

THE INFLUENCE OF INFLUENCER CREDIBILITY, INFORMATION QUALITY, AND CONSUMER TRUST ON PURCHASE INTENTION FOR MSME CULINARY PRODUCTS IN MADIUN CITY (Case Study of Content Creator @Ariemadione)

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Abstract

Digital transformation has changed marketing strategies for Micro, Small, and Medium Enterprises (MSMEs), particularly through the utilization of social media and influencer marketing. This research aims to analyze the influence of influencer credibility, information quality, and consumer trust on purchase intention toward MSME culinary products. This study employed a quantitative approach using primary data collected through online questionnaires. The respondents were selected using purposive sampling based on criteria related to exposure to culinary promotional content on Instagram and residence in Madiun City. Data analysis was conducted using IBM SPSS Statistics version 26, including instrument testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The findings indicate that influencer credibility, information quality, and consumer trust have positive and significant effects on purchase intention. These results demonstrate that consumers' willingness to purchase culinary products through social media is influenced not only by promotional exposure but also by the credibility of information sources and the level of trust developed between influencers and audiences. This research suggests that MSMEs and influencers should prioritize authentic communication, accurate information delivery, and sustainable trust-building strategies in digital marketing activities.

Keywords: Influencer Credibility, Information Quality, Consumer Trust, Purchase Intention, MSME Culinary Products.

A. INTRODUCTION

Digital transformation has significantly changed the way businesses communicate with consumers, particularly in marketing activities conducted through social media platforms. Social

media has evolved from merely an entertainment medium into a strategic marketing tool that enables businesses to interact with consumers more dynamically, efficiently, and widely. This transformation has created new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to promote their products through digital channels, especially in highly competitive industries such as culinary businesses (Kwan & Devica, 2023).

The culinary sector is one of the industries that actively utilizes social media as a promotional medium because consumer decisions are increasingly influenced by digital information, online reviews, and recommendations from other users. Consumers nowadays tend to search for product information before making purchasing decisions, including information related to product quality, price, location, and previous consumer experiences. Therefore, digital marketing strategies are not only focused on product visibility but also on building consumer perceptions and trust through credible information delivery (Utami et al., 2025).

Instagram has become one of the most influential platforms in culinary marketing due to its visual-based features, including photos, reels, stories, and interactive content. These features allow businesses and content creators to communicate product experiences more effectively. Through Instagram, consumers can receive recommendations that influence their perceptions and purchase intentions. The increasing use of social media has also encouraged the emergence of influencer marketing, where individuals with the ability to influence audience attitudes and behaviors become important intermediaries between businesses and consumers.

Influencer marketing effectiveness is not solely determined by the number of followers but also by the credibility perceived by the audience. According to the source credibility theory developed by Ohanian (1990), influencer credibility consists of three main dimensions: expertise, trustworthiness, and attractiveness. Expertise reflects the influencer's knowledge and competence regarding the promoted product, trustworthiness relates to honesty and reliability in delivering information, while attractiveness refers to the influencer's ability to establish personal

connections with audiences. These dimensions influence how consumers evaluate promotional messages and determine whether they accept recommendations from influencers.

Besides influencer credibility, information quality is another important factor affecting consumer responses in digital marketing environments. Wang and Strong (1996) stated that information quality can be evaluated through several dimensions, including accuracy, relevance, completeness, and timeliness. In culinary marketing, consumers require accurate and complete information regarding product characteristics, prices, locations, and experiences before deciding to purchase. High-quality information can reduce uncertainty and increase consumer confidence toward recommended products.

Consumer trust also plays an essential role in shaping purchase intention, particularly in digital transactions where consumers cannot directly evaluate products before purchase. Mayer et al. (1995) explained that trust is developed through three main components: ability, benevolence, and integrity. When consumers perceive that influencers provide reliable information, have good intentions, and consistently deliver accurate reviews, they are more likely to develop positive attitudes toward recommended products and increase their purchase intention.

Previous studies have demonstrated that influencer credibility, information quality, and consumer trust are important factors influencing purchase intention. Tabriza and Rohman (2024) found that influencer recommendations significantly contribute to consumer purchase decisions through social media platforms. Similarly, Isalman et al. (2023) showed that influencer credibility affects consumer perceptions and purchase intention. However, previous research has produced different findings regarding the effectiveness of influencer marketing. Several studies found that influencer marketing and social media content do not always significantly influence purchase intention (Gumalang et al., 2022; Hasanah & Giyartiningrum, 2022; Purwanto & Sahetap, 2022). In contrast, other studies reported that influencer credibility positively influences consumer purchase intention (Saharuddin et al., 2026; Utami et al., 2025).

These inconsistent findings indicate that the relationship between influencer characteristics, digital information quality, consumer trust, and purchase intention requires further investigation, particularly in the context of local culinary MSMEs. Most previous studies have focused on general consumer products such as fashion, beauty products, and electronics, while research examining local culinary MSMEs in medium-sized cities remains limited. Differences in consumer characteristics, local market conditions, and digital marketing practices may produce different research outcomes.

