

Mainolfi et al. (2022) also showed that blogger credibility influences hedonic and utilitarian motivations. The original H3 results reinforce the relevance of these findings in the Indonesian *food vlogging* context. Furthermore, Yousaf (2022) found that source characteristics, authentic value, and the experiential value of *food vlogs* can encourage parasocial interactions and audience behavioural tendencies; the study explicitly used the SOR paradigm. Therefore, vlogger Trustworthiness should be managed through consistent personas, transparency in commercial collaborations, and close communication with audiences, because these elements also determine the quality of viewers' emotional experiences.

H4. Information Quality and Hedonic Value

The fourth hypothesis was accepted under the original model specification and represented the strongest original X2 effect on hedonic value, with a path coefficient of 0.371, a *t-statistic* value of 6.673, and a *p-value* of 0.000. These results were originally interpreted as demonstrating that Information Quality,

including the creative presentation of *food vlog* information, was the most dominant content stimulus in shaping viewers' enjoyment. Good information does not always have to be presented formally; when it is packaged through evocative visuals, engaging storytelling, communicative language, and vivid dining experiences, audiences gain enjoyment in addition to knowledge. Within Information Quality, substantive information and creative presentation work together to increase hedonic value.

Batra and Ahtola (1991) explain that consumer attitudes can have utilitarian and hedonic sources. In *food vlogs*, a single content element can contribute to both types of value simultaneously. For example, the visual depiction of food texture can help audiences estimate menu quality functionally while also arousing curiosity and aesthetic enjoyment. Narratives about a restaurant's history, social interactions at the location, or vloggers' spontaneous reactions can provide informative context while, at the same time, creating an immersive viewing experience. This explains why the original X2 relationship was interpreted as having a strong effect on hedonic value.

The original H4 findings are consistent with Elshazly et al. (2025), who highlight the role of narrative attributes in *sponsored food vlogs* in shaping viewer engagement. Content that can combine stories, visuals, and messages in an engaging way tends to gain attention and engagement more easily. Similarly, Yousaf (2022) found that the experiential value and authentic value of *food vlogs* contribute to parasocial interactions and audiences' evaluations of vlogs. The original results suggest that creative presentation incorporated within Information Quality is not merely decorative, but can function as a mechanism that enriches emotional experiences and encourages audiences to enjoy the process of culinary exploration through the screen.

Nevertheless, the strength of this influence needs to be understood critically. Creative presentation that is oriented only toward visual sensation or presentation style risks creating expectations that do not match the actual restaurant experience. Therefore, creativity must be supported by accurate representations of food, prices, portions, service, and the venue atmosphere. This is in line with Briliana et al.'s

(2020) emphasis that *food vlogs* function as information sources, not merely as visual entertainment. For restaurant marketers, the implication is to build authentic content collaborations: videos need to convey aesthetic and narrative experiences while maintaining accuracy so that audience enjoyment does not turn into disappointment after the visit.

H5. Utilitarian Value and Restaurant Visit Intention

The fifth hypothesis is accepted. The utilitarian value of *food vlogs* has a positive and significant effect on restaurant visit intention, with the highest path coefficient of 0.424, a *t-statistic* value of 7.368, and a *p-value* of 0.000. This finding indicates that functional benefits are the strongest driver in shaping respondents' intention to visit restaurants featured in the content. The greater the ability of *food vlogs* to help audiences find information, compare alternatives, estimate restaurant quality, and plan visits, the greater the likelihood that they will intend to visit or recommend the restaurant to others.

Within the SOR framework, utilitarian value is a cognitive state within the audience that is formed after receiving stimuli from vloggers and content. The resulting response is the intention to visit a restaurant. This mechanism is reasonable because visiting a restaurant involves real consequences, including cost, time, distance, the risk of mismatch with personal preferences, and considerations regarding whom to visit with. Therefore, informational benefits function as a means of reducing decision uncertainty. Audiences are more likely to be encouraged to visit a restaurant when they feel that they have sufficient grounds to predict what they will obtain from the visit.

These results are consistent with Babin et al. (1994) and Batra and Ahtola (1991), who distinguish utilitarian value as goal-oriented benefits in consumption behaviour. In the restaurant context, this value is reflected in search efficiency, ease of selection, and the suitability of available options to consumer needs. The study by Choe and Kim (2018) also shows that food consumption value is related to

attitudes and behavioural intentions in the culinary context. Meanwhile, Rousta and Jamshidi (2020) emphasise the relevance of food tourism value in encouraging revisit tendencies. Although the context of this study is different—namely, visit intention formed through videos—both show that perceived benefits of food consumption play an important role in the formation of intention

The greater strength of H5 compared with H6 indicates that respondents do not only seek entertainment from *food vlogs*, but primarily use the content as a decision-making tool. This result is relevant to the characteristics of the sample, which is dominated by Generation Z in early adulthood, including students and groups with relatively limited incomes. Within this group, spending on dining out is more likely to involve consideration of price suitability, quality, location, and the experience obtained. Therefore, restaurants should ensure that collaborative videos contain information that can be used directly: prices or estimated costs, featured menu items, location, operating hours, access, reservation systems, and service conditions. This approach increases the likelihood that digital exposure will develop into more concrete visit intention.

