

The Roles of Social Media Content Quality on Street Food Consumers

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Abstract: Online reviews continue fostering a renewed word-of-mouth spread in the food and beverage industry. Consumers increasingly use online reviews to inform them about food and beverage products. Therefore, it is critical to enhance comprehend of the behavioral consequences of e-WOM. This study examines the role of heavy/light social media user in the relationship between e-WOM on social media platforms, attitude toward information, and information usefulness. We adopt the conceptual model to identify what influences consumers to adopt information from online reviews in their decision-making. A self-administered questionnaire was used to collect data from 300 respondents. Data analysis has been conducted using PLS-SEM, which measures the influence of e-WOM, attitude, and subjective norms on information usefulness and purchase intention. The results of this study reveal that e-WOM, attitude, subjective norm, and information usefulness are strong predictors of consumers' purchase intention. These outcomes suggest that high-involvement consumers adopt online review information when they make decisions about making purchases.

Keywords: E-WOM, Information usefulness, Attitude towards information, Subjective norm, Purchase intention

INTRODUCTION

Small, micro, and medium enterprises (MSMEs) are bone back economies in various countries (Anand, 2015; Etuk et al., 2014; Govori, 2013; Ren et al., 2015; Sundaram et al., 2020). The perpetrator's business in the group is essential to a country's economy. MSMEs play a significant role in sustaining the economy. They create new jobs, are the dominant contributor to GDP, contribute to exports, and share in guarding the stable economy of a country (Anand, 2015; Hossain et al., 2023; Karadag, 2015).

Nowadays, technology is changing very fast. This condition influences the environment of business. It can create difficulty for a company to remain competitive in the environmental business. As a result, perpetrator businesses need to combine Technology Information and Communication (ICT) to support activity business because technology information is seen as an essential tool for increasing the economy (Oliveira & Martins, 2010; Papaioannou & Dimelis, 2007; Tirlapur, 2006).

However, it is recognized that MSMEs have limited access to ICT investment to increase sustainability compared to big companies (Kapurubandara, 2009). Regardless of empirical proof of the crucial of technology for business success

(Gibbs et al., 2007), Indrawati (2020), the diffusion process still needs to be faster. To endure in the market, businesses must maintain their performance to implement and develop technology (Skoko et al., 2008). However, they have limited funds, as with MSMEs (Beck & Demirguc-Kunt, 2006).

Many forms of ICT tools can be used by organizations, including social media. It represents a new and more agile technique of doing business (Andzulis et al., 2012) and can also change users' current methods (Andriole, 2010). Consequently, all types of organizations, despite of their size and activity, have realized the crucial of acquiring social media (Nah & Saxton, 2013). The application produces substantial usefulness. In various fields like advertising, promotion, branding, bait come back customers, market research, development products, and promotions from mouth to mouth (Parveen et al., 2015). Benefit This No Again is provided only for large organizations (He et al., 2017; Razak et al., 2016) because social media has also obtained to be suitable for SMEs (Meske & Stieglitz, 2013).

In the MSME context, Kim et al. (2013) have approved that the adoption of Web 2.0 technologies, including social media, is increasing. This finding discloses that 77% of owners/managers surveyed French SME businesses consider social media an efficient tool. It shows the importance of social media for businesses, especially SMEs. As a result, this can help SMEs combat challenges and offer relevant solutions for several needs and problems faced by SMEs. Despite increasing profit potential and the number of continued adopters, literature shows that only several small, confident MSMEs have recognized the value and benefit social media adoption (Saldanha & Krishnan, 2012).

Digital media delivers access to various sources of information to ensure the availability of extensive information. However, evaluating credible sources and the quality of information they provide became more challenging. Consumers must depend on information from sellers and other sources to decide on the right purchase. Anyone can become an author on the Internet (Flanagin & Metzger, 2008). This expression unveils that digital media is a transformational exchange of information between men and provides access to several pieces of information, which is different in credibility matters (Flanagin & Metzger, 2008).

