

### THE INFLUENCE OF *FOOD VLOGERS*, SOCIAL MEDIA, AND LOCATION ON UMKM CONSUMER PURCHASE DECISIONS IN “ *JALAN ANYAR*” PONOROGO .

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#### Abstract

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh *Food Vloger*, Media Sosial, dan Lokasi Terhadap Keputusan Pembelian Konsumen Umkm di “*Jalan Anyar*” Ponorogo. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 384 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa *Food Vloger* tidak berpengaruh signifikan terhadap keputusan pembelian pada konsumen UMKM di Jalan Anyar Ponorogo, sedangkan variabel Media Sosial dan Lokasi berpengaruh positif signifikan terhadap keputusan pembelian konsumen UMKM di Jalan Anyar Ponorogo.

**Kata Kunci:** *Food Vloger*, Media sosial, Lokasi, Keputusan Pembelian

#### Abstract

*This study aims to provide empirical evidence regarding the influence of food vloggers, social media, and location on consumer purchasing decisions of UMKM on "Jalan Anyar " Ponorogo . This research is descriptive with a quantitative approach. The sample in this study consisted of 384 respondents. The sampling method used was purposive sampling. Data collection in this study used a questionnaire. The data analysis technique used in this study was SmartSPSS 25 software.*

*The results showed that food vloggers had no significant influence on purchasing decisions among UMKM consumers on Jalan Anyar Ponorogo . However, social media and location variables had a significant positive influence on purchasing decisions among UMKM consumers on Jalan Anyar Ponorogo .*

**Keywords :** *Food vlogger, social media, location, purchasing decisions*

### A. INTRODUCTION

The UMKM industry is a sector that continues develop every year , with matter This rapid development like No There is finished For pressing number poverty is very common in Indonesia. Of course No only That just various type business existing culinary This utilized by the community For do life means fulfillment life food everyday and as snacks For sufficient need , but also as reflection from culture, innovation, and creativity in the processing and serving process food (Matondang, 2024) . Product Indonesia's Gross Domestic Product (PDB) is very large in a number of subsectors that can be totaled to 16 subsectors economy creative development , there are 3 subsectors that provide contribution dominant to PDB, where culinary occupy first order with percentage of 41%, followed by the fashion sub-sector at 17% and the craft sub-sector at 14.9% in order second and third (Wibawati & Prabhawati 2021) .

Development industry culinary This driven by factors like globalization, urbanization, and development an improving economy Power buy public (Aguss, 2023) . Ponorogo region, as one of the a city in East Java that is rich in culture and tradition, also not let go from phenomenon development culinary that is currently taking place in Indonesia. Although own potential abundant culinary delights, Ponorogo initially Possible No get enough spotlight big in scene culinary national (Tourism, 2019) . This is become proof that Ponorogo own culinary that is not doubtful again. Along with development culinary in Ponorogo which is increasingly day increasingly increased , now there is destination culinary delights that are highly sought after by consumers that is culinary delights located on Jalan Suromenggolo which are usually known with Jalan Anyar Ponorogo where there is destination a lot of culinary delights very various processed food, drinks,

cafes, restaurants and places shop others , and uniquely this is very have reasonable price affordable for residents around.

Based on matter the along development culinary delights in Ponorogo the role of social media very much hold important role once . With existence development social media technology culinary delights in Ponorogo precisely on Jalan Anyar the experience Lots transformation . Based on the theory put forward by Safitri et al., (2023) which states that *food vlogger* is A *vlogger* , or video *bloggers* , regularly creating and sharing videos on video- sharing platforms like YouTube or Instagram. With give contribution related *Food vlogger* , traveler who wants to visit to Ponorogo can with easy look for recommendation culinary delights in Ponorogo through social media, one of which is Instagram.