H6. Hedonic Value and Restaurant Visit Intention

The sixth hypothesis is accepted. Hedonic value has a positive and significant effect on restaurant visit intention, with a coefficient of 0.314, a *t-statistic* value of 5.344, and a *p-value* of 0.000. Thus, the enjoyment, entertainment, enthusiasm, and inspiration gained from watching *food vlogs* clearly increase respondents' tendency to visit the restaurants featured. From the SOR perspective, hedonic value is an internal affective response to the audiovisual stimuli, narratives, and experiences presented by vloggers. This emotional state is then transformed into a behavioural response in the form of a desire to try, visit, or share restaurant recommendations.

This relationship can be understood through the nature of restaurant consumption, which not only fulfils the need to eat but also provides social and symbolic experiences. Food visuals, vloggers' expressions, restaurant atmosphere, and stories about dining experiences can stimulate the imagination of prospective visitors. Choe and Kim (2018) show that food consumption value is related to

attitudes and behavioural intentions, while Lai et al. (2020) show that food images can influence the intention to visit destinations. Consistent with these findings, *food vlogs* have the potential to form pleasant mental images of restaurants, so that audiences not only understand information about the establishment but also imagine the experience they want to enjoy directly.

These findings are also consistent with Mainolfi et al. (2022), who demonstrate the role of hedonic and utilitarian motivations in the process through which bloggers influence audience behaviour. Yousaf (2022) specifically found that the experiential value of *food vlogs* and parasocial interactions are associated with positive evaluations and visit intention. Therefore, the effectiveness of *food vlogs* cannot be reduced merely to the delivery of information; their ability to create engaging virtual experiences also determines their effectiveness in influencing audience responses.

Although significant, the coefficient of hedonic value is smaller than that of utilitarian value. This indicates that positive emotions can trigger initial interest, but restaurant visit intention ultimately still requires practical justification. This finding is consistent with Ajzen's (1991) explanation that intention is a proximal determinant of behaviour, formed through individuals' evaluations of an action and the conditions that enable the action to be performed. Therefore, the content with the greatest potential to encourage visits is content that integrates hedonic and utilitarian elements: visuals and stories that stimulate desire, accompanied by factual information that makes it easier for audiences to assess the feasibility of a visit.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Based on the data analysis results and hypothesis testing under the original X1 and X2 indicator specifications, the following conclusions can be drawn. Their applicability to the revised Trustworthiness and Information Quality constructs must be verified against the final measurement and structural models:

1. *Trustworthiness* has a positive and significant effect on the utilitarian value of *food vlogs*. This means that trusted reviews, together with audience-reach considerations incorporated within Trustworthiness, strengthen the audience's perception that culinary video content is useful for searching for and evaluating restaurant options.
2. *Information Quality* has a positive and significant effect on utilitarian value. Information Quality—including the uniqueness and creativity of presentation—is a stronger factor than Trustworthiness in developing the practical benefits of content for respondents.
3. *Trustworthiness* has been proven to increase the hedonic value of *food vlogs*. Vloggers perceived as credible and widely recognised can make the viewing experience more enjoyable, generate emotional engagement, and increase culinary inspiration.
4. *Information Quality* has a positive and significant effect on hedonic value. This finding represents the strongest effect on hedonic value, indicating that informative, creative, and non-monotonous content is highly important in determining the ability of *food vlogs* to create entertainment and positive emotional experiences.
5. Utilitarian value has a positive and significant effect on restaurant visit intention. This effect is the strongest path leading to restaurant visit intention, indicating that practical information—such as menu items, prices,

location, access, and visit planning—is a primary consideration for Generation Z before acting on their interest in visiting a restaurant.

6. Hedonic value also has a positive and significant effect on restaurant visit intention. The enjoyment, entertainment, enthusiasm, and inspiration created through *food vlogs* encourage the desire to try restaurants, although their contribution is smaller than that of utilitarian benefits. This finding is consistent with the view that intention is a direct antecedent of behaviour, but its formation is influenced by individuals' evaluations of the consequences and ease of performing an action.