The Internet assists people overcome the problem of scarcity of information. However, at the same time, consumers depend on the source information online because they must rely on it in the retrieval process decisions (Plotkin & Munzel, 2016). Consumers tend to look for information online before deciding to purchase, which emphasizes the crucial of searching online information in making decisions for consumers (Cosenza et al., 2015). Almost 70% of purchases start with an online search, especially when looking for recommendations and reviews (Dancer. H, 2014). Another research reported that 89% of consumers search the Internet for information products before purchasing (Griwert, 2012; Yu & Chau, 2017). Besides that, an Internet search found influence decision consumers like case friends and family (Intel, 2015). Therefore, the Internet has dramatic change how people make purchase decisions (Cosenza et al., 2015).

The development of the Internet provides a new perspective on word of mouth, whereas previously, consumers had more ways to communicate straightforwardly. The existence of the Internet has changed the methods

of communication between consumers through a range of means. An online conversation about a product or service is called e-WOM (Hennig-Thurau et al., 2004). Conversation via the Internet will spread information in a very short time and broad reach. Information from every consumer who uses a product or service is a lot sought by consumers as a consideration before purchase (Pitta & Fowler, 2005).

In line with the enhancement of the use of social media, e-WOM also comes into play. Positive WOM is an influential marketing medium through which the company can influence consumers. Search-mediated information with this Internet gives convenience and speed in pattern distribution and communication. So that makes it easier for every individual to communicate with hundreds and thousands of people about products, brands, and companies. However, because it is relatively still spelled out new the use of social media as a platform for e-WOM, the study of e-WOM on social media spelled out more than a study similar to the platform (See-To & Ho, 2014). Social media is an Internet-based application that makes it easy to communicate with the network. On social media, users can share opinions and experiences on A brand and product specific to close people or acquaintances (Chu & Kim, 2011; Kozinets et al., 2010). They Can create and share content with social media users (Kaplan & Haenlein, 2010). Content created by one of the owner's social media accounts can form pictures and videos.

As a result, many users use social media to review products online (Trusov et al., 2010). Consequently, marketers and companies also use social media as official media companies to communicate with customer potential and prospective customers (Michaelidou et al., 2011). Thus, it can be concluded that social media is the right means to do activity reviews in a way online (e-WOM) among known people (Canhoto et al., 2013; Erkan, 2016; Knoll & Proksch, 2017; Toder-Alon et al., 2014).

Internet delivers access to information about stores, brands, and products (Steckel et al., 2005). However, people worry about the quantity, availability of information, and credibility because people need to know who is responsible for the information and how much can be trustworthy (Flanagin & Metzger, 2008). Since there is so much information, consumers need to filter information with heterogenous criteria, such as credibility, defined as "perceived ability and motivation from source message for produce accurate and honest information" (Li & Zhan, 2011). Credibility determines whether consumers adopt messages and impacts the retrieval process decision. Therefore, credibility influences knowledge, behavior, and attitudes (Wathen & Burkell, 2002).

Another criterion used by searchers when filtering information is quality information. It refers to the strength of persuasion from included arguments in information (Bhattacharjee & Clive Sanford, 2016) because anyone can broadcast information online, while the quality of information is questionable (Cheung et al., 2008). In these circumstances, consumers need to evaluate information based on credible sources and quality information to decide on the right purchase. Therefore, a deep study is what we want to test to determine the influence factors, like quality information and credibility sources, on intention to buy, especially on culinary products with MSME scale.

Obtain information about products and making purchases are considered two main activities in the behavior of consumers online (Pavlou & Fyngenson, 2006). When consumers need information to decide, they start looking for source information that will give information adequate products (Cosenza et al., 2015). These processes are relevant because consumers must be formerly involved in searching for information products and buying them (Pavlou & Fyngenson, 2006). Search information can cover checking interpersonal sources such as consumer sources, source sources like experts, and sellers' products that retailers (Chen et al., 2016). Hence, this study will involve respondents who are followers of food-focused vloggers who review street food in some locations in Indonesia and have also cooperated with the government to develop MSME businesses, especially those operating in the culinary.