**Table 1**List of Food Vlogger Accounts on Instagram in Ponorogo

No.	Instagram Account	Number of Followers
1.	Ponorogojalanjalan	185 thousand
2.	ariesskuliner	94.6 thousand
3.	wisatakulinerponorogo	59.5 thousand
4.	street_foodponorogo	66.9 thousand

Source : Processed Data Researcher (2025)

Based on the data in table 1, regarding *Food Influencer* Instagram account in Ponorogo the most prominent and most followed Instagram accounts his followers namely on the Instagram account belonging to " Ponorogojalanjalan " which has number of followers 185 thousand , followed by the Instagram account " ariesskuiner " has number of followers 94.6 thousand , and " street\_foodponorogo " has number of followers 66.9 thousand , and " wisatakulinerponorogo " has number of followers 59.5 thousand , thing This own influence to decision buy to consumer in context culinary become significant , potential For increase sale culinary in the Ponorogo area . Social media is facilities available on the internet allows users For do interaction virtually , either collaborate , share and communicate with other parties (Safitri et al., 2023) . Such as as in the table following , there are a number of Instagram account that has a lot of the most updated domination related food in Ponorogo as following :

**Table 2 Social Media Accounts in Interaction With Using Instagram Media**

No.	Instagram Account
1.	Ponorogojalanjalan
2.	ariesskuliner
3.	wisatakulinerponorogo
4.	street_foodponorogo

Source : Processed Data Researcher (2025)

A number of perceptions that have been described on social media it really influences somebody in visit or do decision purchase to UMKM objects located on Jalan Anyar Ponorogo which is very influential improvement economy from social media platforms . The phenomenon in social media that refers to the object of the road UMKM New Ponorogo This that is the number of UMKM in the object the various There are many UMKM there which are very varied very If want to visit a number of processed food and Drink there . Therefore That the existence of social media is very helpful very For raise income an existing UMKM there . The location is as place for central service services, related with Where company must headquarterd and conducting operation or his activities (Sulistiono et al., 2022) . One of the things that make somebody influence decision buy based on strategic location in center culinary every day done and on the day certain there are enough events Lots invite the community to participate present in activity explore culinary in the Ponorogo area and its surroundings .

**Table 3 Visitor Data in 2024**

No	Month	Amount Visitors
1.	January 2024	21,312
2.	February 2024	22,344
3.	March 2024	20,432
4.	April 2024	24,865
5.	May 2024	18,543
7.	June 2024	23,311
8.	July 2024	27,112
9.	August 2024	17,532
10.	September 2024	16,321
11.	November 2024	29,436
12.	December 2024	33,651
<b>Total</b>		<b>254,859</b>

Source : Department of Tourism Regency Ponorogo (2024)

A number of perceptions that have been described in arrangement location as determinant in visit consumer towards UMKM on Jalan Anyar Ponorogo which has regulated by the Government Ponorogo which aims For increase The economy of the community that has UMKM business, things This will underlying from improvement economy something area, in effort improvement economy. The phenomenon at the UMKM location on Jalan Anyara Ponorogo this time have one of them excess to land place spacious parking , place near with the mall area, town square, and other aspects very easy reach with access wide road without There is a number of disturbance whatever , and in place location the There is a number of party as manager For means place parking For make it easier visitors If want to visit there For anticipate things that are not desired Because Already There is guard parking that is capable give service on arrangement and maintenance vehicle visitors .

Buying decision is matter This refers to the process by which somebody decide For buy after consider various type factors that will later will buy something product (Razaq, 2025) . Retrieval process decision has a five- stage model , namely introduction problem , search information , evaluation alternative , decision purchasing , behavior post purchase (Hastuti & Anasrulloh, 2020) . Problems that often occur appear That is under review negative about food that is not delicious , less satisfied related to taste, service , and comfort in place , even create a taste that doesn't fit on the tongue everyone who actually can comment negative to food for sale . Based on from the review regarding review negative the a number of reviews and comments posted, then will influence to decision buy other consumers before determine buy food recommended by *food* vlogger the .