5.2. Recommendation

1. Restaurants: Collaborate with credible food vloggers whose audiences match the target market. Ensure sponsored content is transparently disclosed and includes practical details—prices, menu portions, location, operating hours, facilities, payment methods, and recommended visiting times. Combine accurate information with authentic, visually appealing storytelling to increase both utilitarian and hedonic value.
2. Food vloggers: Prioritize honest, balanced, and context-specific reviews over follower counts alone. Clearly disclose paid partnerships, avoid exaggerated claims, and explain personal evaluations based on price, taste preferences, timing, and actual restaurant conditions.
3. Future research: Examine additional predictors, mediation effects, subgroup differences, and causal relationships using longitudinal, experimental, and actual behavioural-data approaches.

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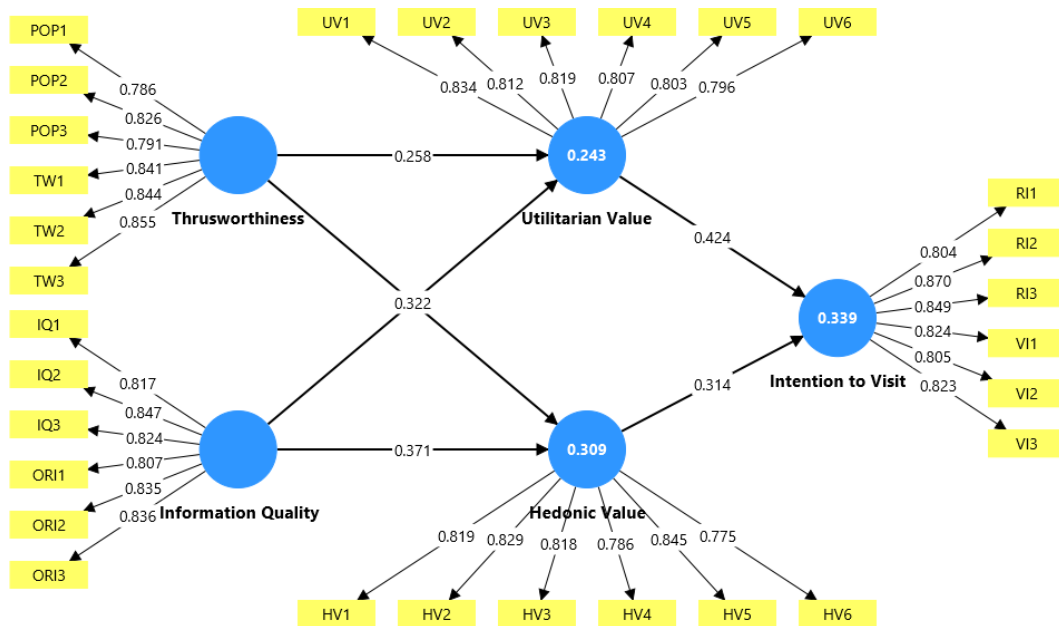
APPENDIX

SMART-PLS OUTPUT

Outer loadings

Matrix

	Hedonic Value	Information Quality	Intention to Visit	Trustworthiness	Utilitarian Value
HV1	0.819				
HV2	0.829				
HV3	0.818				
HV4	0.786				
HV5	0.845				
HV6	0.775				
IQ1		0.817			
IQ2		0.847			
IQ3		0.824			
ORI1		0.807			
ORI2		0.835			
ORI3		0.836			
POP1				0.786	
POP2				0.826	
POP3				0.791	
RI1			0.804		
RI2			0.870		
RI3			0.849		
TW1				0.841	
TW2				0.844	
TW3				0.855	
UV1					0.834
UV2					0.812
UV3					0.819
UV4					0.807
UV5					0.803
UV6					0.796
VI1			0.824		
VI2			0.805		
VI3			0.823		



Cross loadings					
	Hedonic Value	Information Quality	Intention to Visit	Trustworthiness	Utilitarian Value
HV1	0.819	0.432	0.317	0.354	0.236
HV2	0.829	0.374	0.392	0.414	0.212
HV3	0.818	0.375	0.336	0.317	0.151
HV4	0.786	0.350	0.333	0.382	0.210
HV5	0.845	0.415	0.348	0.318	0.162
HV6	0.775	0.293	0.256	0.280	0.115
IQ1	0.357	0.817	0.279	0.305	0.381
IQ2	0.409	0.847	0.286	0.229	0.324
IQ3	0.411	0.824	0.302	0.187	0.334
ORI1	0.371	0.807	0.309	0.222	0.375
ORI2	0.374	0.835	0.315	0.257	0.350
ORI3	0.374	0.836	0.283	0.220	0.354
POP1	0.296	0.243	0.215	0.786	0.271
POP2	0.265	0.215	0.240	0.826	0.273
POP3	0.333	0.213	0.199	0.791	0.238
RI1	0.307	0.308	0.804	0.231	0.394
RI2	0.364	0.374	0.870	0.300	0.490
RI3	0.343	0.308	0.849	0.270	0.436