Marketing research such as product testing and concept testing related to the availability of information as the basis for purchase intention, uses more attitude towards the product which is one of the variables of the theory of reason action as the main question in measurement, such as in the IACM theory. Meanwhile, subjective norms are not included in the measurement. This will not be enough to capture all the antecedents of consumer purchase intention with the requirement of paying attention to high information related to the product. Thus, to accurately estimate the purchase intention of this consumer group, in addition to attitude, subjective norms must be included in the measurement. Previous studies have investigated the importance of subjective norms on consumer intentions in purchasing products (Gunawan & Huarng, 2015). In contrast, several studies (e.g., George, 2004; Wu & Liao, 2011) found that subjective norms have no significant effect on behavioral intentions. Therefore, this research aims to play a part in to the development of IACM theory into Extended IACM and focus precisely by adding subjective norm variables to complement the gaps in previous research.

METHODS

Research Design

This study is categorized as an explanatory study and employs a quantitative methodology. Beyond description, explanatory research aims to elucidate the explanation behind the phenomenon (Cooper & Schindler, 2011). The purpose of this study is to ascertain the general trend in street food buying intentions as well as the link between the variables. The study's hypotheses were examined and tested using a questionnaire survey. Moreover, research indicates that survey questionnaires are an effective tool for gaining participant insights and determining relationship between variables.

Population and Sample

The population in the study is a follower of the food vlogger's Instagram account in Indonesia; the food vlogger is an influencer and digital creator who focuses on developing Indonesian cuisine with an MSME scale. The Instagram account is unique, too, as it reviews street food and shops' MSME scale in several regions of Indonesia. This sample was obtained with a non-probability sampling method with

a purposive sampling technique, which means sampling determination based on considerations/criteria, i.e., with criteria respondents who are account followers of Indonesian food vlogger Instagram and use Instagram review results as a reference in decision purchase. A questionnaire was conducted through Google Survey are among Indonesians. All the questions were compulsory to ensure all values were present. As a result, 300 questionnaires were used for further analysis.

Measurement

In this study, an analysis of the relationship between variables will be carried out to identify general patterns in purchasing MSME street food products. The E-WOM variable was measured using several indicators, namely relevance, timeliness, accuracy, completeness, reliability, and expertise adopted from Rabjohn et al. (2008) and Ohanian (1990). Attitude toward information was measured using indicators from Park et al. (2017) consisting of read a reference, confidence, and follow. Meanwhile, subjective norm is the extent to which a person is motivated to follow other people's views on the behavior that they will carry out in determining their choices. The indicators used normative belief (Ajzen & Fishbein, 1991; Liang & Lim, 2011). Information usefulness was measured using indicators from Bailey & Pearson (1983) consisting of useful and informative. Last, purchase intention was measured by buying and recommendation indicators (Coyle & Thorson, 2001; Prendergast et al., 2010). This study used a 5-scale Likert scale to understand the respondents' perceptions.

Data Analysis

This study's analysis covers descriptive and inferential analytical statistics using Partial Least Structural Equation Modeling (PLS-SEM). Descriptive analysis describes the variables studied statistically, and inferential analysis tests the direct or indirect influence among variables, independent, variable dependent, variable mediation, and variable moderation. All of the measurement items were taken from relevant literature where the measurement had already been tried and tested before undertaking inferential analysis. This section's questions are all rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). By using this Likert scale, participants will be able to express the true weight of their opinions regarding the study's issue. For the analysis stage, three hundred valid answers were gathered.

RESULTS AND DISCUSSION

Results

The result of our survey illustrates the data of the respondents based on demographic characteristics presented in Table 1. As shown in the table, it can be concluded that respondents in this study were dominated by females (74.7%), and respondents were categorized at the young age group (80.7%), aged between 19-25 years. Besides that, most respondents are undergraduate students (82.3%) and currently positioned as students (80%), and the majority are in East Java (87.6%). Respondents also have high internet access, with more than 58% of respondents using Instagram for more than 4 hours per day. However, some significant

respondents (55.7%) purchased food outside as much as less than five times a week, spending each week less than IDR 200,000 per week (66.4%). The most popular Instagram food vlogger who became the preference of 128 respondents is Magdalena (15.8%), and Tanboykun, who was chosen by 121 respondents (15%).