Location description of the object study This specifically located on Jalan Suromenggolo , Sultanagung , Nologaten , District Ponorogo . Location in destination culinary this time very much complete very from various type processed food , snacks , and drinks are also available There . Culinary located on Jalan Anyar the very much varies the price and taste are very tempting very

For influence consumer buy product processed they . Social media started from a number of social media such as Instagram, TikTok , YouTube , and more Lots others in do decision purchase (Fakhira et al., 2022) . Many content creators who have promote A food and processed foods snacks on Jalan Suromenggolo (Jalan Anyar) Ponorogo ). Based on matter the *gap research* about influence social media to decision purchasing , research from Fakhira et al., (2022 ) stated that social media influential positive significant to decision purchases at *Frutives* . .

Based on matter mentioned in the decision purchase later can influential to *food vlogger* at MSME on "Jalan Anyar " Ponorogo . Several assumption perspective to various type social media posts and locations place For can promote and disseminate to candidate the tour you want do decision MSME purchases on “Jalan Anyar ” Ponorogo . Based on exposure and description background the back that has been explained above , researchers feel interested For do research entitled " **Influence *Food Vlogger*, Social Media , and Location on Purchasing Decisions MSME Consumers on "Jalan Anyar " Ponorogo (Case Study) To Consumers in Ponorogo**".

## B. METHOD

Study This carried out on consumers in decision purchases at Consumer MSMEs on " *Jalan Anyar* " Ponorogo . The data used in this study is primary data. Primary data itself is data requested from respondents in the form of answers to a questionnaire with several variables: *Food Vlogger* (X1), Social Media (X2), and Location (X3), as well as Purchasing Decisions (Y). The data obtained is then *scored* so that it becomes research data for processing. The technique used for decision making purchases at Consumer MSMEs on " *Jalan Anyar* " Ponorogo . The population used in this study is consumers. decision purchases at Consumer MSMEs on " *Jalan Anyar* " Ponorogo . Samples in study This can formulated with take sample as many as 384 consumers MSMEs on " *Jalan Anyar* " Ponorogo

### C. RESULTS AND DISCUSSION

Population used in study This is consumer Culinary food and drinks on Jalan Suromenggolo or it could be called Jalan Anyar Ponorogo . Research This done use technique taking sample with method *purposive sampling* in determination the sample . Based on from results the calculation in distribution questionnaire to consumer culinary on Jalan Anyar Ponorogo in the Ponorogo region as many as 384 respondents . Characteristics in data collection in research This covering from level age , type gender , education level , occupation , salary , domicile , and visits . Regarding the results from amount the is respondents who filled out road questionnaire in purchase culinary in the Ponorogo area from interest to culinary snacks on Jalan Anyar Ponorogo , with matter This is data from category characteristics respondents as following :

**Table 4 Characteristics Based on Age**

Age Level	Jump	Presentation
16 years – 20 years.	50	13%
21 years – 25 years.	75	20%
26 years - 30 years.	171	45%
31 years – 40 years.	65	17%
> 41 years old.	23	6%
<b>Total</b>	384	100%

Source : Research Data 2025

Based on table 1 above can known that of 384 respondents who have age 16-20 years with total 50 people (13%), age 21-25 years old with total 75 people (20%), aged 26-39 years with total 171 people (45%), aged 31-40 years with total 65 people (17%), and age > 41 year with total of 23 people (6%). The results can concluded that consumer culinary Street Food on Jalan Anyar Ponorogo has the most aged 26-30 years in study this . Regarding this matter the due to the age of 26-30 years more own desire For try matter new in form culinary with buy culinary latest and contemporary .

**Table 5 Characteristics By Gender**

Gender	Jump	Presentation
Man	200	52%
Woman	184	48%
<b>Total</b>	384	100%

Source : Research Data 2025

Characteristics based on type sex can seen in table 2 below show that type gender in consumers Anyar Street culinary Ponorogo in the Ponorogo region dominated by men with total 200 with percentage of 52% and women own amount amounting to 184 with acquisition percentage 48%.