TW1	0.366	0.238	0.307	0.841	0.288
TW2	0.409	0.281	0.283	0.844	0.375
TW3	0.410	0.215	0.275	0.855	0.302
UV1	0.227	0.355	0.436	0.305	0.834
UV2	0.129	0.297	0.435	0.263	0.812
UV3	0.175	0.302	0.457	0.349	0.819
UV4	0.204	0.346	0.335	0.230	0.807
UV5	0.181	0.397	0.368	0.252	0.803
UV6	0.187	0.384	0.372	0.334	0.796
VI1	0.320	0.261	0.824	0.252	0.360
VI2	0.330	0.204	0.805	0.227	0.370
VI3	0.373	0.305	0.823	0.259	0.400

Construct reliability and validity

Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Hedonic Value	0.897	0.902	0.921	0.660
Information Quality	0.908	0.908	0.929	0.685
Intention to Visit	0.909	0.914	0.930	0.688
Trustworthiness	0.906	0.916	0.927	0.679
Utilitarian Value	0.897	0.898	0.921	0.659

R-square

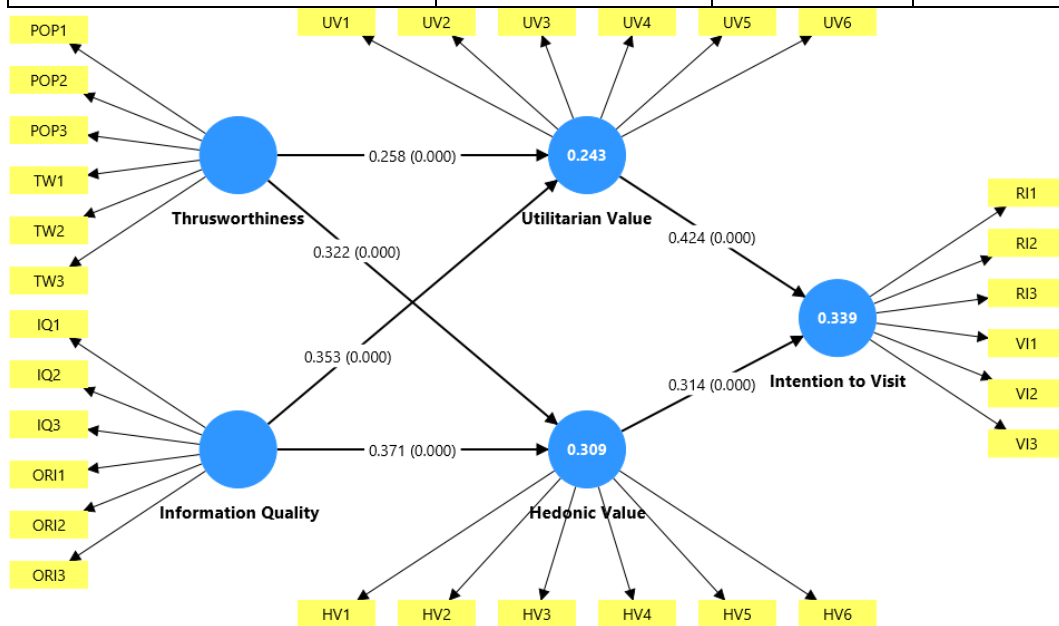
Overview

	R-square	R-square adjusted
Hedonic Value	0.309	0.302
Intention to Visit	0.339	0.333
Utilitarian Value	0.243	0.235

PLSpredict LV summary

PLS-SEM

	Q ² predict	RMSE	MAE
Hedonic Value	0.290	0.849	0.680
Intention to Visit	0.165	0.920	0.762
Utilitarian Value	0.225	0.890	0.727



Path coefficients

Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values
Hedonic Value -> Intention to Visit	0.314	0.317	0.059	5.344	0.000
Information Quality -> Hedonic Value	0.371	0.371	0.056	6.673	0.000
Information Quality -> Utilitarian Value	0.353	0.354	0.061	5.821	0.000
Trustworthiness -> Hedonic Value	0.322	0.324	0.057	5.625	0.000
Trustworthiness -> Utilitarian Value	0.258	0.262	0.061	4.248	0.000
Utilitarian Value -> Intention to Visit	0.424	0.428	0.058	7.368	0.000

Specific indirect effects

Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statist ics (O/S TDE V)	P values
Trustworthiness -> Utilitarian Value -> Intention to Visit	0.109	0.113	0.032	3.426	0.001
Information Quality -> Hedonic Value -> Intention to Visit	0.117	0.118	0.030	3.865	0.000
Trustworthiness -> Hedonic Value -> Intention to Visit	0.101	0.103	0.027	3.746	0.000
Information Quality -> Utilitarian Value -> Intention to Visit	0.150	0.151	0.032	4.651	0.000