Table 1. Respondent's Demographic Distribution

Respondent Profile	Frequency	(%)	
Gender	Male	76	25.3
	Female	224	74.7
Age	<18 years	32	10.7
	19-25 years	242	80.7
	26-35 years	14	4.6
	>36 years	12	4
Education	Senior High School	48	16
	Diploma	0	0
	Undergraduate	247	82.3
	Post Graduate	5	1.7
Occupation	Students	240	80
	Private Employee	34	11.3
	PNS/ABRI/TNI	1	0.3
	Housewife	3	1
	Entrepreneur	14	4.7
	Others	8	2.7
Province	Banten	2	0.7
	Yogyakarta	2	0.7
	DKI Jakarta	11	3.7
	Gorontalo	1	0.3
	West Java	5	1.7
	Central Java	1	0.3
	East Java	263	87.6
	West Kalimantan	3	1
	Riau islands	5	1.7
	West Nusa Tenggara	2	0.7
	East Nusa Tenggara	4	1.3
	West Papua	1	0.3
Frequency of Instagram Use Each Day	< 2 hours	45	15
	3-4 hours	80	26.7
	> 4 hours	175	58.3
Frequency of Dining Out or Buying Food Outside of Home Each Week	< 5 times	167	55.7
	6-10 times	112	37.3
	11-15 times	14	4.7
Spending for Culinary Each Week	> 15 times	7	2.3
	< Rp. 200,000	199	66.4
	IDR 201,000 – IDR 500,000	90	30
	IDR 501,000 – IDR 1,000,000	10	3.3
	> IDR 1,000,000	1	0.3
Instagram Food Vlogger	Children. culinary	68	8.4
	Awlaparr	20	2.5
	Dyodorant	22	2.7

Respondent Profile	Frequency	(%)
Faridanurhan	83	10.3
Gerrygirianza	13	1.6
Gina_angelia	10	1,2
Hungryfever	19	2,3
Kenandgrat	58	7.2
Cocktail	47	5.8
Culinary 1 minute	41	5.1
Mgdalenaf	128	15.8
Melvinmelvelous	13	1.6
Nexcarlos	71	8.8
Riasukmawijaya	64	7.9
Sibungbung	31	3.8
Tanboykun	121	15

The results summary of the respondents' answers can be seen in Table 2, which shows the mean of each variable, between the lowest value of 2.433 (Heavy/Light Social Media User) and the highest value of 4.287 (Information Usefulness) and each variable is correlated with significance at the level of 0.01.

Table 2. Summary of Mean, Standard Deviation, and Correlation

Variables	M	Elementary School	1	2	3	4	5	6
Heavy/Light Social Media Users	2,433	0.739	1					
E-WOM	4,037	0.655	-0.012	1				
Attitude Towards Information	3,850	0.792	-0.014	0.538	1			
Subjective Norms	4,053	0.807	-0.044	0.381	0.45	1		
Information Usefulness	4,287	0.636	0.076	0.591	0.50	0.406	1	
Purchase Intention	4,117	0.705	-0.040	0.591	0.59	0.423	0.58	1

Notes. M= Mean; SD= Standard Deviation

Outer Model

In study this, researcher using Loading Factor and average variance extracted (AVE) for evaluate validity convergent. Table 3 shows that the loading factor (L) for every construct worth more of 0.60, which shows that the items in every construct each other relate. Average variance extracted (AVE) also exceeds recommended level namely 0.50. Based on results testing validity convergent, researcher conclude that all the measurement used is valid.