Based on this research gap, this study aims to analyze the influence of influencer credibility, information quality, and consumer trust on purchase intention toward MSME culinary products. The findings of this research are expected to contribute theoretically to digital marketing literature and provide practical insights for MSME owners and influencers in developing more effective promotional strategies through social media platforms.

B. METHOD

This research employed a quantitative approach to examine the influence of influencer credibility, information quality, and consumer trust on purchase intention toward MSME culinary products. The quantitative approach was selected because this study aimed to measure the relationship between variables and test the proposed hypotheses using statistical analysis. The research design used an explanatory research method, which focuses on explaining the causal relationships between independent variables, namely influencer credibility, information quality, and consumer trust, and the dependent variable, namely purchase intention.

The population in this research consisted of Instagram users who were familiar with culinary promotional content from the local content creator @ariemadione and had the potential to become consumers of MSME culinary products in Madiun City. The sampling technique used was purposive sampling, with specific criteria including respondents who were at least 17 years old, lived in Madiun City, had seen culinary review content uploaded by @ariemadione, and had

the ability to make independent purchasing decisions. Primary data were collected through an online questionnaire distributed using Google Forms. The questionnaire items were measured using a Likert scale to assess respondents' perceptions regarding influencer credibility, information quality, consumer trust, and purchase intention.

The research instrument consisted of statements developed based on indicators of each research variable. Influencer credibility was measured through indicators of expertise, trustworthiness, and attractiveness. Information quality was measured through accuracy, relevance, completeness, and timeliness indicators. Consumer trust was assessed through ability, benevolence, and integrity indicators, while purchase intention was measured through transactional intention, referential intention, preferential intention, and exploratory intention. Before conducting the main analysis, the instrument was tested through validity and reliability tests to ensure that the questionnaire items were appropriate for measuring each variable.

Data analysis was conducted using IBM SPSS Statistics version 26. The analysis process included instrument testing, classical assumption tests, multiple linear regression analysis, hypothesis testing using the t-test and F-test, and the coefficient of determination (R^2) test. Multiple linear regression analysis was applied to determine the partial and simultaneous effects of influencer credibility, information quality, and consumer trust on purchase intention. The t-test was used to examine the effect of each independent variable individually, while the F-test was used to evaluate the simultaneous influence of all independent variables on purchase intention. The coefficient of determination was used to determine the extent to which the independent variables explained variations in purchase intention.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

This research involved 400 respondents who were Instagram users and had experience viewing culinary review content from the local content creator @ariemadione. The respondents were

selected based on specific criteria, including having seen culinary promotional content and having experience purchasing MSME culinary products.

The characteristics of respondents were analyzed based on age, gender, occupation, and domicile. The majority of respondents were in the 17–25 years age group, consisting of 226 respondents (56.50%). Based on gender, female respondents dominated with 262 respondents (65.50%), while male respondents accounted for 138 respondents (34.50%). In terms of occupation, most respondents were students, totaling 160 respondents (40.00%), followed by private employees with 105 respondents (26.25%). Furthermore, most respondents lived in Madiun City, accounting for 248 respondents (62.00%).

The characteristics indicate that the respondents were predominantly young and active social media users. This demographic group is considered relevant because younger consumers tend to rely on digital information, online reviews, and influencer recommendations when evaluating culinary products.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Age	17–25 years	226	56.50%
Gender	Female	262	65.50%
Occupation	Student	160	40.00%
Domicile	Madiun City	248	62.00%

Source: Processed data (2026)

2. Instrument Testing Results

Before hypothesis testing, validity and reliability tests were conducted to ensure that the research instrument was appropriate for measuring each variable. The validity test showed that all questionnaire items for influencer credibility, information quality, consumer trust, and purchase intention were valid because the correlation values exceeded the required criteria.

The reliability test was conducted using Cronbach's Alpha. The results showed that all variables had Cronbach's Alpha values above 0.70, indicating that the research instruments had good internal consistency.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Decision
Influencer Credibility	0.853	Reliable
Information Quality	0.841	Reliable
Consumer Trust	0.859	Reliable
Purchase Intention	0.848	Reliable

Source: Processed data (2026).

The reliability results indicate that all measurement instruments were suitable for further statistical analysis. The high reliability values demonstrate that respondents provided consistent responses regarding influencer credibility, information quality, consumer trust, and purchase intention.

3. Multiple Linear Regression and Hypothesis Testing

Multiple linear regression analysis was conducted to examine the effect of influencer credibility, information quality, and consumer trust on purchase intention. The regression results are presented in the following table.

Table 3. Multiple Linear Regression Results

Variable	Regression Coefficient (β)	t-value	Significance
Influencer Credibility (X1)	0.312	8.914	0.000
Information Quality (X2)	0.285	7.501	0.000
Consumer Trust (X3)	0.334	9.823	0.000

Source: Processed data (2026).