**Table 6 Characteristics Based on Education Level**

Level of education	Jump	Presentation
MTS/SMP	22	6%
SMA/SMK	35	9%
D1	13	3%
D2	23	6%
D3	31	8%
D4	26	7%
S1	179	47%
S2	48	13%
S3	7	2%
<b>Total</b>	<b>384</b>	<b>100%</b>

Source : Research Data 2025

Based on table 3 can known that from 384 respondents that is consumer Anyar Street culinary in the Ponorogo area based on level education . For respondents research at the level MTS/SMP education as many as 22 people (6%), the level education High School/Vocational High School or Equivalent as many as 35 people (9%), D1 education level as many as 13 people (3%) , D2 education as many as 23 people (6%), level D3 education as many as 31 people (8%), level D4 education as many as 26 people (7%), level 179 people (47%) had a bachelor 's degree , 48 people (13%) had a master 's degree , and education S3 as many as 7 people (2%), this is means show that S1 is very dominant in culinary snacks on Jalan Anyar Ponorogo .

**Table 7 Characteristics Based on Work**

Work	Jump	Presentation
STUDENTS	65	17%
PNS/PPPK	65	17%
TNI/POLRI	93	24%
PEGAWAI BUMN	113	29%
SWASTA	48	13%
<b>Total</b>	<b>384</b>	<b>100%</b>

Source : Research Data 2025

Based on Table 4 it shows that work part respondents is Students that is as many as 65 people (17%), respondents as PNS/PPPK as many as 65 people (17%), respondents who work as Indonesian National Armed Forces/Indonesian National Police As many as 93 people (24%), respondents were working as BUMN employees as many as 113 respondents (29%), and respondents who works as Private as many as 48 people (13%). The results of respondents type the most jobs is somebody in level employment of BUMN employees .

**Table 8 Characteristics Based on Wages**

Wages	Jump	Presentation
< Rp. 1,000,000	31	8%
Rp1,100,000 – Rp2,500,000	66	17%
Rp2,600,000 – Rp3,500,000	164	43%
> Rp. 3,500,000	123	32%
<b>Total</b>	384	100%

Source : Research Data 2025

Result of table 5 can known that from 384 respondents culinary snacks on Jalan Anyar Ponorogo own difference in wages everyone . For respondents research at the level salary < Rp. 1,000,000 as many as 31 people (8%), the level wages Rp. 1,000,000 – Rp. 2,500,000 as many as 66 people (17%), the level salary of Rp. 2,600,000 – Rp. 3,500,000 as many as 164 people (43%), and the level salary > IDR 3,500,000 as many as 123 people (32%). By proportional based on level data wages respondents as consumer food culinary on Jalan Anyar Ponorogo own presentation highest at the level salary IDR 2,600,000 – IDR 3,500,000 for 164 people (43%) respondents .

**Table 9 Characteristics Based on Domicile**

Domicile	Jump	Presentation
MADIUN CITY	76	20%
MADIUN REGENCY	102	27%
PONOROGO REGENCY	282	73%
<b>Total</b>	384	100%

Source : Research Data 2025

Based on table 6 it shows that domicile part respondents is domicile respondents in Madiun City as many as 76 people (20%), respondents domicile in the Regency Madiun as many as 102 people (27%), and respondents who reside in the Regency Ponorogo as many as 282 people (73%). The results of respondents the most domiciles is a person who lives in the Regency Ponorogo .

**Table 10 Characteristics Based on Visit**

Visit	Jump	Presentation
1 time	83	22%
2 – 3 Times	148	39%
> 3 Times	153	40%
<b>Total</b>	<b>384</b>	<b>100%</b>

Source : Research Data 2025

The results in table 7 show that visit consumer part respondents is 83 people (22%) visited once , respondents 2-3 visits totaling 148 people (39%), and visits respondents >3 times as many as 153 people (40%). The results of respondents do visit culinary on Jalan Anyar Ponorogo had the most visits > 3 times, with 153 people (40%) respondents.