For evaluate validity discriminant, an instrument should differentiate between different latent variables. Validity discriminant can be measured with compare AVE Root Value with correlation between latent variables. More AVE Root Value big from mark correlation between latent variables show that instrument is valid for measure different latent variables. Table 4 shows results AVE Root Value comparison. From the results analysis the value of AVE Root Value shows more than

correlation value between latent variables. This matter means that instrument used in study this is valid.

Table 3. Loading Factor and Average Variance Extracted (AVE)

Variables	Indicators	Loading Factor	AVE	
Heavy/Light Social Media User	HL	1,000	1,000	
	E-WOM		0.639	
Attitude Towards Information	EQ1	0.814	0.815	
	EQ2	0.780		
	EQ3	0.812		
	EQ4	0.836		
	EC1	0.805		
	EC2	0.744		
Subjective Norm	SN	1,000	1,000	
	Information Usefulness	IU1	0.942	0.888
		IU2	0.942	
Purchase Intention	PI1	0.916	0.839	
	PI2	0.916		

Notes: Loading Factor between 0.6 and 0.7 is acceptable, AVE = Average Variance Extracted should be 0.5 or higher (Ghozali & Latan, 2015).

Table 4. Fornell-Larcker

Fornell-Larcker Criterion	1	2	3	4	5	6	7	8
Heavy/Light Social Media Users	1,000							
E-WOM	-0.049	0.799						
Attitude Towards Information	-0.014	0.629	0.903					
Subjective Norms	-0.057	0.420	0.488	1,000				
Information Usefulness	0.002	0.682	0.584	0.498	0.942			
Purchase Intention	-0.043	0.636	0.669	0.482	0.653	0.916		
Heavy/Light Social Media Use * E-WOM	0.052	-0.016	-0.013	0.014	-0.059	-0.036	1,000	
Heavy/Light Social Media Use * Attitude Towards Information	-0.009	-0.013	-0.008	0.092	0.046	-0.046	0.588	1,000

In study this, researcher using composite reliability and cronbach's alpha for evaluate validity convergent. Cronbach Alpha is worth more of 0.6 and the composite reliability value more of 0.7 which shows that all measure were reliable. Based on the results of validity convergent test, researcher conclude that all measurements valid (see Table 5).

Table 5. Composite Reliability and Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha
Heavy/Light Social Media User	1,000	1,000
E-WOM	0.914	0.887
Attitude Towards Information	0.930	0.886
Subjective Norm	1,000	1,000
Information Usefulness	0.941	0.874
Purchase Intention	0.912	0.808
Heavy/Light Social Media User * E-WOM	1,000	1,000
Heavy/Light Social Media User * Attitude Towards Information	1,000	1,000

Notes: Composite Reliability >0.70 is acceptable; Cronbach's Alpha > 0.6 is acceptable (Ghozali, 2015).

Inner Model

For predict connection because consequence between latent variables, carried out evaluation to the structural model. Evaluation This covers level suitability, influence direct or not directly, as well big influence mediation.

Goodness of Fit

The evaluation on the goodness of fit model based on R-squared and Q-squared values. R-squared measures influence substantial variable exogenous to endogenous variables. The bigger R-squared value increase good model. Q-squared measures validity predictive or relevance latent variable. The model estimation results show good validity if Q-squared value is more of 0. Based on the data in Table 6, it is proven that 52% of the variance Information Usefulness variable can be explained by variables exogenous. It shows that variable exogenous influence significantly to information usefulness variable. Meanwhile, the remaining 48% caused by other actors. Besides that, the Information Usefulness variable has validity good prediction, shown with Q-squared value is 0.523. It indicates that information usefulness variable can be used for predicting variable dependent other. Likewise, with purchase intention variable, 46.8% of the variance can explained by variables exogenous. This matter shows that variable exogenous also have significant influence to purchase intention variable. Meanwhile, the remaining 53.2% caused by factors other. Purchase Intention variables also have validity good prediction, shown with Q-squared value is 0.467.