The results show that all independent variables have positive and significant effects on purchase intention because the significance values are below 0.05.

The first hypothesis (H1) is accepted, indicating that influencer credibility positively and significantly affects purchase intention. The regression coefficient of 0.312 indicates that an increase in perceived influencer credibility contributes to higher consumer purchase intention. This finding demonstrates that consumers are more likely to consider purchasing culinary products when influencers are perceived as knowledgeable, trustworthy, and attractive. The result supports the concept of source credibility, which explains that credible communicators are more effective in influencing audience attitudes and behavioral intentions.

The second hypothesis (H2) is accepted, indicating that information quality positively and significantly affects purchase intention. The coefficient value of 0.285 shows that higher-

quality information provided through culinary review content can increase consumer interest in purchasing recommended products. Complete information regarding product details, price, location, menu, and service experience helps consumers reduce uncertainty before making purchase decisions.

The third hypothesis (H3) is accepted, indicating that consumer trust has a positive and significant effect on purchase intention. Consumer trust obtained the highest regression coefficient among the three variables ($\beta = 0.334$). This finding suggests that trust plays an important role in influencing consumers' willingness to purchase products recommended through social media. When consumers believe that influencers provide honest, consistent, and reliable recommendations, their intention to purchase the promoted products increases.

4. Simultaneous Effect and Discussion

The simultaneous hypothesis testing was conducted using the F-test. The results indicate that influencer credibility, information quality, and consumer trust simultaneously influence purchase intention.

Table 4. Coefficient of Determination

R	R Square	Adjusted R Square
0.730	0.533	0.530

Source: Processed data (2026).

The coefficient of determination shows that influencer credibility, information quality, and consumer trust explain 53.3% of the variation in purchase intention, while the remaining 46.7% is influenced by other factors outside the research model. These findings indicate that the three variables provide a substantial contribution in explaining consumer purchase intention toward MSME culinary products.

The simultaneous influence of these variables confirms that purchase intention in digital marketing contexts is not determined by a single factor. Influencer credibility provides confidence in the information source, information quality helps consumers evaluate products, and consumer trust strengthens the psychological willingness to purchase. Therefore, effective

influencer marketing strategies require the integration of credible influencers, accurate information delivery, and continuous trust development.

The findings support previous research indicating that influencer credibility and digital content quality are important determinants of consumer responses toward promoted products. In the context of MSME culinary products, influencers can function not only as promotional media but also as information providers who reduce consumer uncertainty and encourage purchasing decisions.

D. CONCLUSIONS

This study concludes that influencer credibility, information quality, and consumer trust are important factors in shaping consumer purchase intention toward MSME culinary products. Influencer credibility contributes to consumer confidence because audiences tend to respond positively to influencers who are perceived as knowledgeable, reliable, and capable of delivering convincing recommendations. Furthermore, the quality of information provided through social media content plays an important role in reducing consumer uncertainty by providing relevant, accurate, and complete product information.

Consumer trust also becomes an important determinant of purchase intention in digital marketing environments. Consumers are more likely to develop purchase intentions when they believe that the information and recommendations provided by influencers are consistent, honest, and reliable. The findings indicate that effective influencer marketing strategies for MSME culinary products require not only promotional exposure but also the development of credibility, information quality, and consumer trust simultaneously.

This research provides practical implications for MSME owners and digital content creators. MSME actors should consider collaborating with influencers who have strong credibility and maintain transparency in communicating product information. Influencers should

also prioritize accurate reviews and consistent communication to maintain long-term audience trust.

However, this study has several limitations. The research focuses on respondents who are exposed to culinary promotional content from a specific local influencer, which may limit the generalizability of the findings to other contexts. Future research is suggested to examine other factors influencing purchase intention, such as electronic word of mouth, engagement level, brand image, or consumer experience, and to involve broader research objects and respondent characteristics.

E. SUGGESTIONS

Based on the findings of this research, several suggestions can be considered for future studies and practical implementation. Future researchers are encouraged to expand the research model by incorporating other variables that may influence consumer purchase intention in digital marketing environments, such as electronic word of mouth (e-WOM), social media engagement, brand image, perceived value, or customer experience. Further studies may also compare different types of influencers or digital platforms to obtain broader insights into the effectiveness of influencer marketing strategies.

For MSME actors, it is suggested to develop digital marketing strategies by selecting influencers who have strong credibility and relevance with the target market. Collaboration with influencers should not only focus on audience reach or follower numbers but also consider the quality of communication, authenticity of reviews, and ability to build consumer trust. Providing accurate and complete product information through digital platforms is also important to strengthen consumer confidence and encourage purchase intention.

For influencers, maintaining credibility and audience trust should become a priority in creating promotional content. Influencers are expected to provide transparent, informative, and experience-based reviews so that promotional activities can provide value for both consumers

and MSME owners. Consistency between the information delivered and the actual consumer experience is essential to maintaining long-term relationships with audiences.

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