### Normality Test

According to Ghozali (2018) put forward that the normality test This used For assess or analyze whether in the regression model , the variables independent and residual or nuisance have distribution normally . Normality test in research This can done with using statistical tests *Kolmogorov Smirnov (KS)*. This test based on *the Kolmogorov Smirnov* Test on the model being tested . The criteria used are : in taking decision in *the Kolmogorov-Smirnov* test that is if mark significance residual variable  $> 0.05$  then can it is said that the data is distributed normally . *Kolmogorov* test results *Smirnov* can seen in the table 8 as following .

**Table 11 TNormality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	1.43193827
Most Extreme Differences	Absolute	.068
	Positive	.032
	Negative	-.068
Test Statistics		.068
Asymp . Sig. (2-tailed)		.000 <sup>c</sup>
Exact Sig. (2-tailed)		.056

Point Probability	.000
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source : Data processed in SPSS program (2025)

Based on Table 8 Normality test results show that mark Exact Sig of  $0.056 > 0.05$ . The conclusion from results study on can it is said that all data used in study This distributed normally.

### Partial Test (T-Test)

Partial testing This can done For test influence independent variables on variables bound . The decision on the t- test can be taken based on mark significant  $< 0.05$ , then in results hypothesis can accepted . Results t test is shown in table 9 as following :

**Table 12 T-Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,295	4,546		3,805	.000
	Food Vlogger (X1)	.063	.075	.040	.841	.401
	Social Media (X2)	.266	.071	.178	3,758	.000
	Location (X3)	.384	.050	.359	7,621	.000

a. Dependent Variable: Purchasing Decision

Source : SPSS Output ( Processed )

t-test criteria are  $H_0$  accepted if :  $t_{count} > t_{table}$  and  $H_0$  is rejected if :  $t_{count} \geq t_{table}$  . Critical value with a level of significance  $t = 5\%$ . For get  $t_{table}$  using a two- sided test ( with *level of significance* ( $\alpha$ ) = 0.05 (5%) and *degrees of freedom* =  $n - k = 384 - 4 = 380$ , with mark  $t_{table}$  is of 1.966). Regarding the comparison the pointing that social media variables , and location influential significant to decision purchases , but not the *food vlogger* variable influential to decision purchase Culinary Street Anyar in Ponorogo .

### Determination Test

$R^2$  test is used For measure to what extent are other models capable of explain change variables dependent . Coefficient determination used For test *goodness-fit* of the regression model . Viewed from test results using SPSS, obtained mark as following :

**Table 13 Results of Determination Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.421 <sup>a</sup>	.177	.171	1,438
a. Predictors: (Constant), Location, Social Media , <i>Food Vlogger</i>				
b. Dependent Variable: Purchase Decision				

Source : SPSS Output ( Processed )

Based on The results in Table 10 show The value of R Square is 0.177 and the Adjusted R Square value is 0.171 or 17.1% which means that the Purchase Decision (Y) can explained by variables *Food Vlogger* (X1), Social Media (X2), and Location (X3) whereas the rest 82.9 % is explained by variables that are not entered in the research model This .

### D. CONCLUSION

Based on from results data analysis regarding analyze influence *Food Vlogger* , Social Media , Location on Purchasing Decisions MSME Consumers on "Jalan Anyar " Ponorogo , *Food Vlogger* No influential significant on Purchasing Decisions MSME consumers on "Jalan Anyar " Ponorogo . Social Media influential positive and significant on Purchasing Decisions MSME consumers on "Jalan Anyar " Ponorogo . Location matters positive and significant on Purchasing Decisions MSME consumers on "Jalan Anyar " Ponorogo .

### E. SUGGESTION

Suggestions for researchers furthermore recommended to MSMEs on "Jalan Anyar " Ponorogo , it is recommended to researchers For more add various type form opinion somebody For increase trust to results a number of recommendation For give recommendation past several

social media let can known public area , for public expected For careful in search and dig information related product culinary delights in Ponorogo and provide information that can influence trust with existence content in decision purchase products in the Ponorogo area and for academics expected capable For research more carry on with develop something study become more wide with use variables others , and use theory as well as tool up - to-date analysis in the process of getting new discoveries in order to be able to add knowledge and useful for everything.

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