Table 6. Goodness of Fit

Variables	R-Square	R-Square Adjusted	Q-Square
Information Usefulness	0.520	0.514	0.523
Purchase Intention	0.468	0.465	0.467

Test next involve analysis results whole with see model fit and quality indices results. Evaluation has been performed through inspection suitability of models and indices quality. Analysis results show that the Average path coefficient (APC), Average R-squared (ARS), and Average adjusted R-squared (AARS) have the P value is less from 0.05. Thus, APC, ARS, and AARS are considered can accepted in study this PLS model. Besides Therefore, the values of Average block VIF (AVIF) and

Average full collinearity VIF (AFVIF) are 1.448 and 1.870 respectively, which meets the criteria below 5 and ideal value less of 3.3. Therefore, the AVIF and AFVIF values are considered can accepted, show No exists multicollinearity (see Table 7).

Next, results analysis shows that Sympon's paradox ratio (SPR), R-squared contribution ratio (RSCR), Statistical suppression ratio (SSR), all produce mark exceed threshold limit 0.7. Therefore the, SPR, RSCR, and SSR, are considered can accepted. GoF produce value 0.666, which classifies the model as strong according to criteria classification weak (≥ 0.1), moderate (≥ 0.25), and strong (≥ 0.36). Thus, based on criteria in this case, the PLS model is used in study This classified strong.

Based on results of the hypothesis tests carried out as in Table 9, all related hypotheses with purchase intention (SN \rightarrow PI, IU \rightarrow PI, E-WOM \rightarrow IU \rightarrow PI, and AI \rightarrow IU \rightarrow PI) supported by data. This matter means Subjective Norm and Information Usefulness have influence direct and positive on purchase intention. Besides that, E-WOM and attitude towards information have influence positive and not direct through Information Usefulness on purchase intention. Influence was also found direct and positive between the relationship between E-WOM and attitude towards information-on-information usefulness.

Table 7. Model Fit and Quality Indices

No.	Model Fit and Quality Indices	Results	Criteria
1.	Average Path Coefficient (APC)	0.267, P < 0.001	P-Value < 0.05
2.	Average R-Squared (ARS)	0.494, P < 0.001	P-Value < 0.05
3.	Average Adjusted R-Squared (AARS)	0.489, P < 0.001	P-Value < 0.05
4.	Average Block VIF (AVIF)	1,448	Acceptable if ≤ 5 , ideally ≤ 3.3
5.	Average Full Collinearity VIF (AFVIF)	1,870	Acceptable if ≤ 5 , ideally ≤ 3.3
6.	GoF	0.666	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
7.	Sympson's Paradox Ratio (SPR)	1,000	Acceptable if ≥ 0.7 , ideally = 1
8.	R-Square Contribution Ratio (RSCR)	1,000	Acceptable if ≥ 0.9 , ideally = 1
9.	Statistical Suppression Ratio (SSR)	1,000	Acceptable if ≥ 0.7
10.	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1,000	Acceptable if ≥ 0.7

The attitude towards information hypothesis moderated by heavy/light social media user has influence positive and significant towards Information usefulness. This matter means attitude towards information has more influence big towards information usefulness among social media users who have intensity high (heavy user) than social media users with intensity low (light user). Meanwhile, E-WOM which is moderated by heavy/light social media users has influence negative and significant towards information usefulness. This indicates that E-WOM has more

influence big towards Information Usefulness among social media users who have intensity low (light user) than social media users with intensity high (heavy user).

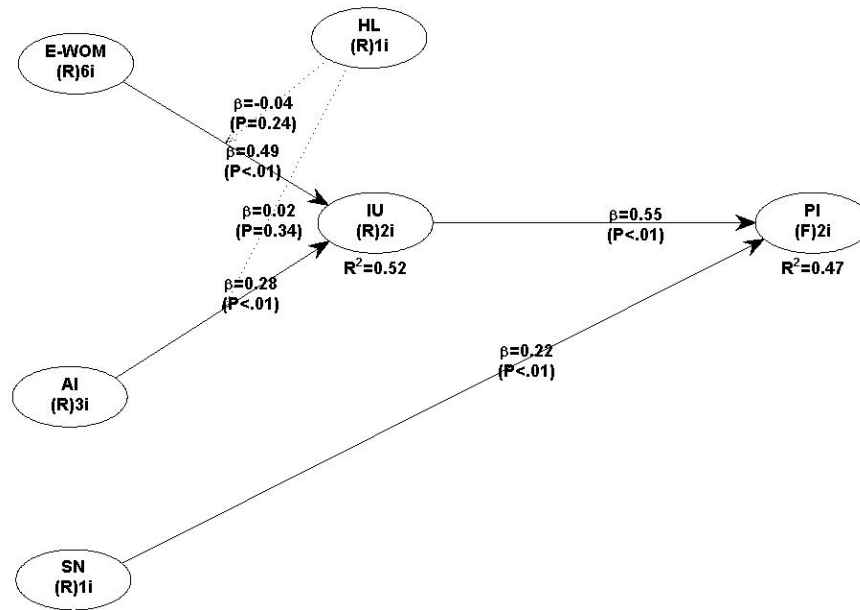


Figure 1. Structural Model Estimates

Table 9. Structural Model Results

Hypotheses	Path Coefficients	P-Values
E-WOM → Information Usefulness	0.489	< 0.001
Attitude Towards Information Usefulness	0.283	< 0.001
Subjective Norm → Purchase Intention	0.217	< 0.001
Information Usefulness → Purchase Intention	0.548	< 0.001
E-WOM → Heavy/Light Social Media User → Information Usefulness	-0.041	0.237
Attitude Towards Information → Heavy/Light Social Media User → Information Usefulness	0.023	0.343
E-WOM → Information Usefulness → Purchase Intention	0.268	< 0.001
Attitude Towards Information Usefulness → Purchase Intention	0.155	< 0.001

Discussion

From the results analysis, shows that E-WOM has positive influence on information usefulness. This matter aligned with study The previous one shows that E-WOM has positive influence on information usefulness (Eneizan et al., 2020; Salamah & Widodo, 2023). E-WOM has effectiveness to user for depend on information based electronic. Information disseminated even tend wider its reach than offline WOM (Eneizan et al., 2020). E-WOM is a sharing process continuous and dynamic information about something brand, product, company, or available internet

services for all users. E-WOM in study This take context on social media that involves information available influenced by attitudes and behavior the recipient.

Based on results hypothesis that has been done, can concluded that besides E-WOM, attitude towards information also has positive and significant influence regarding information usefulness. Attitude towards information has great influence to perception electronic media users on information usefulness (Ruangkanjanases et al., 2021). Attitude or attitude formed through evaluation somebody to his behavior, meanwhile evaluation is evaluation cognitive to information. Behavior consumers are very important for researched in frame determine influence utility information. Credibility from something Information is also one of them factor for increasing information usefulness (Leong et al., 2022).

Subjective norms have positive and significant influence on purchase intention. This is also supported by research from Peña-García et al. (2020) which states that mark buy influenced by subjective norms which are the subjectivity inherent in perception consumer according to culture they. According to study before, if consumer see those colleagues, they support online purchases, then intention buy online will bigger for consumer (Bai et al., 2019; Peña-García et al., 2020). The role of subjective norms that show positive and significant must noticed by marketers for analyze intention buy from perspective consumers and culture them (Bai et al., 2019).

Information usefulness has also positive influence on purchase intention. This matter supported by research previously carried out by (Leong et al., 2022). Useful information for consumer give chance for consumer for get various relevant information related need those who can determine intention buy consumer them. According to Ruangkanjanases et al. (2021) exists connection between information usefulness and intention buy consumers, through consumer usefulness information possibility big more focus on needs and opinions they to something product or service than lean completely on available online information.

Internet users expect online review information for fulfil need they. Therefore, this online review information is useful to guide effectively for consumers (Leong et al., 2022). E-WOM delivers spread very extensive information than offline WOM (Eneizan et al., 2020). However, the results showed that E-WOM moderated by heavy/light social media users has influence negative and significant towards information usefulness which means E-WOM has influence to utility information for users who have intensity low social media use. These results still answer need user will utility something information for fulfil need they will something products and services than information provided online which is not covers need. Users who use social media with intensity low will tend look for information in accordance need they related useful information for them.

Attitude towards information moderated by heavy/light social media users is influential positive and significant on information usefulness. This matter shows that attitude towards information has positive and significant influence regarding information usefulness for social media users who have high intensity or more from 4 hours per day. Attitudes formed to information for user with high intensity on use of social media influence utility information required by the user them. Individual evaluation from a social media user about information credibility influence utility information listed by online.

The result demonstrate that information usefulness is capable mediate positive and significant relationship between E-WOM and intention to buy. According to Leong et al. (2022) disseminated E-WOM through utility appropriate information (information usefulness) with need of consumer can influence intention to buy. Using e-WOM information about their buying experience and knowledge, it can give information about products and services to colleague consumer from one and another. This social interaction between individual has increase potency E-WOM communication and influence on intentions to buy (Yusuf et al., 2018). Consumers have easy access to get online review information, however not all-useful E-WOM information because consumer possible only look for information that relevant for them. Using appropriate information will influence on their intention to buy at a product or service. Based on the results marketers can more understand about their consumer for processing and evaluating E-WOM information from social media for help them in making decision on their shopping (Tien et al., 2019).

The result of the research shows positive and significant influence of attitude towards information through information usefulness towards purchase intention. Perception consumer will give great influence on intentions to buy products or services. Information consisting from quality, quantity, and credibility will influence consumer's intention to buy online (Salamah & Widodo, 2023). According to Yusuf et al. (2018) on websites and e-commerce, consumers considered important credibility than information quality about product or service, even compare to build connection with customer. Based on this research, attitude consumer to utility Information on food bloggers' social media influences intentions to buy and also build consumers interaction on social media.

CONCLUSION

With an emphasis on the interactions between information qualities, consumer attitudes, and the moderating influence of heavy/light social media users, this study sheds light on important insights into the intricate dynamics of consumer behavior. Our analysis demonstrates that e-WOM and information usefulness are positively correlated. Moreover, we find that subjective norms have a strong positive impact on how beneficial they are seen. It highlights people's drive to learn about their options, which is a vital component of encouraging interaction with social media content. The results show that purchase intention and information usefulness are positively correlated. Test results demonstrated the moderating influence of heavy/light social media users on the link between e-WOM information adoption and information usefulness and attitude toward information and information usefulness in a novel exploration. The findings show that there are notable heavy/light moderation effects and that, when it comes to engaging in information usefulness, the length of time spent on social media access is primarily determined by the adoption of that information. The favorable correlation between e-WOM, information usefulness, and purchase intention is confirmed by our research.

Incorporating subjective norm variables and expanding IACM theory into Extended IACM, the current study added to the body of previous research. Through

theoretical and practical testing, the viability of Extended IACM in the context of the culinary industry was being examined. Furthermore, by using social media as a medium to promote their business, business actors can use the study's findings as input to design more successful and efficient marketing tactics. The players in the culinary industry should depend more on the quality of e-WOM given its growing popularity and trend. As a result, owners of culinary businesses should actively encourage customers to assess their offerings. This will enable the manager to better understand the needs of the client in terms of informational and convenient aspects of the company process. In order to increase customer satisfaction and encourage purchases, the owner of a culinary business should concentrate on enhancing the client experience by placing a strong emphasis on the quality of their products and services. They ought to train their staff so that no customer has a negative experience and returns.

Furthermore, this research has few limitations. Because this study just looks at Instagram, its conclusions might change if it also looked at other media websites, such e-commerce sites. Therefore, future studies may examine employing social media platforms like YouTube and TikTok in addition to Instagram. Additionally, the cross-sectional research on which this study is based used data that was gathered all at once. Thus, longitudinal data can be used in subsequent studies to quantify the unintentional relationships between the constructs. Finally, while this study was conducted in the culinary service industry, it can be applied to other industries as well.

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